



## **The Workforce Innovation and Opportunity Act**

### **Regional Plan**

#### **Shore Region:**

**Caroline**

**Dorchester**

**Kent**

**Queen Anne's**

**Somerset**

**Talbot**

**Wicomico**

**Worcester**

**Counties**

**2022 –2024**

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The Shore Region is primarily a tourism and service economy, with labor needs in healthcare, skilled trades, and manufacturing.

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The Workforce Innovation and Opportunity Act, its regulations, and Maryland Policy Issuances drive regional sector strategies.

### **Section 3: Regional Service Strategies**

The Shore Region shares a border with Delaware. A large workforce development project to support offshore wind energy projects in Maryland and Delaware has just commenced.

### **Section 4: Coordination with Regional Economic Development Organizations**

The Shore Regions' collaboration with the Tri-County Councils is exemplary.

### **Section 5: Coordination of Transportation and/or Other Supportive Services**

The Shore Region focuses on the connectivity of the transit system.

### **Section 6: Regional Cost Arrangements**

The Shore Region shares the cost of the Chmura JobsEQ data analytics tool.

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The Shore Region will understand the performance implications of regional efforts when necessary.

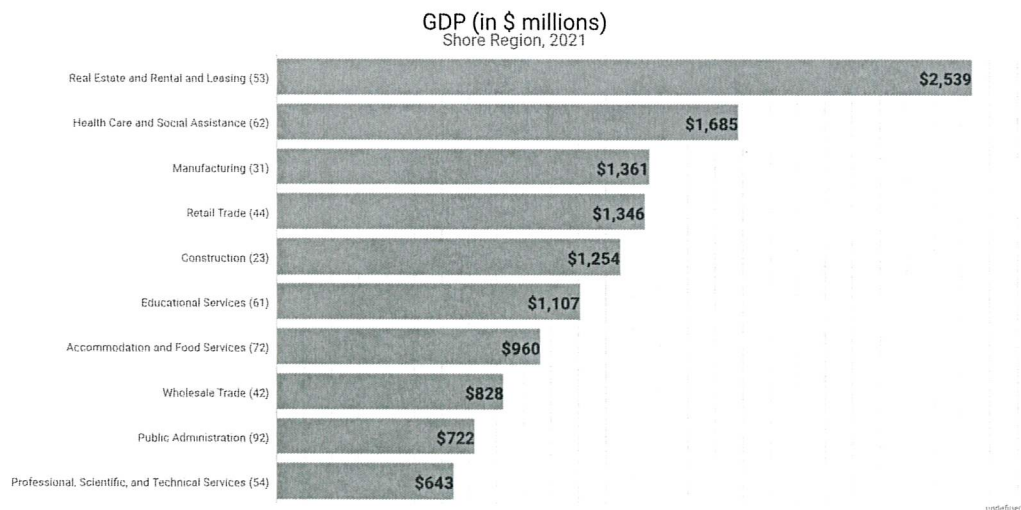
## Section 1 – Regional Analysis

(A) Existing and emerging in-demand industry sectors and occupations and their employment needs.

The Shore Region jointly procured Chmura’s JobsEQ data analytics tool. JobsEQ allows the Shore Region to use a common data set for decision making and JobsEQ provides granular information on the immediate past, present, and future forecasts for labor market phenomena. Regional planning, with the Workforce Innovation and Opportunity Act (WIOA) as the driver, must be viewed within the law and its accompanying regulations, and Policy Issuances from the Maryland Department of Labor. The WIOA regulations, sections 680.210 and 680.230, provide the “rules” for training participants and require program operators to use the Eligible Training Provider List. The language in WIOA and its regulations are inflexible in directing customers to choose a training option from the Eligible Training Provider List and are equally directive in requiring Title I program operators to issue Individual Training Accounts that reflect the customer’s choice. With the customer choice directive of WIOA and its regulations, the role of the Shore Region is to analyze the Eligible Training Provider List of the regional training vendors for alignment with the in-demand industries from the JobsEQ analytic tool(s).

