

**Youth Apprenticeship Advisory Committee**

***November 17, 2021 Meeting***

Minutes

Attendees: Chairperson Grant Shmelzer, Assistant Secretary James Rzepkowski, Deputy Assistant Secretary Erin Roth, Lauren Gilwee, Chris MacLarion, Michelle Butt, Rob Minnick, Jeffrey Smith, Marquita Friday, Jennifer Griffin, Shauntia Lindsay, Todd Sabin, Molly Mesnard, Jason Hardebeck, Wendy Moore, Brian Cavey, Kelly Winters, Jill McClune, Sarah Sheppard, Matt McKinney

1. **Welcome and Introductions**

The meeting was convened at 10:31 AM by Chairperson Grant Shmelzer. Assistant Secretary Jim Rzepkowski welcomed everyone to the meeting, noting that it is taking place during National Apprenticeship Week 2021. He recognized the efforts of the committee by presenting a proclamation for NAW from Governor Larry Hogan.

1. **Approval of Minutes**

Michelle Butt made a motion to approve the 9/23/2021 minutes and it was seconded by Rob Minnick. The minutes were approved unanimously.

1. **Discussion Regarding Status of Apprenticeship Maryland Program (AMP)**
2. Number of Total Youth Apprentices

2016-2017 School Year: 11

2017-2018 School Year: 27 (12 FCPS; 15 WCPS)

2018-2019 School Year: 47 (23 FCPS; 23 WCPS; TCPS 1)

2019-2020 School Year: 74 (3 ACPS; 3 DCPS; 21 FCPS; 19 HCPS; 2 KCPS; 5 QACPS; 8 TCPS; 13 WCPS)

2020-2021 School Year (to date): 90 (1 ACPS; 4 BCPS; 8 DCPS; 19 FCPS; 23 HCPS; 2 KCPS: 6 SMCPS; 4 TCPS; 22 WCPS)[[1]](#footnote-1)

**2021-2022 School Year (to date): 92 (1 ACPS; 1 AACPS; 3 BCPS; 3 Calvert CPS; 1 Caroline; 7 DCPS; 12 FCPS; 10 HCPS; 1 PGCPS: 24 SMCPS; 3 TCPS; 26 WCPS)**

1. Number of Participating Businesses

2016-2017 School Year: 14

2017-2018 School Year: 44

2018-2019 School Year: 109 unduplicated employers (9 ACPS; 5 CCPS; 6 DCPS; 46 FCPS; 20 HCPS; 5 KCPS; 6 QACPS; 5 TCPS; 35 WCPS)

2019-2020 School Year: 171 unduplicated employers 13 Allegany; 13 Baltimore City; 23 Baltimore; 12 Caroline; 12 Carroll; 17 Dorchester; 53 Frederick; 33 Howard; 12 Kent; 23 Montgomery; 15 Queen Anne’s; 5 St. Mary’s; 16 Talbot; 43 Washington; 2 Wicomico)

2020-2021 School Year (to date): 236 unduplicated employers (to date) 14 Allegany; 1 Anne Arundel; 17 Baltimore City; 27 Baltimore; 17 Caroline; 19 Carroll; 6 Calvert; 22 Dorchester; 58 Frederick; 41 Howard; 12 Kent; 29 Montgomery; 5 Prince George’s; 18 Queen Anne’s; 21 St. Mary’s; 19 Talbot; 44 Washington; 4 Wicomico)

**2020-2021 School Year (to date): 258 unduplicated employers (to date) 19 Allegany; 17 Anne Arundel; 16 Baltimore City; 29 Baltimore; 10 Calvert, 27 Caroline; 23 Carroll; 5 Charles; 26 Dorchester; 60 Frederick; 13 Harford, 38 Howard; 16 Kent; 28 Montgomery; 20 Prince George’s; 25 Queen Anne’s; 31 St. Mary’s; 23 Talbot; 51 Washington; 13 Wicomico)**

