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**Baltimore Workforce Investment Board  
Quarterly Board Meeting  
March 12, 2008**

**Greater Baltimore Committee  
111 S. Calvert Street – Suite 1700  
Baltimore, MD 21202  
8:00 am – 9:30 am**

**Agenda**

8:00 – 8:05	Welcome, Introductions and Meeting Overview	John Ashworth, BWIB Chair
8:05 – 8:10	Approval of Minutes	John Ashworth, BWIB Chair
8:10 – 8:20	Progress Report - 2008 Youth Works Campaign	Skipp Sanders, MSDE Elaine Garven, Mayor's Office
8:20 – 8:50	Presentation – Perspective from the Governor's Workforce Investment Board	Bill Robertson, Chair and Eric Seleznow, Executive Director, Governor's Workforce Investment Board
8:50 – 9:05	Review and Approval of 2008 – 2010 BWIB Strategic Plan, as Amended	Karen Sitnick, MOED Jeffrey Smith, MOED
	Development of Measurable Committee Near-Term Objectives	Patrice Cromwell and Melanie Styles, WSEC Committee Co-Chairs
9:05 – 9:15	Status Report on BWIB Committees	Karen Sitnick, MOED BWIB Committee Chairs
9:15 – 9:25	Public Policy Committee Report <ul style="list-style-type: none"><li>• Legislation Supported by BWIB, to Date</li><li>• Review of Workforce Legislative Breakfast</li></ul>	Larry Walton, Chair Public Policy Committee
9:25– 9:30	Final Comments & Adjournment	John Ashworth, BWIB Chair



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<b>Section III</b>	<b>Review and Approval of 2008 – 2010 BWIB Strategic Plan, as Amended and Development of Measurable Committee Near-Term Objectives</b> <ul style="list-style-type: none"><li>/// 2008 – 2010 BWIB Strategic Plan, as Amended</li><li>/// Committee Goals Instructions</li><li>/// Committee Goals Template</li></ul>
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# Baltimore Workforce Investment Board

## Strategic Plan for FY 2008 – 2010

- I. **Vision:** *The Baltimore Workforce Investment Board envisions a city where every person maximizes his or her full potential and all employers have the human resources to grow and prosper.*
  
- II. **Mission:** *The Baltimore Workforce Investment Board, with the support of the political leadership and the commitment of the local and state partners, will build a workforce development system that drives and supports the local economy.*

### **III. Strategic Priorities in Support of the Vision and Mission:**

*Priority 1: Build the City's Future Workforce*

*Priority 2: Increase the City's Labor Force Participation*

*Priority 3: Increase Business Engagement with the Public Workforce System*

*Priority 4: Build Better Connections Between **and Among** Business and Educational Institutions*

*Priority 5: Promote the Efficiency of Baltimore's Workforce System*

**Priority 1: Build the City’s Future Workforce**

Goals	Recommended Strategies	Responsible Group and/or Person	Potential Measurable Outcomes	Specific Action Items (as developed by responsible group)	Status
<b>1. Work in partnership with relevant agencies to address the current low rate of high school completion in Baltimore City.</b>	Encourage and support the following initiatives: A) The expansion of alternative learning opportunities for all students, including disconnected youth.	Youth Council	<ul style="list-style-type: none"> <li>Number of students enrolled in alternative learning programs.</li> <li>Annual BCPSS expenditures on these programs. (Establish baseline in current year).</li> </ul>		
	B) The adoption of best practices targeted at reducing attrition.	Youth Council	<ul style="list-style-type: none"> <li>Improvement in annual dropout rate.</li> </ul>		
	C) Legislation focused on increasing compulsory education requirements.	Youth Council and Public Policy Committee	<ul style="list-style-type: none"> <li>Monitor legislation and advocate as appropriate.</li> </ul>		
<b>2. Expand and improve career development education and work-based learning opportunities for youth.</b>	A) Work with the BCPSS to document existing work-based learning programs, participating employers and unmet needs for work-based learning placements.	Youth Council	<ul style="list-style-type: none"> <li>Completion of documentation of programs.</li> </ul>		
	B) Craft a work-based learning plan which includes: overall guidance, appropriate documentation, and relevant technical assistance for interested schools.	Youth Council	<ul style="list-style-type: none"> <li>Learning plan developed.</li> </ul>		
	C) Work with employers to expand the number of placements and the quality of the work-based learning experience.	Youth Council	<ul style="list-style-type: none"> <li>Expanded number of placements.</li> </ul>		
	D) Advocate for full funding of the MD Summer Youth Connection Program.	Public Policy Committee	<ul style="list-style-type: none"> <li>Maintain current funding level for this program.</li> </ul>		
	E) Increase the number of summer youth employment opportunities; the number of youth who are ready to work.	Youth Council and BWIB	<ul style="list-style-type: none"> <li>Number of participants in Youth Works program; satisfaction of participating employers.</li> </ul>		
	F) Advocate for growth in the number of students enrolled in CTE programs.	Youth Council	<ul style="list-style-type: none"> <li>Number of participants in CTE program.</li> </ul>		