The chart below, from JobsEQ, shows the 2-year history and two-year forecast for 20 NAICS categories for the Shore Region. The chart is sorted by the total demand projected in the two-year forecast. It is not a surprise to see that health care, construction including skilled trades, and accommodation and food service are the top three industries with the highest forecast demand in the next two years. These three industries reflect the similarities of the Shore Region economy and labor market, highlighting the Shore as a desirable place for retirees to locate and for “locals” to retire in place. The three highest median-age counties in Maryland are in the Shore Region, Kent, Talbot, and Worcester.

The Shore is also seen as a desirable place to visit, as reflected in the accommodation and food services industry as a major player in the economy and labor market. It is instructive to evaluate the Gross Domestic Product, the dollar value of goods and services produced in the Shore region economy to understand the impact of tourism and retirement on the labor market.



Source: Chmura JobsEQ

Real Estate and Rental and Leasing is the largest contributor to the Shore Region economy; however, the same sector is not in the same position as a direct employment engine. The Real Estate and Rental and Leasing impacts employment through its ancillary impact on the Shore Region service labor market.

Employer demand for workers in the local workforce areas of the Shore Region create a barrier to regional planning. Employers are reluctant to engage in efforts to entice workers to commute from one local area to the other local area. Local Workforce Development Boards are reluctant to encourage regional efforts that are perceived to redirect scarce resources, financial or human, to the other area. The option for regional planning then, is to look at the choices that workers and employers make in determining their “local labor market” and ensuring that local workforce development efforts reflect those choices.

On the surface, the procurement and use of the Chmura JobsEQ labor market tool appears to be a small step in regional planning. However, JobsEQ is better seen a huge step forward in its use as a common platform for decision making- both areas in the Shore region agree that JobsEQ is the data source for labor market analysis.

**Shore Region, 2022Q3<sup>1</sup>**

NAICS	Industry	Current		2-Year History			2-Year Forecast			Empl Growth	Ann % Growth
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers		
62	Health Care and Social Assistance	21,103	\$59,756	0.98	-1,240	-2.8%	4,521	2,004	2,348	168	0.4%
44	Retail Trade	19,177	\$33,174	1.26	811	2.2%	5,051	2,319	3,063	-331	-0.9%
72	Accommodation and Food Services	19,133	\$27,075	1.51	2,161	6.2%	7,093	3,045	3,685	362	0.9%
61	Educational Services	14,118	\$53,452	1.19	510	1.9%	2,788	1,321	1,460	6	0.0%
31	Manufacturing	11,019	\$53,760	0.91	435	2.0%	2,259	884	1,503	-128	-0.6%
23	Construction	9,932	\$51,890	1.12	80	0.4%	1,882	695	1,241	-54	-0.3%
92	Public Administration	9,019	\$53,990	1.30	369	2.1%	1,660	736	1,046	-123	-0.7%
56	Administrative and Support and Waste Management and Remediation Services	7,475	\$44,914	0.77	443	3.1%	1,775	734	1,074	-32	-0.2%
81	Other Services (except Public Administration)	6,714	\$34,585	1.05	326	2.5%	1,662	683	942	37	0.3%



