

MAINE Workforce

DEVELOPMENT STRATEGY *for* 2001-2003

*The
Maine Jobs Council*

*A volunteer group
of citizens from
business, labor,
education, community
organizations and the
public working to
create a world-class
workforce development
system in Maine*



“IT’S ABOUT THE WORKFORCE”

“The best jobs in the new global economy will go to the people who have the best education and training. To stay competitive, Maine workers and employers must constantly learn new processes and adapt to new market conditions. We want education and training resources that are easy to find, simple to use and that keep us on the cutting edge of skill building. The Maine workforce can’t be beaten. Let’s keep it that way!”

Governor Angus S. King, Jr.

THE VISION

Maine people will have a high quality of life with rewarding work and prospering businesses. Employers will have skilled workers and workers will have good jobs. Economic success will be backed up by a world-class *workforce development system*.

MISSION OF THE MAINE JOBS COUNCIL

The Maine Jobs Council **leads, advises, and manages** the effort to create a world-class workforce development system in Maine. The Council **leads** by focusing on the big picture, by setting a tone of collaboration, and by educating policy-makers and the public. The Council **advises** by making recommendations to the Governor and Legislature. As the State-wide Workforce Investment Board, the Council **manages** by overseeing the implementation of workforce development programs.

GUIDING PRINCIPLES:

- Skilled workers are essential to economic growth.
- Everyone should be a lifelong learner.
- Maine employers, educators, and public policy makers must support people as life-long learners, citizens, workers, and family and community members.
- The workforce development system:
 - Provides the means for personal and economic security and job satisfaction.
 - Requires partnership among businesses, schools, organized labor, government and other providers.
 - Must be available to everyone of all ages, regardless of circumstances.
 - Must adapt quickly to changing technologies and market demands.
 - Must be easy to understand and navigate.
 - Must be designed by and accountable to workers, employers, and taxpayers.

GOALS	MEASURES	2001-2003 STRATEGIES
A. Create meaningful lifelong learning opportunities	<i>Increase the percentage of Maine people who attend an educational seminar, program, or course from 54% in 1995 to 70% by 2005. (Maine Economic Growth Council benchmark 16)</i>	<ol style="list-style-type: none"> 1. Expand the use of career preparation curricula under the Maine Learning Results. 2. Develop marketing strategies and a campaign for lifelong learning.
B. Increase employer participation in the workforce development system	<i>Increase the percentage of frontline Maine employees attending an educational seminar, program, or course through their place of work from 21% in 1995 to 50% by 2005. (Maine Economic Growth Council benchmark 18) Increase the jobs listed at Career Centers.</i>	<ol style="list-style-type: none"> 1. Increase marketing to employers of what workforce development is, the benefits of workforce development, and the benefits of posting jobs in the CareerCenter system. 2. Promote employer involvement on Local Workforce Investment Boards.
C. Increase public involvement in the workforce development system	<i>(Customer satisfaction survey to be conducted by the Maine Department of Labor, Bureau of Employment Services).</i>	<ol style="list-style-type: none"> 1. Increase marketing to jobseekers and the public. 2. Create and enhance the innovative use of technology for learning — e.g., shared training, chat rooms, vans, etc.
D. Integrate economic development with workforce development	<i>Increase the percentage of jobs that pay a liveable wage in Maine from 65% in 1995 to 85% by 2005 (Maine Economic Growth Council benchmark 27)</i>	<ol style="list-style-type: none"> 1. Strengthen the link between Local Workforce Investment Boards and regional economic development groups. 2. Emphasize livable wage, high wage and high skill employment through programs such as the Governor’s Training Initiative and Quality Centers. 3. Establish a formal, functional link between the Department of Labor and the Department of Economic and Community Development. 4. Provide a workforce development presentation at the next meeting of human resource managers and solicit their input about what they want from the Maine Jobs Council.
E. Create a seamless delivery system for workforce development	<i>Increase the percentage who agree that there are adequate public and private programs available to Maine people who want to train for new jobs or acquire new skills from 34% in 1995 to 50% by 2005. (Maine Economic Growth Council benchmark 17)</i>	<ol style="list-style-type: none"> 1. Define the delivery system and link all its components into a seamless enrollment and guidance system – including CareerCenters, University System, Technical College System, Adult Education programs and secondary schools. Streamline paperwork and eliminate duplications. 2. Support CareerCenters, Governor’s Training Initiative, Maine Quality Centers, and other key programs with adequate state dollars.

MAINE JOBS COUNCIL MEMBERS (2001)

Name	Affiliation	Name	Affiliation
Alan J. Cardinal, <i>Chair</i>	IMany	Wayne Huff	Moosehead Manufacturing
Joanna M. Jones, <i>Vice Chair</i>	Bath Iron Works	Valerie R. Landry	Maine Department of Labor
J. Duke Albanese	Department of Education	Carl Leinonen	Maine State Employees Association
Thomas G. Broussard, Jr.	Career Prospects, Inc.	Steven Levesque	Department of Economic & Community Dev.
Dennis Damon	Hancock County Commissioner	Richard Madore	Bangor Adult Education
Edward Dempsey	Great Northern Paper	Ed McCann	Maine AFL-CIO
Philip Dionne	PAD Construction	Larinda Meade	Portland Adult Education
Brett Doney	Growth Council of Oxford Hills	Al Menard	Caribou Adult Education
Joan Fink	University College at Thomaston	Joseph A. Moreshead	Precision Screw Machine Products, Inc.
Fenwick Fowler	Western Maine Community Action, Inc.	Jeanne Shorey Paquette	The Employment Times
Edward Gorham	Maine AFL-CIO	Susan Percy	Creative Work Systems
Joanne Harris	Jackson Laboratory	Martha Sterling-Golden	Maine Coast Heritage Trust
Susan Higgins	OneBeacon Insurance	Steven C. Tremblay	Alpha One