**Priority 2: Increase the City’s Labor Force Participation**

Goals	Recommended Strategies	Responsible Group and/or Person	Potential Measurable Outcomes	Specific Action Items (as developed by responsible group)	Status
1. Promote a broadening of education and training opportunities for ex-offenders.	A) Work with DPSCS to expand the range of available training (on ramps) for incarcerated individuals, commensurate with BWIB goals.	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Number of individuals trained.</li> <li>Number/type of training programs offered.</li> </ul>		
	B) Promote the sustainability and effectiveness of the Re-entry Center; encourage local business and industry to build a larger “employer pool.”	Training & Postsecondary Education, Workforce System Effectiveness, and Public Policy Committees	<ul style="list-style-type: none"> <li>Number of individuals trained.</li> <li>Number of placements made.</li> <li>Recidivism rate.</li> </ul>		
2. Develop a plan for increasing the labor force participation rate of mature workers.	A) Create a task force to study the issues surrounding senior citizen workforce participation; devise a series of recommendations to cultivate the increased employment of mature workers.	Mature Worker Task Force	<ul style="list-style-type: none"> <li>Submission of combined recommendations to BWIB by a defined target date.</li> </ul>		
	B) Promote and market mature workers and present them as a resource to address emerging unmet workforce needs.	Mature Worker Task Force	<ul style="list-style-type: none"> <li>Submission of combined recommendations to BWIB by a defined target date.</li> </ul>		
	C) Broaden and promote outreach, education, training, and placement opportunities for mature workers.	Mature Worker Task Force	<ul style="list-style-type: none"> <li>Submission of combined recommendations to BWIB by a defined target date.</li> </ul>		
3. Advocate for expanded education and training opportunities for job seekers and low-wage workers	A) Provide advocacy and continue to support legislative and budgetary initiatives that assist Baltimore’s job seekers and low-wage workers to access training opportunities that help them overcome education and skills deficits and gain entrance to adult and workplace literacy programs.	Public Policy Committee and Training & Postsecondary Education	<ul style="list-style-type: none"> <li>Adoption of level or increased funding for these programs.</li> </ul>		

**Priority 3: Increase Business Engagement with the Public Workforce System**

Goals	Recommended Strategies	Responsible Group and/or Person	Potential Measurable Outcomes	Specific Action Items (as developed by responsible group)
1. Support the development and/or continuation of initiatives that address workforce needs in target industry sectors.	A) Within the hospitality sector, connect City residents to employment opportunities in the new Convention Center hotel.	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Number of jobs filled by City residents (Establish baseline in current year).</li> </ul>	
	B) Within the construction industry, (a) continue to support the work of the JOTF/ABC – sponsored Construction Pre-Apprenticeship Program; and (b) support initiatives to connect city residents with construction opportunities for BRAC-related projects; and (c) expand construction to include energy.	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Number of individuals enrolling in the program.</li> <li>Number of individuals successfully completing the program.</li> </ul>	
	C) Within the healthcare industry, continue to support and monitor the work of the Baltimore Alliance for Careers in Healthcare.	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Number of individuals participating in BACH programs.</li> <li>Turnover and vacancy rates for BACH target jobs in Baltimore.</li> </ul>	
	D) Conduct labor market analysis as needed to make the case for the addition of other industries.	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Analysis reports completed?</li> </ul>	
	E) Promote partnerships with employers and employer organizations interested in training and hiring mature workers.	Mature Worker Task Force	<ul style="list-style-type: none"> <li>Submission of combined recommendations to BWIB by a defined target date.</li> </ul>	
	F) Investigate options for employers to develop and offer more flexible work schedules and other alternatives for mature workers.	Mature Worker Task Force	<ul style="list-style-type: none"> <li>Submission of combined recommendations to BWIB by a defined target date.</li> </ul>	
2. Educate employers about new laws and regulations impacting the current and future workforce.	A) Support the efforts of relevant State agencies in educating employers about new security clearance requirements associated with the implementation of the Transportation Workers Identity Card (TWIC) and the federal Real ID Act.	Public Policy Committee	<ul style="list-style-type: none"> <li>Number of employers receiving service. (Establish baseline in current year).</li> </ul>	