**Shore Region, 2022Q3<sup>1</sup>**

NAICS	Industry	Current		2-Year History			2-Year Forecast			Empl Growth	Ann % Growth
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers		
54	Professional, Scientific, and Technical Services	6,096	\$62,847	0.56	417	3.6%	1,096	403	691	2	0.0%
48	Transportation and Warehousing	4,994	\$53,433	0.67	278	2.9%	1,197	486	711	0	0.0%
42	Wholesale Trade	4,885	\$75,775	0.87	424	4.6%	1,050	400	682	-32	-0.3%
11	Agriculture, Forestry, Fishing and Hunting	3,734	\$58,377	1.86	199	2.8%	923	417	530	-24	-0.3%
71	Arts, Entertainment, and Recreation	3,602	\$29,293	1.26	500	7.8%	1,103	449	621	33	0.5%
52	Finance and Insurance	2,801	\$76,914	0.46	-242	-4.1%	508	199	326	-17	-0.3%
53	Real Estate and Rental and Leasing	2,667	\$50,831	1.01	197	3.9%	515	246	303	-34	-0.6%
51	Information	1,487	\$66,733	0.49	-46	-1.5%	312	104	188	20	0.7%
55	Management of Companies and Enterprises	1,046	\$139,513	0.46	-23	-1.1%	191	73	124	-6	-0.3%
22	Utilities	756	\$108,027	1.00	-7	-0.5%	125	52	92	-19	-1.3%
21	Mining, Quarrying, and Oil and Gas Extraction	34	\$52,531	0.07	-9	-11.5%	7	2	5	0	0.4%
99	Unclassified	2	\$49,881	0.01	1	21.7%	0	0	0	0	-0.5%
<b>Total - All Industries</b>		<b>149,793</b>	<b>\$49,083</b>	<b>1.00</b>	<b>5,585</b>	<b>1.9%</b>	<b>34,376</b>	<b>14,424</b>	<b>20,084</b>	<b>-132</b>	<b>0.0%</b>

Source: [JobsEQ®](#)

Data as of 2022Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

(B) Demographic characteristics of the current workforce, including the educational and literacy levels, with emphasis on youth, adults in transition, and individuals with disabilities. Describe how the region's demographics are changing and the planning implications for the anticipated workforce of the future.

The JobsEQ data in the chart below, is a comprehensive comparison of the Shore Region, Maryland, and the United States. The key demographic data point, that explains, the Shore Region economy and the labor market, is the median age. Comparing the median age of the

Shore Region, 42.6 years, Maryland, 38.6, and the USA, 37.9, continues to show the “graying of the shore.” Goods and services that are desired by older residents push the Shore Region economy toward health care services, food service, retail, and personal services jobs. Political leaders, economic development professionals, tourism professionals, employers, and educators struggle with how to attract and retain a workforce for existing jobs while at the same time identifying career ladders that will lift workers out of low-paying, low-skill, entry-level service jobs. Simultaneously consumer demand for entry-level job goods and services is high. The Shore Region is part of the discussion and identifies areas where training that leads to in-demand credentials aligns with the WIOA service delivery model. Median household income and educational attainment of the prime age labor force (age 25-54) show slight gains since the last data review for the 2020 submission.

Summary<sup>1</sup>

	Percent			Value		
	Shore Region	Maryland	USA	Shore Region	Maryland	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	352,848	6,037,624	326,569,308
Male	48.5%	48.5%	49.2%	171,267	2,925,644	160,818,530
Female	51.5%	51.5%	50.8%	181,581	3,111,980	165,750,778
Median Age <sup>2</sup>	—	—	—	42.8	38.8	38.2
Under 18 Years	20.2%	22.2%	22.4%	71,115	1,340,766	73,296,738
18 to 24 Years	10.3%	8.8%	9.3%	36,203	532,160	30,435,736
25 to 34 Years	11.4%	13.7%	13.9%	40,274	829,403	45,485,165
35 to 44 Years	10.5%	12.9%	12.7%	37,073	776,058	41,346,677
45 to 54 Years	12.5%	13.5%	12.7%	44,055	817,301	41,540,736
55 to 64 Years	14.6%	13.4%	12.9%	51,342	811,061	42,101,439
65 to 74 Years	11.7%	9.1%	9.4%	41,287	546,754	30,547,950
75 Years and Over	8.9%	6.4%	6.7%	31,499	384,121	21,814,867
Race: White	73.7%	54.2%	70.4%	260,113	3,275,048	229,960,813
Race: Black or African American	18.9%	29.9%	12.6%	66,846	1,803,128	41,227,384
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	667	15,860	2,688,614
Race: Asian	1.6%	6.4%	5.6%	5,742	384,429	18,421,637
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.2%	39	2,650	611,404
Race: Some Other Race	1.6%	4.7%	5.1%	5,549	285,370	16,783,914
Race: Two or More Races	3.9%	4.5%	5.2%	13,892	271,139	16,875,542
Hispanic or Latino (of any race)	5.2%	10.3%	18.2%	18,211	619,418	59,361,020
<b>Population Growth</b>						
Population (Pop Estimates) <sup>4</sup>	—	—	—	354,522	6,055,802	329,484,123
Population Annual Average Growth <sup>4</sup>	0.2%	0.5%	0.6%	594	26,702	2,015,698
People per Square Mile	—	—	—	120.3	622.8	92.9
<b>Economic</b>						