1. Number of Participating School Systems

2016-2017 School Year: 2

2017-2018 School Year: 2

2018-2019 School Year: 11 (ACPS; BCPS: CCPS; DCPS; FCPS; HCPS; KCPS; QACPS; SMCPS; TCPS; WCPS)

2019-2020 School Year: 16 Allegany, Baltimore City, Baltimore, Caroline, Carroll, Dorchester, Frederick, Howard, Kent, Montgomery, Prince George’s, Queen Anne’s, St. Mary’s, Talbot, Washington, Wicomico

**2020-2021 School Year (to date): 20 Allegany, Anne Arundel, Baltimore City, Baltimore, Caroline, Carroll, Calvert, Charles, Dorchester, Frederick, Harford, Howard, Kent, Montgomery, Queen Anne’s, Prince George’s, St. Mary’s, Talbot, Washington, Wicomico**

1. Current Average Hourly Wage: $12.82 (ranges from $11.75 to $15.00)
2. Number and Percentage of AMP Students Also With Status as Registered Apprentices (2020-2021 School Year): 29 (32%). Number and Percentage of AMP Students Also With Status as Registered Apprentices (2021-2022 School Year): 7 (7.6%).
3. Industry representation for currently registered youth apprentices:

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| --- |
| **AMP Business Percentages as of 11/05/2021** |
| *Industry Sector* | *# of Youth Apprentices* | *% of Total* |
| Aeronautics | 1 | 1.1% |
| Architecture | 2 | 2.2% |
| Association Management | 1 | 1.1% |
| Automotive | 9 | 9.8% |
| Business | 1 | 1.1% |
| Construction | 19 | 20.7% |
| Education | 5 | 5.4% |
| Engineering | 1 | 1.1% |
| Finance, Banking and Real Estate | 1 | 1.1% |
| Furniture Repair | 1 | 1.1% |
| Government | 1 | 1.1% |
| Healthcare | 8 | 8.7% |
| Hospitality and Tourism | 5 | 5.4% |
| Information Technology | 1 | 1.1% |
| Manufacturing | 31 | 33.7% |
| Transportation and Logistics | 5 | 5.4% |
| **Total** | **92** | **100.0%** |

The 2019-2020 school year ended with 74 youth apprentices enrolled, and the 2020-2021 year ended with 90 youth apprentices enrolled. There were 63 program completers in the 2020-2021 school year. At the last Maryland Apprenticeship and Training Council (MATC) meeting, approximately 25 Youth Apprenticeship (YA) employers were on the agenda for program approval. The program continues to grow even amidst the challenges brought about by the pandemic.

MATP has conducted regular planning sessions with Apprenticeship Maryland Program (AMP) Coordinators. All sessions have been scheduled with participating school systems. The purpose of these meetings is to plan for the upcoming school year. There is such value in conducting information sessions because they generate parent and student buy in.

1. **MSDE Update**

The Maryland State Department of Education (MSDE) Director of Career Programs, Marquita Friday and Education program Specialist Jennifer Griffin shared some updates:

* MSDE plans on hosting an AMP Conference next year. They are aiming for an April date, but planning has not yet begun.
* MSDE continues to work with with last 4 school systems not participating in youth apprenticeship. One of the counties is really thinking about doing it. The remaining counties not yet participating are: Cecil, Garrett, Somerset, and Worcester.
* MSDE continues to have conversations with MATP Director MacLarion about prevailing problems, Sponsors in different school systems, and the consistency of related instruction. It could be good to get together and lay out all of the issues related to related instruction and anything else, and then go from there to systematically resolve these issues.
* Local public school systems have been very complementary of the AMP banners provided by MD Labor.
* A survey for school system AMP coordinators is presently being developed. A similar survey will be sent to employers by MD Labor.
1. **Policy Update – Commencement of Policy Development Process and Background**

The YA legislation sunsetted, but the program continues to function under the same rules of that legislation. MD Labor will be developing a YA policy to provide clear guidance, uniformity, and to address recurring issues. The MD Labor Division of Workforce Development and Adult Learning (DWDAL) Policy Unit is convening a group of subject matter experts (SME) to weigh in on the policy development. Individuals are currently being identified for the YA policy, and the SME group will include employers/Sponsors and representation from MD Labor, MSDE, LPSS’, Commerce, etc. This is a very collaborative process. The policy will capture all elements of the system to ensure that this program runs smoothly and to provide a framework to move forward.