**Priority 4: Build Better Connections Between *and Among* Business and Educational Institutions**

Goals	Recommended Strategies	Responsible Group and/or Person	Potential Measurable Outcomes	Specific Action Items <i>(as developed by responsible group)</i>
<b>1. Assist in better aligning educational programs with the needs of the 21<sup>st</sup> century workforce.</b>	Encourage and support: A) The establishment of a continuum of career exploration activities, (beginning in the early grades and continuing through high school), developed as a product of a dialogue with BCPSS, area colleges, and training providers.	Youth Council	<ul style="list-style-type: none"> <li>Utilization of enhanced curricula which incorporates career exploration activities.</li> </ul>	
	B) Develop model articulation agreements that advance targeted employment sectors, from high school to the community college and beyond <b>and investigate the feasibility of a teacher reciprocity agreements with neighboring states.</b>	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>Utilization of model articulation agreements for programs in BWIB target sectors.</li> <li>Expansion of pool of qualified teachers.</li> </ul>	
<b>2. Facilitate connections between target industry sectors and educational institutions.</b>	A) Work with BCCC on initiatives (such as the utilization of model articulation agreements) that serve the emerging workforce <b>including the mature worker needs of Baltimore's diverse industry sectors.</b>	Training & Postsecondary Education Committee	1) Completion of related initiatives.	
	B) Foster linkages between businesses and the BCPSS Office of School Partnerships	Youth Council	<ul style="list-style-type: none"> <li>Number of Baltimore businesses establishing partnerships with the BCPSS (Establish baseline in current year).</li> </ul>	
<b>3. Improve student preparation for learning, so as to facilitate overall achievement, at all levels (e.g K-12, community colleges, four-year colleges and universities, and within the workforce.</b>	A) TBD	Training & Postsecondary Education Committee	<ul style="list-style-type: none"> <li>TBD</li> </ul>	

**Priority 5: Promote the Efficiency of Baltimore’s Workforce System**

Goals	Recommended Strategies	Responsible Group and/or Person	Potential Measurable Outcomes	Specific Action Items (as developed by responsible group)
<b>1. Identify research and data collection efforts to promote the BWIB’s overall priorities and provide substantive information for quality decision-making.</b>	A) Catalogue the education and training providers by BWIB industry sector, including available outcomes data.	Workforce System Effectiveness Committee	<ul style="list-style-type: none"> <li>Task completion.</li> </ul>	
	B) Draft recommendations for the kinds of outcomes that should be required to be reported as a condition of receiving public or private grant funding.	Workforce System Effectiveness Committee	<ul style="list-style-type: none"> <li>Task completion.</li> </ul>	
	C) Develop a set of indicators to gauge the critical components of the workforce system and provide regular “dash board” data.	Workforce System Effectiveness Committee	<ul style="list-style-type: none"> <li>Task completion.</li> </ul>	
	D) Provide regular information updates regarding labor market trends, and emerging issues that will impact Baltimore’s workforce.	Workforce System Effectiveness Committee	<ul style="list-style-type: none"> <li>Presentation of materials to BWIB.</li> </ul>	
	E) Provide review, assessment, and reporting related to the progress made by various BWIB committees, task forces, etc. in achieving their respective elements of this Strategic Plan.	Workforce System Effectiveness Committee	<ul style="list-style-type: none"> <li>Produce Quarterly Progress Reports.</li> </ul>	
<b>2. Enhance collaboration among regional workforce investment areas (WIAs).</b>	A) Identify and pursue opportunities to partner with other regional workforce entities, such as the Baltimore Regional Employer Institute.	Executive Committee/ MOED	<ul style="list-style-type: none"> <li>Develop of various workforce-related initiatives with other regional WIAs.</li> </ul>	