Summary<sup>1</sup>

	Percent			Value		
	Shore Region	Maryland	USA	Shore Region	Maryland	USA
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.0%	67.4%	63.2%	176,789	3,243,851	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.8%	86.0%	82.4%	99,156	2,065,798	105,137,520
Armed Forces Labor Force	0.1%	0.7%	0.4%	333	32,103	1,143,342
Veterans, Age 18-64	4.9%	5.4%	4.5%	10,147	202,011	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	76.0%	83.2%	76.8%	7,710	168,043	6,853,673
Median Household Income <sup>2</sup>	—	—	—	\$65,863	\$87,063	\$64,994
Per Capita Income	—	—	—	\$35,162	\$43,352	\$35,384
Mean Commute Time (minutes)	—	—	—	26.9	33.0	26.9
Commute via Public Transportation	1.2%	7.4%	4.6%	1,893	226,646	7,044,886
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	9.9%	8.4%	10.5%	17,072	271,152	17,929,220
High School Graduate	31.6%	23.0%	25.4%	54,638	744,390	43,289,555
Some College, No Degree	21.2%	19.0%	20.5%	36,633	613,931	34,959,338
Associate's Degree	8.5%	7.2%	9.3%	14,607	232,557	15,776,790
Bachelor's Degree	17.9%	23.1%	21.6%	30,945	747,880	36,888,244
Postgraduate Degree	10.9%	19.3%	12.7%	18,849	623,913	21,630,870
<b>Housing</b>						
Total Housing Units	—	—	—	193,114	2,459,650	138,432,751
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$250,761	\$325,400	\$229,800
Homeowner Vacancy	2.0%	1.4%	1.4%	1,929	22,023	1,129,755
Rental Vacancy	4.1%	5.7%	5.8%	1,891	44,432	2,704,553
Renter-Occupied Housing Units (% of Occupied Units)	31.1%	32.9%	35.6%	43,189	734,699	43,552,843
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.2%	8.8%	8.5%	9,970	196,074	10,344,521
<b>Social</b>						
Poverty Level (of all people)	12.4%	9.0%	12.8%	41,937	531,553	40,910,326
Households Receiving Food Stamps/SNAP	14.1%	10.1%	11.4%	19,608	224,592	13,892,407
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.3%	4,291	79,896	4,358,865
Disconnected Youth <sup>3</sup>	2.8%	2.0%	2.5%	543	6,089	433,164
Children in Single Parent Families (% of all children)	39.7%	34.5%	34.0%	26,474	440,091	23,628,508
Uninsured	5.4%	5.9%	8.7%	18,700	352,186	28,058,903
With a Disability, Age 18-64	11.2%	8.9%	10.3%	22,615	327,152	20,231,217
With a Disability, Age 18-64, Labor Force Participation Rate and Size	43.6%	48.7%	43.2%	9,868	159,290	8,740,236
Foreign Born	6.0%	15.2%	13.5%	21,127	916,067	44,125,628

**Summary<sup>1</sup>**

	Percent			Value		
	Shore Region	Maryland	USA	Shore Region	Maryland	USA
Speak English Less Than Very Well (population 5 yrs. and over)	3.3%	7.0%	8.2%	10,961	396,869	25,312,024

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.
4. Census Population Estimate for 2020, annual average growth rate since 2010.