The policy kickoff was held in October 2021. Reach out to Program Manager Smith if you have any questions or if you are interested in being a part of the policy development process.

1. **Legislative Update**

None.

1. **Marketing Update – SAE 2020 Youth Apprenticeship and Community College Award Solicitations; SAE 2020 Supported Statewide Marketing Campaign**

Deputy Assistant Secretary Erin Roth noted that MD Labor developed a master plan last year (2020) consisting of our Goals, Target Audiences, Message Ideas, Product Ideas, and Distribution Points.

Our three goals of this campaign:

1. Raise statewide awareness of and participation in Registered Apprenticeship (RA),
2. Promote the benefits of RA as a recruitment and retention strategy, and
3. Promote the advantages of apprenticeship as a career pathway and the wide range of occupational choices, with an emphasis on non-traditional occupations.

 To date, the following activities have occurred.

1. Developed promotional give-away items - face masks, challenge coins, car bumper magnets and flash drives – to be distributed at various events;
2. Wrapped two agency cars and one van with promotional messaging on Maryland’s Apprenticeship and Training Program;
3. Developed videos celebrating the benefits of apprenticeship as a career pathway that feature Maryland Governor Hogan, First Lady Yumi Hogan, and Human Services Secretary Padilla. The videos were released strategically in coordination with National Apprenticeship Week (November 8 – 14, 2020). In addition to the rollout of the videos via press release and social media, they are posted on the Maryland Department of Labor’s (Labor’s) website;
4. Secured a videography contract with The PKWY Agency to develop several videos aligned with our three goals mentioned above;
5. Secured a contract with Motor Vehicle Network (MVN) which is providing (4) :30 second commercials per hour, every 15 minutes all day and all week, in all 24 of the Motor Vehicle Administrations (MVAs) in the state of Maryland: Annapolis, Baltimore City, Bel Air, Beltsville, Columbia, Cumberland, Easton, Elkton, Essex, Frederick, Gaithersburg, Glen Burnie, Glenmont (Kemp Mill/Silver Spring), Hagerstown, Largo, Loveville, Parkville, Salisbury, Waldorf, Walnut Hill (Gaithersburg), Westminster, and White Oak (Silver Spring). The time period is 24 months: June 1, 2021 – May 31, 2023; and
6. Secured a contract with Vector Media Holding Corp. which provided transit advertising for Baltimore Maryland Transit Administration buses. “Bus kings” (30”Hx144”W) were placed on 20 buses in each of the four garages (Bush, Eastern, Kirk and Northwest) covering Baltimore, for a total of 80 buses. Additionally, these 80 buses had “bus interior cards” (11”Hx28”W). The time period was eight weeks: November 8, 2021 – January 2022.
7. The Request for Proposal (RFP) for video production has closed and a vendor was selected. At least three videos will be made, one of which will be tailored toward YA.
8. MD Labor continues to work with Maryland’s Motor Vehicle Administration (MVA) to design apprenticeship content and visual appeal for MVAs television monitors. These are now running, with two different slide shows appearing every 30 minutes.
9. This November, buses will be wrapped in alignment with National Apprenticeship week.
10. **Other Business**

The January meeting will be virtual. It will also be moved one week earlier. Thus, the next meeting date is **Wednesday, January 19, 2022 starting at 8 AM**.

MD Labor Assistant Secretary James Rzepkowski thanked the group on behalf of the Department.

The meeting adjourned at 11:45 AM.

1. Please note that some school systems did NOT have youth apprentices in the 2020-2021 academic year, but did the previous year. These systems elected not to offer work-based learning due the current COVID-19 State of Emergency. [↑](#footnote-ref-1)