# **Baltimore Workforce Investment Board**

## ***Committees/Task Force Activity Summary***

### **Youth Council**

Full Youth Council met on March 13, 2008.

Youth Council Work Group Meetings (*year-to-date*)

- Service Providers/System Building Work Group  
Met on: 01/15/08 and 02/19/08.
  - Advocacy Work Group  
Met on: 01/22/08 and 02/26/08.
  - YouthWorks (Summer Jobs) Work Group  
Met on: 01/24/08 and 02/11/08.
  - Baltimore Homeless Youth Initiative (BHYI) Work Group  
Met on: 01/15/08 and 02/19/08.
  - Apprenticeship Program Work Group  
Met on: 01/17/08, 02/14/08, and 04/08/08.
  - Dropout Prevention and Recovery Task Force  
Met on: 02/06/08.
- Primary council focus was to review the 2008 – 2010 BWIB Strategic Plan as it related to the charge of this committee. The Service Providers/Systems Building Work Group identified two providers for the upcoming grant cycle of WIA youth funding. The Advocacy Work Group conducted outreach to members of Baltimore’s Senate Delegation with regard to their workforce/educational priorities. The YouthWorks Work Group prepared for the upcoming 2008 program period; supported the Mayor’s efforts to solicit funding for the program from the private sector. The BHYI Work Group helped to facilitate the opening of a new transitional living facility for young people. The Apprenticeship Work group continued to follow-up with attendees at the recent Apprenticeship Fair, so as to assist them in their placement efforts. Lastly, the Dropout Prevention and Recovery Task Force continued to work collaboratively with the Baltimore City Public School System to address this challenging issue.

### **Public Policy Committee**

Met on: 01/07/08, 02/04/08, 02/29/08, and 3/24/08.

- Primary committee focus was to prepare for the 2008 session of the Maryland General Assembly, as well as to review pertinent legislation introduced in regard to workforce development issues. Twenty-six individual pieces of legislation were discussed; eight

bills were identified as being aligned with the BWIB's priorities. Testimony in support of these bills was recommended and subsequently given on behalf of the full BWIB. Committee members also devised an advocacy plan to be utilized in promoting the BWIB's Public Policy Priorities.

### **Training and Postsecondary Education Committee**

Met on: 01/17/08, 02/14/08, and 04/10/08.

- Primary committee focus was to review the 2008 – 2010 BWIB Strategic Plan as it related to the charge of this committee. Members discussed ways in which they could initiate work in regard to the goals assigned to the committee. Particular areas of focus centered on ways in which to better connect the various educational institutions in Baltimore (K-12, community college, and four-year college/university) to the business community. Committee members also heard a presentation from Will Anderson of Maryland Business Roundtable for Education and Director of BeWhatIWantToBe.com.

### **Workforce System Effectiveness Committee**

Met on: 02/13/08.

- Primary committee focus was to review the 2008 – 2010 BWIB Strategic Plan as it related to the charge of this committee. Members discussed ways in which they could initiate work in regard to the goals assigned to the committee. Committee members also worked on the development of a dashboard to report available data in order to assess the state of the workforce development system in Baltimore. Lastly, the committee discussed the manner in which WSEC will work with the other BWIB committees so as to define measurable goals for the upcoming year.

### **Mature Worker Task Force**

Met on: 02/19/08.

- Primary task force focus was to review the 2008 – 2010 BWIB Strategic Plan as it related to the charge of this committee. Members discussed ways in which they could initiate work in regard to the goals assigned to the task force. Task force members also determined a tentative work plan for the year. The task force will begin by reviewing a demographic profile of the mature worker population in Baltimore City. Additionally, subject matter experts from organizations such as AARP will be consulted. The task force will utilize this data to create a questionnaire to be distributed to BWIB members and representatives from other Baltimore businesses. These survey results will help frame the recommendations of the task force, which will ideally be completed by December 2008.