**(C) Knowledge and skills needed to meet the employment needs of the employers in the region, including employment needs in in-demand industry sectors and occupations.**

The Chmura JobsEQ tool provides an analysis of open, online, job listings. The most relevant sections of the analysis provide the Shore Region with the information contained in online job listings related to certifications, hard skills, and soft skills mentioned in the ads. It is interesting to note that the most occurring certification, registered nurse (RN), is mentioned 434 times, a huge increase over the past two years, along with basic life support (BLS), close to a 350% increase in demand. The most occurring hard skill, Microsoft Office is mentioned 380 times along with MS Excel with 275, and the most occurring soft skill, communication is mentioned 2,357 times, a significant increase from 2020 data. This observation validates employers' emphasis on medical credentials, soft skills, and greater experience with business computer software; a significant increase in demand over the past two years. The Shore Region recognizes that soft skills are more aptly labeled as essential skills.

The most often mentioned minimum education level is "high school diploma or equivalent." However, there is a significant demand for advanced educational attainment related to healthcare and educational professions. This employer preference is an indication of the predominant labor market need for registered nurses, but also for entry-level and supervisory workers to support the service economy of the Shore Region. Additional validation of this labor market observation is seen in the most mentioned occupation in online job ads- registered nurses with retail positions (both entry-level and supervisory) coming in as second and third in labor demand. This is a significant shift in labor needs over the past two years.

<b>Total Job Posts</b>										
Occupations	Locations	Employers	Certifications	Hard Skills	Soft Skills	Job Titles	Education Levels	Programs	Job Types	
5,640	441	636	1,398	170	824	94	3,817	6	192	9

**Occupations**

SOC	Occupation	Active Job Ads
29-1141.00	Registered Nurses	434



### Occupations

SOC	Occupation	Active Job Ads
41-1011.00	First-Line Supervisors of Retail Sales Workers	286
41-2031.00	Retail Salespersons	263
35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	136
31-1122.00	Personal Care Aides	116
29-1127.00	Speech-Language Pathologists	115
53-7065.00	Stockers and Order Fillers	114
29-2061.00	Licensed Practical and Licensed Vocational Nurses	106
11-9111.00	Medical and Health Services Managers	102
15-1252.00	Software Developers	97

### Certifications

Certificate Name	Active Job Ads
Registered Nurse (RN)	312
Basic Life Support (BLS)	269
Certification in Cardiopulmonary Resuscitation (CPR)	165
Driver's License	155
Advanced Cardiac Life Support Certification (ACLS)	149
Certified Nursing Assistant (CNA)	85
Licensed Practical Nurse (LPN)	67
ServSafe Food Protection Manager Certification	49
First Aid Certification	38
Pediatric Advanced Life Support (PALS)	33

### Hard Skills

Skill Name	Active Job Ads
Microsoft Office	380
Ability to Lift 41-50 lbs.	310
Microsoft Excel	275
Ability to Lift 51-100 lbs.	254
Cash Handling (Cashier)	208
Teaching/Training, School	166
Retail Sales	163
Merchandising	160
Mathematics	150
Python	119

### Soft Skills

Skill Name	Active Job Ads
Communication (Verbal and written skills)	2,357
Cooperative/Team Player	1,417
Customer Service	1,238
Organization	713
Adaptability/Flexibility/Tolerance of Change and Uncertainty	551
Supervision/Management	545
Detail Oriented/Meticulous	534
Self-Motivated/Ability to Work Independently/Self Leadership	534
Ability to Work in a Fast Paced Environment	494
Interpersonal Relationships/Maintain Relationships	483

### Education Levels

Minimum Education Level	Active Job Ads
High school diploma or equivalent	1,315
Bachelor's degree	802
Master's degree	218
Associate's degree	136
Doctoral or professional degree	85
Unspecified/other	3,084

(D) Analysis of the workforce in the region, including current labor force employment/unemployment data, labor market trends, and the educational and skill levels of the workforce in the region, including individuals with barriers to employment.

