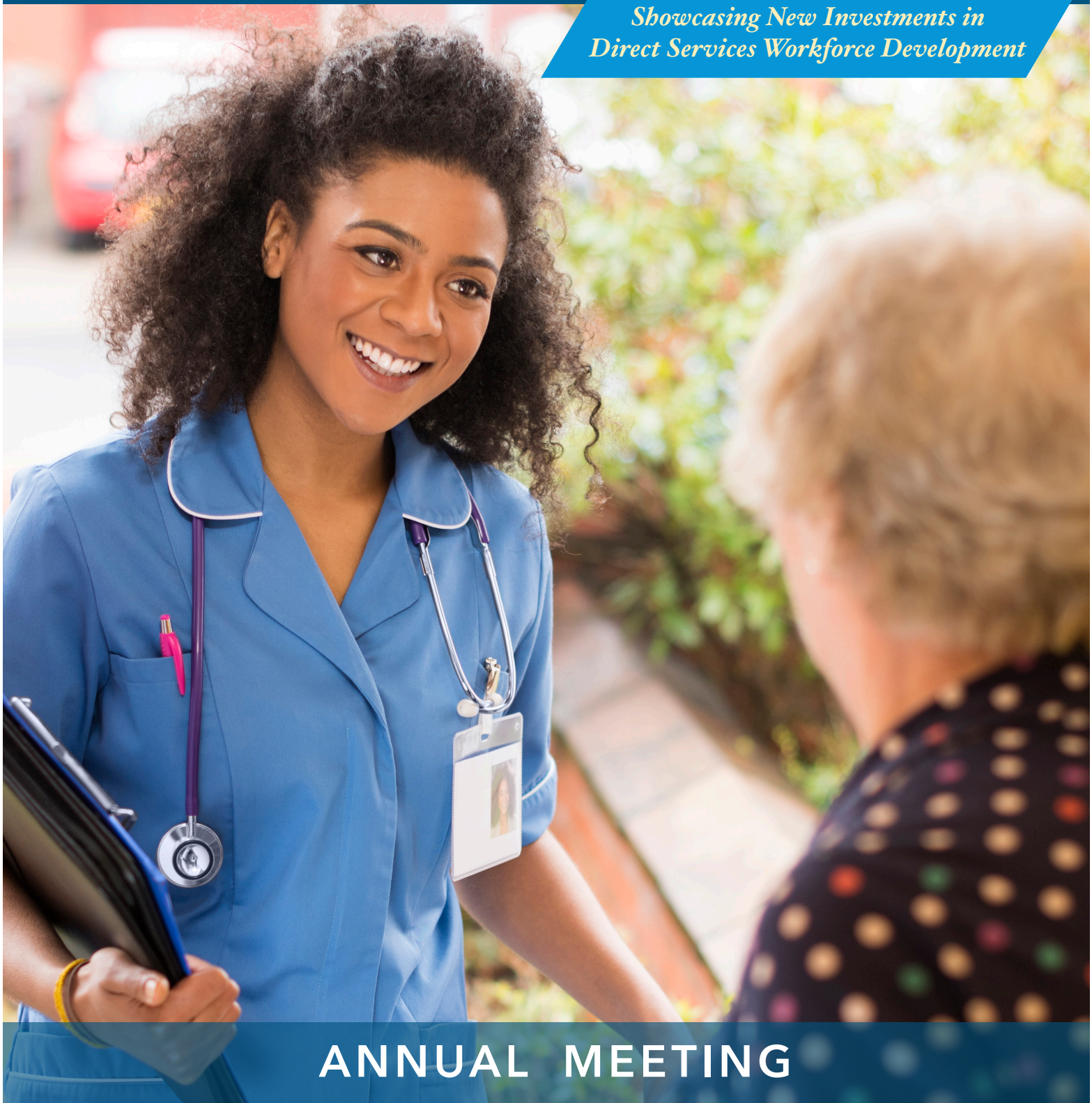


Reinventing the

Direct Services Workforce

*Showcasing New Investments in
Direct Services Workforce Development*



ANNUAL MEETING



September 26, 2019
8:30 a.m. - 12:30 p.m.
Howard Community College, Columbia, MD



Welcome

Welcome to the 2019 Meeting of the Maryland Regional Direct Services Collaborative. Beginning in 2017 with the Area Wide Workforce Summit brokered by the Paul R. Willging Endowment and the Erickson School of Aging Studies, leaders from the health care industry, education institutions and public agencies, came together to address one of the most critical issues confronting individuals, families, business organizations and the health care industry; the shortfall in the availability of direct service workers.