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## **COMMITTEE GOALS**

Committees should establish 2-4 specific goals that could be accomplished in a six month period.

Goals should be reflective of the priorities agreed upon in the BWIB Strategic Plan 2008-2010.

Goals can be qualitative (process) or quantitative (numeric). However the achievement of all goals must be measurable.

On a quarterly basis, each committee will provide to the WSEC their accomplishments, and specific details of their progress toward to each of their goals. The WSEC will then compile and report progress of all committee goals quarterly.

Committee goals should be set at the next committee meeting. Assistance with goal setting can be provided if needed.

Goals and updates should be sent to Melanie Styles, Patrice Cromwell, Jeffrey Smith, and Milena Kornyl. Goals should be sent within two weeks after the committee establishes their goals. Updates should also be sent to those listed above by the following dates: 5/16/08, 8/8/08 and 11/7/08. This will enable updates to be compiled for the BWIB quarterly meetings.

### **Sample WSEC goal #1**

Develop a workforce development dashboard that provides the state of the Workforce Development System, and report all available data quarterly.

#### **How will the goals be accomplished (activities)**

Define the critical indicators needed to benchmark the workforce development system.  
Explore what data is available and on what frequency.  
Collect data  
Report Data in the Dashboard format

#### **How will progress be measured?**

Draft dashboard developed by March 1, 2008  
First run data collection by March 30, 2008  
First dashboard will be complete for the June 2008 BWIB meeting  
Updated data collection where available by July 31, 2008.  
Updated dashboard will be complete by September 2008 BWIB meeting

Committee: \_\_\_\_\_  
GOAL

# BWIB COMMITTEE GOALS

Committee Name:

Goal #1	How goal will be accomplished (activities)	How progress will be measured
Goal #2	How goal will be accomplished (activities)	How progress will be measured
Goal #3	How goal will be accomplished (activities)	How progress will be measured
Goal #4	How goal will be accomplished (activities)	How progress will be measured

# Governor's Workforce Investment Board Vision and Priorities

*Demand Driven, Supply Focused*

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Baltimore Workforce Investment Board

March 12, 2008

William G. "Bill" Robertson, Chair

Eric M. Seleznow, Executive Director





# Challenges

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- ❑ The current and future workforce must keep up with business' changing needs and competition in the global economy.
- ❑ While Maryland currently enjoys a healthy, diverse economy characterized by its successful business climate, many Maryland industries are facing significant worker shortages.
- ❑ Despite our low unemployment rate, many Marylanders have been left out of our economic success because they lack the skills and tools to be active participants in the economy.



# More Challenges

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- ❑ Close to one million out-of-school youths and adults need literacy skills, a high school diploma or improved English proficiency.
- ❑ BRAC provides a remarkable set of opportunities for Maryland.
- ❑ Federal funding reductions.



# Vision

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- ❑ Alignment of business, workforce system and economic development interests in Maryland
- ❑ Well-integrated, coordinated and collaborative strategies across agencies, institutions, governments and business
- ❑ Preservation and expansion of Maryland's highly-educated workforce
- ❑ Opportunities for all Maryland residents to participate and succeed in the workforce



# Goals

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- ❑ Align the educational system (P through 20) with economic development and industry needs
- ❑ Increase the supply of skilled and trained workers to address worker shortages.
- ❑ Better connect the emerging workforce (youth) with the workplace.
- ❑ Provide opportunities for untapped workers (people with disabilities, ex-offenders, TANF recipients, immigrants, etc.) to realize their full potential

# Priorities - Education

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- ✓ Creation of a P-20 Education Council
- ❑ STEM - A need for enhanced Science, Technology, Engineering and Math (STEM) skills throughout the K-20 system.
- ❑ C&TE - Expand Career and Technical Education Programs
- ❑ Adult Ed - Align Adult Education and English as a Second Language (ESOL) programs with existing workforce development programs



# Education - continued

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- ❑ Faculty Capacity - Increase the quantity and quality of teachers at the high school, community college and 4-year institution level to educate and train our future workforce (particularly in healthcare, education, STEM instruction, engineering, and BRAC-related occupations).
- ❑ Early access - from high school to college



# Priorities - Workforce Shortages

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- ❑ Increase access to employment opportunities for historically untapped workers.
- ❑ Grow our own skilled workers and link them with Maryland businesses.
- ❑ Create greater awareness of Maryland's one-stop workforce centers with employers .