Employment and unemployment data for the Shore Region is a “moving target.” The area experiences a slowdown in hiring and an increase in unemployment due to the seasonal impact of tourism, agriculture, and fishing. Depending on the time of year that data is examined, unemployment/employment may vary widely. For example, January is a slow month for tourism, agriculture, and fishing. The summer months provide a much different employment picture. A value add of regional cooperation and planning is the validation of employment trends brought about by the change of seasons. The Shore Region, with its small population, can see wide swings in unemployment rates brought about by a small number of displaced workers. Employment and unemployment data show a Shore Region economy and labor market that is heavily influenced by an older population, seasonal hiring, service jobs, and low wages. In the context of WIOA, its regulations, and policy issuances, the Shore Region is challenged to identify customers, training on the Eligible Training Provider List, and employer demand to move customers to the first rung of a career ladder versus an entry-level, seasonal, service job. Funding from the American Rescue Plan Act (ARPA) has been a big help in qualifying more residents, and funding On-the-Job training

programs, particularly in needed occupational areas of healthcare, transportation, skilled trades and broadband in sustainable, non-service jobs.

	Unemployed <sup>1</sup>					
	Percent			Value		
	Shore Region	Maryland	USA	Shore Region	Maryland	USA
<b>Unemployed</b>						
Total	5.9%	5.2%	5.4%	10,369	167,571	8,870,516
<b>Age</b>						
16 to 19 years	16.1%	17.6%	16.9%	1,397	19,803	1,085,077
20 to 21 years	14.2%	12.8%	11.1%	1,023	12,296	664,557
22 to 24 years	8.0%	9.9%	8.7%	858	17,784	875,023
25 to 29 years	7.7%	6.4%	6.2%	1,273	22,195	1,182,680
30 to 34 years	8.1%	4.9%	5.0%	1,315	17,385	913,143
35 to 44 years	5.0%	4.1%	4.3%	1,563	27,166	1,464,729
45 to 54 years	3.3%	3.3%	3.9%	1,181	23,240	1,319,844
55 to 59 years	3.7%	3.5%	3.8%	736	11,645	603,301
60 to 61 years	2.6%	3.8%	3.7%	170	4,261	204,866
62 to 64 years	4.1%	3.3%	3.4%	343	4,297	210,876
65 to 69 years	2.9%	3.6%	3.6%	254	4,464	204,508
70 to 74 years	3.9%	3.6%	3.7%	172	1,870	87,866
75 year and over	2.9%	3.6%	3.6%	84	1,165	54,046
<b>Gender, 16 to 64 Years</b>						
Male	6.3%	5.3%	5.6%	5,015	81,217	4,535,254
Female	6.0%	5.2%	5.4%	4,844	78,855	3,988,842
<b>Race and Ethnicity, 16 to 64 Years</b>						
White	5.1%	4.0%	4.6%	6,161	66,250	5,096,931
Black or African American	10.2%	7.6%	9.4%	3,027	70,557	1,805,590
American Indian and Alaska Native	0.0%	6.3%	9.9%	0	456	112,714
Asian	7.4%	4.3%	4.3%	226	8,716	405,541
Native Hawaiian and Other Pacific Islander	0.0%	0.6%	6.8%	0	7	20,373
Some Other Race	8.0%	5.1%	6.5%	196	7,455	529,889
Two or More Races	5.0%	5.9%	7.8%	249	6,631	553,058
Hispanic or Latino (of any race)	8.4%	5.1%	6.2%	675	16,217	1,754,027
<b>Veterans, Age 18 to 64 Years</b>						
Total	3.1%	3.2%	4.3%	241	5,361	295,488
<b>Educational Attainment, Age 25 to 64 Years</b>						
No High School Diploma	10.6%	7.3%	7.9%	1,038	12,964	865,299
High School Graduate	6.8%	6.4%	5.9%	2,743	35,791	1,833,072
Some College or Associate's Degree	4.3%	4.5%	4.5%	1,785	31,311	1,808,603



Bachelor's Degree or Higher	2.4%	2.5%	2.8%	1,015	30,123	1,392,465
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Source: [JobsEQ®](#) 1. American Community Survey 2016-2020

### Labor Inventory, Covered Employment, for Shore Region

	Employment
Unclassified	0
Info.	1,391
Nat. Resources	1,980
Other Services	4,729
FIRE	4,845
Wholesale	4,939
TWU	5,319
Const.	7,793
Govt.	9,350
Mfg.	10,917
PBS	13,019
Retail	18,772
Leisure	26,458
Educ/Health	32,749