At the Collaborative's 2018 Annual Meeting, an action plan was developed by stakeholders, both individuals and organizations, across the region that laid out an agreed upon set of "end of year 2019" goals geared to having a positive impact on the recruitment, retention and career path development of direct services workers. Today's program, "Making a Difference: Showcasing New Investments in Workforce Training and Development" will report on the action steps that have been taken toward accomplishing those goals.

The Collaborative's work has been possible because of the high level of interest and commitment from the growing number of organizations throughout Maryland and D.C. With the continuing support provided by the Rodham Institute, the evolving partnership with the Erickson School of Aging Studies at UMBC, in addition to the many financial and "in-kind" contributions, the Collaborative is well along in establishing a solid public-private partnership needed to close the direct services workforce gap.

Today's meeting sets forth an ambitious but achievable program. To assure that the policies and directions that are set effectively address the needs of the many stakeholders throughout region, the Board of Directors urge attendees who have not yet joined the Collaborative, consider becoming members in the coming weeks or months. While much has been accomplished over the past year, much more remains to be done. An enhanced membership will help us fulfill our mission.

Thank you for helping us close this critical gap in the region's direct services workforce.

William R. Leahy, MD

Board Chair

Maryland Regional Direct Services Collaborative

Ron Carlson

Executive Director

Maryland Regional Direct Services Collaborative

Direct Services Workforce

Agenda

8:30 a.m.

Registration

- Check in at the registration table in the lobby.
- Light refreshments are available.

9:00 a.m.

Welcome and Introductions

- Ron Carlson
Executive Director, Maryland Regional Direct Services Collaborative
- Kate Hetherington, PhD
President, Howard Community College

9:15 a.m.

"The State of the Collaborative"

- William R. Leahy, MD
Board Chair, Maryland Regional Direct Services Collaborative

9:30 a.m.

"Enhancing the Understanding of the Regional Direct Services Workforce - What has Been Learned - What More is Needed"

- Jodi M. Sturgeon
President, PHI

10:00 a.m.

Keynote Address - "Spearheading Innovation in the Maryland Region 'View from the Outside'"

- Charissa Raynor
Executive Vice President, Next Step - Seattle, Washington

10:30 a.m.

Showcasing the Collaborative's Workforce Investments

- Wages and Benefits - Task Force Chair
David Rodwin
Attorney, Public Justice Center
- Training and Education - Apprenticeships Chair
Steven Jurch
Asstant Dean - Community College of Baltimore County
- Workforce Supply - Co-Chairs
Stephen Campbell
Data and Policy Analyst, PHI
Josephine Kalipeni
Director of Policy and Partnerships, Caring Across Generations

11:15 a.m.

Special Recognition - Presentation: Paul R. Willging Award of Excellence

- Laura Spada, EdD
Health Task Force Chair, Governor's Workforce Development Board

11:30 a.m.

Employer Roundtable - "A 20/20 Focus on Employers - What's Expected/What's Needed?"

- Moderator: Laura Spada, EdD

12:15 p.m.

Framing the Collaborative's Agenda for 2020

- Jehan El-Bayoumi, MD
Board Member and Founding Director - Rodham Institute

12:30 p.m.

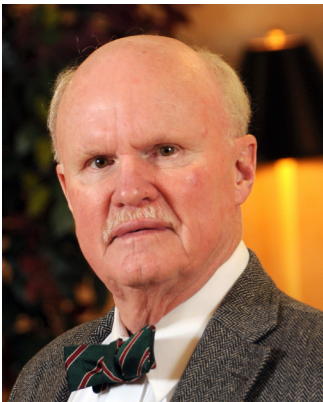
Adjourn



RON CARLSON

Mr. Ronald H. Carlson currently serves as the Chair of the Paul R. Willging Endowment. Previously, he served as research associate with University of Maryland Baltimore County's "The Hilltop Institute," and was director of the Policy Analysis Center established by the Horizon Foundation. Mr. Carlson was the president and founder of the Institute for Community Health focused on both community and population health improvement. He earlier served as the director of community health with the Center for Health Policy Studies and was senior researcher for the National Academy of Public Administration. Mr. Carlson was a founding member of the Senior Executive Service and held senior health care policy positions in the United States Department of Health and Human Services for more than three decades.