# Priorities - Existing Workforce

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- Expand Opportunities for the Existing Workforce
- Create Pathways for Incumbent Workers
- Reconnect the Unemployed to Job Opportunities



# Better Alignment of the Workforce System

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- ❑ Local WIBS/GWIB/Secretary DLLR/Governor
- ❑ Community Colleges and 4 year institutions
- ❑ Department of Business & Economic Development (DBED)
- ❑ Dept of Human Resources (DHR)
- ❑ Maryland State Dept of Education (MSDE)
- ❑ BRAC workforce initiatives
- ❑ One Stop Workforce Centers
- ❑ Sector initiatives
- ❑ MBRT
- ❑ Other Youth Oriented Workforce Initiatives



# GWIB's Agenda

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- ❑ Advocacy
- ❑ Engage the Governor and other policy makers
- ❑ Develop strategic partnerships
- ❑ Build coalitions
- ❑ Seek alternative funding sources
- ❑ Build capacity



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March 13, 2008

The Honorable Thomas M. Middleton  
Senate Finance Committee  
3 East Miller Senate Building  
11 Bladen Street,  
Annapolis, MD 21401-1991

Dear Senator Middleton:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of *Senate Bill 821 - Maryland Youth Entrepreneur Connection Program*.

This legislation would establish a summer jobs program for disadvantaged youth ages 16 to 19 in the Maryland Department of Labor, Licensing and Regulation. The program would provide grants to local workforce investment agencies in order to support meaningful and well-supervised paid work experiences with employers that have been determined to be entrepreneurs. Funds can also be used by the local areas to support both training for participants that will enhance job skills as well as fund activities that expose them to entrepreneurial career opportunities.

The funding that Senate Bill 821 would provide to local workforce investment agencies would support summer employment opportunities primarily for minority youth who come from low-income households. Summer can be a very critical time for these young people. Research shows that participation in youth employment programs contributes to improved public safety, reduced learning loss, and a reduction in high-risk behavior. Youth who work in part-time jobs during the summer demonstrate a greater attachment to the labor market after graduation from high school and also earn higher wages than those who did not. Also, minority, low-income youth, especially younger youth, generally have a difficult time finding employment. Summer youth employment programs offer them the chance to gain valuable, real-world work experiences.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Thomas M. Middleton  
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Employment opportunities for youth in summer jobs programs span a wide range, including: office/clerical, construction, building maintenance and repair, recreation, camps, playgrounds, human services, classroom aids, daycare aids, library aides, health aides, environmental, grounds, landscaping, conservation, and combination academic enrichment & employment. The legislation you consider today would provide financial support to expand existing summer employment opportunities by giving youth the chance to work with local entrepreneurs.

Typically, entrepreneurs are also small business owners/operators. Offering financial assistance for local workforce agencies to expose young people to available small business ownership and entrepreneurial opportunities would expand their awareness of possible career options that they could consider pursuing as adults. Legislative initiatives like this would provide an even broader range of summer employment opportunities for our young people to participate in and to learn from.

Therefore we respectfully request a **favorable** report for Senate Bill 821.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senate Delegation  
Senator John Astle, Vice Chair, Senate Finance Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development

Sheila Dixon  
**Mayor**  
City of Baltimore

John W. Ashworth, III  
**Chairman**  
Baltimore Workforce Investment Board  
**Senior Vice President-Network Operations**  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
**Director**  
Mayors Office of  
Employment Development



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February 13, 2008

The Honorable Joan Carter Conway  
Senate Education, Health, and Environmental Affairs Committee  
2 West Miller Senate Building  
11 Bladen Street,  
Annapolis, MD 21401-1991

Dear Senator Conway:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of *Senate Bill 264 - High School Dropouts - Alternative Education Programs and GED Requirements.*

This legislation proposes that representatives of local boards of education should provide each individual who no longer attends a public high school in that jurisdiction, nor has obtained a high school diploma or certificate, with information concerning alternative education programs and GED program requirements and testing locations.