Source: [JobsEQ®](#)

Data as of 2022Q3

### Economic

	Shore			Shore		
	Region	Maryland	USA	Region	Maryland	USA
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.0%	67.4%	63.2%	176,789	3,243,851	164,759,496
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.8%	86.0%	82.4%	99,156	2,065,798	105,137,520
Armed Forces Labor Force	0.1%	0.7%	0.4%	333	32,103	1,143,342
Veterans, Age 18-64	4.9%	5.4%	4.5%	10,147	202,011	8,920,267
Veterans Labor Force Participation Rate and Size, Age 18-64	76.0%	83.2%	76.8%	7,710	168,043	6,853,673
Median Household Income <sup>2</sup>	—	—	—	\$65,863	\$87,063	\$64,994
Per Capita Income	—	—	—	\$35,162	\$43,352	\$35,384
Mean Commute Time (minutes)	—	—	—	26.9	33.0	26.9
Commute via Public Transportation	1.2%	7.4%	4.6%	1,893	226,646	7,044,886

### Educational Attainment, Age 25-64

No High School Diploma	9.9%	8.4%	10.5%	17,072	271,152	17,929,220
High School Graduate	31.6%	23.0%	25.4%	54,638	744,390	43,289,555
Some College, No Degree	21.2%	19.0%	20.5%	36,633	613,931	34,959,338
Associate's Degree	8.5%	7.2%	9.3%	14,607	232,557	15,776,790
Bachelor's Degree	17.9%	23.1%	21.6%	30,945	747,880	36,888,244

Postgraduate Degree	10.9%	19.3%	12.7%	18,849	623,913	21,630,870
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Source: JobsEQ®

1. American Community Survey 2016-2020, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

(E) Analysis of the workforce development activities (including education and training) in the region, including an analysis of the strengths and weaknesses of such services, and the capacity to provide such services, to address the identified education and skill needs of the workforce and the employment needs of employers in the region

The Shore Region has two dominant training providers, Wor-Wic Community College and Chesapeake College. The Workforce Innovation and Opportunity Act, its regulations, and Maryland Policy Issuances are clear that training funds, granted through Individual Training Accounts, must be used through the Eligible Training Provider List. An analysis of the education and training strengths and weakness then is an analysis of the alignment of trainings listed on the Eligible Training Provider List and the likelihood that those training offerings reflect employer needs in the region.

The Upper and Lower Shore Workforce Development Boards have a limited role in the training listed and maintained on the Eligible Training Provider List. So, the Shore Region Boards focus on the performance outcomes as reported in the quarterly performance report. Positive outcomes on the performance reports confirms that training appears to lead to getting a job, keeping a job, earning a paycheck, gaining skills, and earning a credential, and alignment with the labor market appears to be in place.

## Section 2 – Regional Sector Strategies

(A) Identify which in-demand industry sector(s) or occupation(s) the Local Boards in the region is/are serving and why.

The Shore Region has two dominant training providers, Wor-Wic Community College and Chesapeake College. The Workforce Innovation and Opportunity Act, its regulations, and Maryland Policy Issuances are clear that training funds, granted through Individual Training Accounts, must be used through the Eligible Training Provider List. An analysis of the education and training strengths and weakness then is an analysis of the alignment of trainings listed on the Eligible Training Provider List and the likelihood that those training offerings reflect employer needs in the region.

Eligible Training Provider List Industries	Employer Demand	
	Ranking	2 Year Forecast Demand
Healthcare	3	4,521
Construction/skilled trades	6	1,882
Manufacturing	5	2,259

Transportation/Material Moving	10	1,197
Business Management		
Management of Companies and Enterprises	18	191
Accommodation/Food Service	1	7,093
Public Administration	9	1,660

*Source: Maryland Labor*

*Source: JobsEQ*

*Source: Jobs EQ*

(B) Describe the current status of regional collaboration in support of the sector/occupation and identify anticipated next steps and timelines for at least the first two years of plan implementation.