In 2012 he was instrumental in establishing the Paul R. Willging Endowment and Lecture Series in partnership with the Howard Community College that provides scholarship support to students pursuing careers in gerontology and the care of seniors. As the program evolved, he facilitated the current working collaboration between the Endowment and the Erickson School of Aging/UMBC toward furthering the mission of advancing the development and training of the direct care and paraprofessional workforce across Maryland.



WILLIAM LEAHY, MD

Dr. Leahy trained and completed degrees at Princeton University, Northwestern University Medical School and Johns Hopkins Medical Institution in Neurology. He is a founder of Neurologic Medicine, PA, a neurology practice in Prince George's County now in its fourth decade. Dr. Leahy retired June 2017 to devote time and effort to expand the High School Home Health Aide Training Program. He began this non-profit program in 1997. He is the author of over 40 papers/chapters in neurology and the co-author of *Providing Home Care: A Textbook for Home Care Aides*, now in its 5th edition, and *Caregiving at Home*, released in 2005, responds to those requests from family caregivers, especially those in the "baby boomer" generation. Royalties from these books are the assets of the Foundation which allows for programs granting high school students access to "relevant education" and a CNA course.



JODI M. STURGEON

Jodi M. Sturgeon is President of PHI, a nonprofit committed to improving quality care for older adults and people with disabilities by creating quality jobs for direct care workers. Under her leadership, PHI has worked with hundreds of employers and achieved state and national policy victories elevating compensation for millions of home care workers.

Jodi has worked in non-profit management for 20 years. She previously held Vice President and Chief Operating and Financial Officer roles at PHI, introducing innovations that strengthened the organization's infrastructure and programs. Prior to PHI, Jodi was Vice President of the New Hampshire Community Loan Fund, where she directed investment in housing, jobs and services for low-income individuals and families.

Jodi received a BS in Accounting from Franklin Pierce University. She received an Advanced Certificate in Government Finance Administration from Southern New Hampshire University and completed the Senior Leaders Program for Nonprofit professionals at Columbia Business School.



CHARISSA RAYNOR

Charissa Raynor is a national healthcare leader whose work has focused on the long-term care workforce, including its shortages and solutions, for much of the last 20 years. She has served as an advisor to the National Domestic Workers Alliance on workforce development strategy, was appointed to the US Secretary of Labor's Advisory Council on Apprenticeships and served on the board of the Washington Healthcare Alliance.



DAVID RODWIN

David Rodwin is an attorney in the Public Justice Center's Workplace Justice Project. Among other work, David represents home care workers in employment-related claims and conducts workers'-rights trainings at workforce development organizations. Before joining the PJC in 2015, David clerked for Chief Judge Catherine C. Blake of the United States District Court for the District of Maryland, spent a year in Guatemala studying Spanish and working with landless farmers, and clerked for Judge Andre M. Davis of the United States Court of Appeals for the Fourth Circuit. David graduated summa cum laude from the University of California, Irvine School of Law, in 2012. Before law school, David spent 15 months working at a human rights organization in Gujarat, India, and two years teaching English in Kyoto, Japan. He received a B.A. from Johns Hopkins University in 2005.



STEVEN JURCH

Steve Jurch has been involved in education for over 20 years ranging from the classroom to administration. He currently serves as the Assistant Dean for Health and Business Services at The Community College of Baltimore County in the workforce development division. Through his collaboration with credit programming and community organizations, Steve leads efforts to improve access to education both at CCBC and in the community. He is on the Board of the Baltimore Alliance for Careers in Healthcare, serving as its Treasurer and the Program Committee chair. Steve constantly strives to be an innovator in education and workforce development and is a published author, lecturer, and presenter.



