



Carroll County Workforce Development Board Meeting Minutes

Wednesday, November 19th, 2025

Exploration Commons, 9:30am

Quorum? No (10/17) Rose Mince, CCC- present Scott Yard, HSP- present Matti Franzén, Best Western- present Theresa Olson, MD DOL- present Sharon Plump, DORS- present Brandon Schweitzer, UMGC- present Denise Beaver, Carroll County Department of Economic Development Ryne Barrall, Penguin Random House- present (<i>incoming board member</i>) Shayla Anderson, MD Dept Social Services- present (<i>incoming board member</i>) William Eckles, Carroll County Public Schools- present	Staff & Guests (9) Heather Powell, CCWD Corina Canon, CCWD Nathan McConarty, CCWD Scott Singleton, CCWD Shelby O’Leary, CCWD Stan Whiteman, CCWD Ed Singer, Carroll County Government, Local Management Board Teresa Mena, MD DOL Jesse McCree, One-Stop Operator- present
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The meeting began at 9:34 am.

- **Welcome and Introductions-** Ms. Powell thanked the Board for attending and began member introductions. She welcomed incoming board members Ryne Barrall and Shayla Anderson for attending their first meeting.
- **Action Items-**
 - Approve Minutes from the September 17th, 2025, meeting- There were no suggested changes to the minutes from the September 17th meeting. There was not a quorum present at the meeting. Board members unanimously voted to approve the minutes via an online poll sent out on Wednesday November 19th.
 - Grant Submission Approval- MD Department of Labor will be issuing a Local Impact Workforce Grant of \$150,000 to CCWD, using Governor set aside money, effective January 1st, 2026. The second tier of that grant is a competitive grant of \$275,000 available to 9 of the 13 of the local workforce areas. This grant is due by December 1st. These grants will help CCWD focus on work involving the ALICE and youth populations. CCWD will also be applying for the Roads to Careers grant in January. This grant will be

\$500,000 over 3 funding years designed to help trades with mobile certifications like CDL, HVAC, Welding, etc. CCWD will work closely with Carroll Community College for this grant. The Board unanimously to approve these grant submissions via an online poll on Wednesday November 19th.

- **Strategic Planning Session-** Facilitated by Mr. McCree:

- 1. Board Engagement

- Clarify and package CCWD's core message
 - Message packaging for Board Retreat
 - Cohesive messaging across channels
 - Quarterly letter / newsletter ("E-letter") to board
 - Strengthen communication channels
 - Social sharing among board members
 - Track clicks, impressions, LinkedIn connections
 - Promote CCWD work through board member social media
 - Increase visibility into CCWD operations
 - "Splash page" for partner agencies
 - Board member exposure to partner programs
 - Improve board governance and onboarding
 - New member orientation
 - Mentoring new board members
 - Clearer expectations: Code of Conduct / Ethics
 - Committee structures, meeting cadence
 - Increase participation and sense of ownership
 - Guest speakers (virtual & in-person)
 - Board member spotlight features
 - Invite board members to events & convenings

- 2. Outreach & Convenings

- Build stronger outreach infrastructure
 - Social media—expand, promote, attach KPIs (likes? views? conversions?)
 - Develop personas: employers, jobseekers, partners, career-growers
 - Testimonials / success stories (especially for youth)
 - Address the challenge of "one-off events"
 - How to keep audiences engaged after events?
 - CRM to maintain follow-up & nurture
 - Sector-focused outreach

- New outreach content formats
 - Podcast highlighting CCWD, partners, and community (15–20 minutes)
 - Youth-specific programming content
 - “Call to Action” sheets at every event
- Strengthen business-facing convenings
 - Job fairs, happy hours
 - Menu of CCWD employer services
 - Align with business needs pulled through engagement
- High school student outreach
 - Reach 1,500–1,800 students
 - LMI, high-priority occupations, ALICE families, youth-specific needs
 - One-day guest speaking
 - Mock interviews
- Flexible / mobile outreach
 - Premier Virtual (mobile) options
 - Hybrid/in-person/virtual mix
- Community partners for convenings
 - Faith-based partners (Rescue Mission)
 - Community Access Points (CAP)

3. Expansion & Growth of Services

- Use board & partner insights to expand services
 - Leverage board member organizations to broaden services
 - Identify new service clusters where employer demand is strong
- Enhance jobseeker skill development
 - Strengthen foundational skills
 - Programs to help jobseekers obtain & maintain employment
 - Job readiness, occupational pathways, apprenticeships
- Expand youth services
 - “Blueprint” programs for middle school (5th–8th)
 - Early high school engagement (9th–11th grades)
 - Mentorship & ASAP-style guidance for career planning
- Data-driven service expansion
 - Link growth to future economic priorities
 - Assess current performance to determine expansion areas
- Improve service accessibility
 - Understand UI & new benefit changes
 - Make services easier to access & understand

- More involvement with fields of work (direct employer interfaces)
- Understand how business services affect customer outcomes
 - Stronger connection between business engagement & job placement

4. Partnership Engagement

- Strengthen partner network
 - WIOA partners: DOL, DORS, DSS, H.S., etc.
 - Community partners across COCIL, CCCTC, Rescue Mission
 - Build cross-partner relationships (reduce silos)
- Improve communication with partners & board
 - Better communication flows
 - Repeat core messages → repetition builds familiarity
 - Clear takeaway / contact sheet → “call to action”
- Increase partner participation
 - Invite partners to board meetings (at least twice per year)
 - Make it easier for partners to attend orientations
 - Create designated partner liaisons
- Use partners as ambassadors
 - Partner testimonials
 - Partner profiles with “call to action”
 - Parent/student testimonials for youth programming
- Joint planning & alignment
 - Co-planning with county/state agencies
 - Aligning around shared goals (“collective impact model”)
 - Reduce “employer fatigue” by coordinating touchpoints
- Business & employer partnerships
 - Are businesses represented adequately on the board?
 - Annual survey for businesses
 - Highlight ROI for partnerships
- Address cross-cutting needs
 - Transportation
 - Skilled immigrant/resettlement
 - Transit stream/transportation partners

Member Updates:

- Mr. Yard shared that the Volunteer Income Tax Assistance (VITA) program through HSP offers free year-round tax preparation services for low-moderate income households.
- Ms. Anderson informed the Board that as of November 1st, the previous four exemptions for having to provide proof of work activities in order to receive SNAP benefits have

been removed, meaning individuals who would like to continue receiving SNAP benefits must provide proof of work activities such as paid jobs, volunteering, SNAP E&T programs (like welding, healthcare training), workfare, job search, and vocational training.

- Ms. Beaver shared about the Shop Small to Win Big program in Carroll County Downtowns. The program encourages citizens to shop locally in Carroll County Downtown businesses and submit their receipt to enter a drawing to win a cash prize of \$250. The business whose customer was selected will also receive a \$100 prize. The program runs from November 17th-December 24th.
- Ms. Mena reported Knott Mechanical and Westminster Healthcare have been approved for apprenticeships. She also noted that a software developer, NABA PC, has approval for a registered apprenticeship.
- Ms. Mince shared with the Board the Winter Market at Carroll Community College will be on Saturday, December 13th from 9am-1pm. There will be unique gift selections, arts and crafts vendors, kids' crafts, snow globe booth, delicious treats, and food trucks.
- Ms. Plump stated that DORS has been flat funded since 2024, but services are still up and running. She said that the DSI program is now only available for direct deposit for payments. She also informed the Board that they are looking for employers that would allow work-site tours for students.

The meeting adjourned at 11:20 am.