The Shore Region formed a consortium to procure a labor market data analytics tool. The purpose of the consortium is to use a common set of data analysis and decision making. Uniformity of data will enable the Shore Region to view labor market phenomena with a common lens.

The Shore Region is engaged with the Mid Shore Regional Council and the Tri County Council for the Lower Eastern Shore of Maryland by serving on an advisory group for the implementation of a resiliency grant funded by the United States Economic Development Administration. The Shore Region’s role is to advise the group on the impact of the COVID 19 pandemic on disruptions in the labor force.

**Section 3 – Regional Service Strategies**

(A) Identify and describe which populations and/or service strategies and/or services will be developed on a regional basis.

The Shore Region shares a border with the state of Delaware. The Shore Region may explore opportunities to engage the Delaware workforce entity in discussions to determine the alignment of sector strategies, and employment and training strategies.

Offshore wind energy projects in both Delaware and Maryland coasts have begun permitting with a projected significant impact on workforce needs beginning in 2024. The Shore Region will be impacted greatly.

**Section 4 – Coordination with Regional Economic Development Organizations**

(A) Identify regional economic development services and providers in the region and describe how the Local Board(s) will coordinate services with these services and providers. Describe the current state of coordination with economic development and the anticipated next steps during the four-year plan period.

The Shore Region is engaged with the Upper Shore Regional Council, Mid Shore Regional Council, and the Tri-County Council for the Lower Eastern Shore of Maryland by serving on an advisory group for the implementation of a resiliency grant funded by the United States Economic



Development Administration. The Shore Region’s role is to advise the group on the impact of the COVID-19 pandemic on disruptions in the labor force.

### **Section 5 – Coordination of Transportation and/or Other Support Services**

This Section should, as part of the regional service delivery strategy –

- (A) Describe whether transportation or other support services need to be coordinated across the region based on the regional analysis, and if so which services and how.

In the early 2000s, the Upper Shore Workforce Investment Board and the Lower Shore Workforce Alliance engaged with the Maryland Department of Transportation to create and integrate transit services across the regions. The resulting transit efforts: Maryland Upper Shore Transit and Shore Transit coordinate services that provide routes that connect the Upper and Lower Shore. Staff from the Shore Region participate in an advisory capacity with the transit operators to ensure that labor market transportation issues are known. The Lower Shore has extensive transportation to work challenges. The Lower Shore Workforce Alliance through ARPA funds supports “training to employment” initiatives like Vehicles for Change (VFC), an automotive technician training program for ASE certifications targeting the reentry population. Donated and repaired vehicles are then offered to community residents through community partnerships as Car Awards for a nominal fee (under \$950). VFC trainees receive paid internships during training. As of December 2022, the first cohort of 10 trainees completed training. Six trainees received 20 ASE certifications, two are employed at Pohanka Hyundai and one is a technician making a \$19 hourly wage with benefits.

### **Section 6 – Regional Cost Arrangements**

- (A) Describe cost arrangements in the region for costs associated with items 1 through 5 above, which may include the pooling of administrative costs.

The Shore Region will make cost arrangements on an as-needed basis. An example of this approach is the procurement of Chmura JobsEQ. The Lower Shore procures the tool based on the needs of the areas, pays the vendor, and then invoices the local areas. The Shore region determined that this procurement mechanism was the most efficient and effective for this purchase. Future procurements will be discussed in the same manner to determine the most effective and efficient means to implement an idea.

### **Section 7 – Regional Performance Negotiation**

- (A) Single area regions may describe the process used to negotiate performance. Describe how a region consisting of multiple Local Workforce Development Areas will collaboratively negotiate and reach an agreement with the Governor on local levels of performance and report on performance accountability measures.

If the Shore Region identifies a need to engage in regional performance negotiation, the discussion will include the Region, the Maryland Department of Labor, and the US Department

of Labor. The Department of Labor's role will be to help the Region understand the mechanics of performance reporting and performance outcomes. The Departments of Labor will act as subject matter experts to help the Region plan a performance-driven project/system.