

**Youth Apprenticeship Advisory Committee**

***January 19, 2022 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 8:01 AM by Chairperson Grant Shmelzer.

1. **Approval of Minutes**

Michelle Butt made a motion to approve the 11/17/2021 minutes and it was seconded by Jill McClune. 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): 115 (1 ACPS; 1 AACPS; 3 BCPS; 3 Calvert CPS; 1 Caroline; 7 DCPS; 12 FCPS; 20 HCPS; 2 MCPS; 1 PGCPS: 24 SMCPS; 3 TCPS; 37 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): 272 unduplicated employers (to date) 19 Allegany; 20 Anne Arundel; 18 Baltimore City; 32 Baltimore; 12 Calvert, 28 Caroline; 23 Carroll; 5 Charles; 26 Dorchester; 61 Frederick; 13 Harford, 38 Howard; 16 Kent; 31 Montgomery; 22 Prince George’s; 27 Queen Anne’s; 32 St. Mary’s; 24 Talbot; 52 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: $13.44 (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): 18 (15.7%).**
3. Industry representation for currently registered youth apprentices:

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| --- |
| **AMP Business Percentages as of 01-14-2022** |
| *Industry Sector* | *# of Youth Apprentices* | *% of Total* |
| Aeronautics | 1 | 0.9% |
| Architecture | 2 | 1.7% |
| Association Management | 1 | 0.9% |
| Automotive | 10 | 8.7% |
| Business | 3 | 2.6% |
| Construction | 26 | 22.6% |
| Education | 6 | 5.2% |
| Engineering | 1 | 0.9% |
| Finance, Banking and Real Estate | 1 | 0.9% |
| Furniture Repair | 1 | 0.9% |
| Government | 4 | 3.5% |
| Healthcare | 9 | 7.8% |
| Hospitality and Tourism | 8 | 7.0% |
| Information Technology | 1 | 0.9% |
| Manufacturing | 36 | 31.3% |
| Transportation and Logistics | 5 | 4.3% |
| **Total** | **115** | **100.0%** |

Program Manager Jeffrey Smith provided an overview of the data shown above. The Apprenticeship Maryland Program (AMP) continues to set records. As a breakdown, the highest reported numbers are from Washington County with 37, followed by St. Mary’s with 24, Howard has 20 and Frederick with 12. Moreover, 3 new apprentices have come on board just this week.

At present, the program has 272 approved businesses, 13 new YA employers and a total of 20 school systems with 4 that remain uncommitted. The average hourly wage increased to $13.44, primarily due to the new state minimum wage. What’s more - some employers are paying a higher rate, between $18 - $20 hourly. This pushes the average hourly rate up. As of this meeting, 18 of 115 students are dual registered Youth Apprentices (15%) which is slightly smaller than last year, with potential to grow. Manufacturing Construction and Automotive continue to maintain the top 3 industries, respectively.

Wendy Moore from WCPS inquired as to which industry the Washington County Public Schools employed youth apprentices are counted in education even though their Apprentices are technology and construction occupations? Jeffrey Smith noted that youth apprentices are counted within the industry of the hiring employer. So, in this case, they are indeed counted in education.

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:

* During the November 2021 YAAC meeting, MSDE was tasked with conducting a survey, and as of the time of this meeting, are waiting on 4 school systems to respond.
* MSDE’s grant with USDE may not get a 5th year extension. Given this, MSDE has decided to move those categories over to our reserve fund grant. School systems will have the opportunity to identify opportunities for funding through this grant at the secondary and post-secondary level.
* The MSDE Superintendent wants to research education and teaching opportunities in apprenticeship.
* MSDE currently has a CTE program titled, Teacher Academy of MD. The agency is taking a look to see how they can expand this into an actual apprenticeship model.
1. **Policy Update – Commencement of Policy Development Process and Background**

Director of Policy Lauren Gilwee provided an update with regard to this process.

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 has convened 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. Work on this process was temporarily paused so as to get feedback from surveys. The group will be able to pick the policy work back up, thereafter. It is anticipated that this process can restart in late March, with the whole process taking about 2-3 months. The plan is to aim for a June / July policy issuance. A complete policy timeline will be prepared for the next YAAC meeting in March 2022.

The committee then discussed the planned employer survey. MATP Director Chris MacLarion noted that the purpose of the survey is to reach out to each of the employers to identify if they are still there, if they are still involved with Youth Apprenticeship, if they want to be involved with Youth Apprenticeship and if they really will not be hiring. Once they are formally approved for AMP, MD Labor doesn’t have regular contact with the employer.

Issues discussed included the following.

* the timing on sending surveys
* which agency (or both) should be involved in survey delivery
* the format and number of survey questions (a draft survey was presented and feedback was solicited)

After further discussion, Chris Maclarion suggested that, in addition to a formal survey, that MATP staff would conducted outreach calls to all of the currently approved AMP employers, so as to determine their basic status and interest in the program, and also inquire if they would be willing to participate in the more formal survey. Committee members were very much supportive of this approach.

1. **Legislative Update**

Deputy Assistant Secretary Erin Roth led this agenda item. She began by sharing the Departmental bill for the division this year, Senate Bill 205, which involves apprenticeship. It looks to reauthorize the division as a State Apprenticeship Agency (SAA) and to reauthorize the Maryland Apprenticeship and Training Council (MATC) with all of their duties and activities through 2034. A hearing was held before the Senate Finance Committee last week. A vote is planned for tomorrow, and I feel that it went well.

Erin Roth noted that, as a reminder, if anyone who is a part of the YAAC is looking to testify on legislation, please be sure that you note that you are representing your organization (and not this committee) so that you are in line with policy.

Assistant Secretary Jim Rzepkowski noted that building RA and YA has become a household word. MD Labor is expecting a lot of legislation and we will continue to monitor those pieces of legislation and protect the brand of what Registered Apprenticeship truly is. Senator Rosapepe mentioned in his op-ed article that he wanted to see us get to 70,000 Registered Apprentices in the state. We’re very proud of our work over the last several years from 7500 to over 11500, and we continue to grow.

Lauren Gilwee pointed out that the policy team will monitor the vote tomorrow on the Sunset Extension bill.

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. Secured a videography contract with The PKWY Agency to develop several videos aligned with our three goals mentioned above;
4. 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
5. 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.
6. 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.
7. 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.
8. Starting in November 2021, buses will be wrapped in alignment with National Apprenticeship week. Buses continue to have these displays at present.
9. **Other Business**

The March meeting will be hybrid in-person/virtual. Thus, the next meeting date is **Wednesday, March 16, 2022 starting at 8 AM**.

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

The meeting adjourned at 9:56 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)