STEPHEN CAMPBELL

Stephen Campbell is the Data and Policy Analyst at the PHI. He studies and writes on a variety of issues confronting the direct services workforce with the goal of reforming state and national policies. This work includes tracking workforce trends in policy and practice at the local, state and national levels. In addition to authoring and supporting PHI publications, he provides technical assistance to researchers, employers and policy experts from around the country to help strengthen the direct services workforce in their communities.



JOSEPHINE KALIPENI

Josephine Kalipeni serves as the Director of Policy and Partnerships at “Caring Across Generations”. Her experience includes grassroots and faith organizing, consumer engagement, and equity policy in health, education and international affairs. She started her career working in family crisis case management and social work where she saw first-hand the hardships of families navigating broken systems. This background helped lead her to advocacy and work in policy development.



LAURA SPADA, EdD

Laura Spada received her doctorate in Educational Leadership in 1988 from the University of Vermont. She has been involved in education at various levels for thirty plus years. Much of her experience has been implementing and managing technical and academic programs for high school and adult students. In addition to this she possesses a strong business connection – providing opportunities for businesses to be involved in the development of relevant, effective programs that respond to the changing needs of the workplace.

Her work with workforce development has led to innovative programs within the city of Baltimore, which have benefitted unemployed and underemployed individuals while contributing to the economic development of the state. Dr. Spada was responsible for the change in the apprenticeship regulations to allow for the inclusion of competency based apprenticeships. She designed and won approval for the first Healthcare competency based apprenticeship in Maryland.

Dr. Spada believes that the opportunities to develop career skills are essential to all students as we face the challenges of an ever changing economy, and those skills should match the needs of the employers. Her goal is to have an active role in providing these opportunities, while also ensuring that the needs of the employers are met. Laura lives in Baltimore City with her husband.



JEHAN EL-BAYOUMI, MD

Dr. El-Bayoumi was born in Florida, raised in East Lansing, Michigan and attended the University of Michigan in Ann Arbor for both undergraduate and medical school. She then moved to Washington, D.C. in 1985 to complete her internship, residency and chief residency in internal medicine at the George Washington University School of Medicine and Health Sciences (SMHS). After completion of her training, she joined the Division of General Internal Medicine at GW. Dr. El-Bayoumi served as clerkship director for many years prior to becoming the Internal Medicine Residency Program director in 1998, and remained in that role for 15 years. Dr. El-Bayoumi is a professor of medicine and she has a very active clinical practice.

Learning how to better educate and evaluate learners, from all levels has been a long-standing interest of hers. She has lectured and taught in the GW Milken Institute School of Public Health, the School of Medicine and Health Sciences (SMHS), and the SMHS residency program, as well as in the community about topics such as women and minority health. She has served on the boards of Center for Women Policy Studies, National Women's Health Network, and Arts for the Aging. She is currently serving as a board member for Whitman Walker Health.

Dr. El-Bayoumi founded the Rodham Institute to honor her patient, Mrs. Dorothy E. Rodham. She was not only a patient, but she also became her cherished friend. Mrs. Rodham was a wonderful human being who was committed to social justice and this Institute was created to honor her legacy.

Annual Award of Excellence

September 26, 2019



This certificate is presented to

Laura Spada, EdD

In recognition of your long standing professional investment toward strengthening the training and workforce development of technical and academic programs in the Baltimore area. Because of your Innovative approaches to workforce development, the underemployed and unemployed have benefited, and because of your tireless efforts to affect positive workforce improvements, the inclusion of competency based apprenticeships are now allowed in Maryland.

Your leadership produced the first healthcare competency based apprenticeships and in so doing, furthered the supply of workforce opportunities for direct services workers. These initiatives have enhanced the availability of care for older adults and persons with disabilities.

Your commitment to the development of career skills for students at a time of ever changing economic challenges stands as a "hallmark of excellence" throughout the region.

Reinventing the Direct Services Workforce

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In Support of the Annual Meeting



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High School Home Health
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Paul R. Willging
Endowment



We invite you to partner with the Maryland Regional Direct Services Collaborative as it seeks solutions to assuring the availability of a well-trained workforce throughout Maryland and the District of Columbia.

To learn more about the program and how to become involved with the work of the Collaborative, please visit

<https://smhs.gwu.edu/rodhaminstitute/rodham-institute-and-maryland-regional-direct-services-workforce-collaborative-partnership>

Rodham@gwu.edu