Chief among the indicators of a City's economic vitality is its ability to generate and fill substantial employment opportunities. Baltimore has made significant strides in recent years in the economic development arena, bringing substantial business investment to the City and creating new employment opportunities for its citizens. However, like other large urban centers, Baltimore faces many daunting challenges in building its workforce, reflecting a very unique set of local conditions.

In particular, the significant number of City residents who have left school prior to full educational attainment represents a troubling dynamic. In today's workplace, it is vital for individuals to have a solid foundation of learned knowledge: reading, math, and other fundamental skills. Many emerging career opportunities require a solid understanding of these skill areas.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
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Karen L. Sitnick  
Director  
Mayors Office of Employment  
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The Honorable Joan Carter Conway  
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Common sense measures such as the requirement contained in Senate Bill 264 represent positive steps toward broadening educational access and attainment for all Baltimoreans. Legislative initiatives like this provide individuals who are disengaged from school with a menu of education options that ultimately can lead to positive employment outcomes.

Therefore we respectfully request a **favorable** report for Senate Bill 264.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senate Delegation  
Senator Roy Dyson, Vice Chair, Senate Education, Health and Environmental Affairs  
Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment  
Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment  
Development

Sheila Dixon  
**Mayor**  
City of Baltimore

John W. Ashworth, III  
**Chairman**  
Baltimore Workforce Investment Board  
**Senior Vice President-Network Operations**  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
**Director**  
Mayors Office of  
Employment Development



417 E. Fayette Street  
Suite 468  
Baltimore, Maryland 21202  
Voice 410-396-1910  
Fax 410-752-6625  
www.baltoworkforce.com

February 13, 2008

The Honorable Brian Frosh  
Senate Judicial Proceedings Committee  
2 East Miller Senate Building  
11 Bladen Street,  
Annapolis, MD 21401-1991

Dear Senator Frosh:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of *Senate Bill 446 - Correctional Facilities - Released Inmates - Identification Cards*.

This legislation would require that the Commissioner of Correction issue an identification card (that conforms to those issues by the Maryland Motor Vehicle Administration) to all inmates upon their release from a State correctional facility.

Some 9,000 men and women exit Maryland's prisons each year and return to Baltimore, where another 20,000 residents are already under state supervision. Too many of the City's returning ex-offenders lack the tools to successfully navigate the reentry experience, and without effective support and intervention, we can expect more than half to recidivate within twelve months. Moreover, most have no prior work history, and many lack the occupational skills relevant for employment in today's job market.

To address the transition needs of these individuals, the City government created the Reentry Center (ReC) at its Northwest One Stop Career Center. An initiative of the Mayor's Office of Employment Development and supported by many organizations and agencies such as the Department of Public Safety and Corrections, the ReC offers a broad menu of employment-related resources, barrier removal and support services to formerly incarcerated individuals under one roof and via off-site referrals to partner agencies and organizations.

Based on the City's experiences in serving the nearly 9,000 individuals who have visited the ReC, it has become apparent that one major stumbling block to their success is in reclaiming their identities, both literally as well as emotionally. The provisions of this bill will help to streamline this process. Possession of a recognized government agency identification card will help returning ex-offenders to obtain driver's licenses, copies of birth certificates, and other necessary documentation.

Sheila Dixon  
Mayor  
City of Baltimore

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Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Brian Frosh  
February 13, 2008  
Page Two

More specifically, possession of such identification cards can greatly aid ex-offenders as they seek employment. Presentation of valid identification is a required element of any businesses' hiring process. Additionally, ex-offenders can utilize these credentials to obtain driver's licenses, thereby increasing the range of jobs that they could access, as well as allowing them to be eligible for jobs requiring vehicular duties. By facilitating the successful reintegration of ex-offenders back into the community, this legislation can help to reduce the overall rate of recidivism in the long run.

Therefore we respectfully request a **favorable** report for Senate Bill 446.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senate Delegation  
Senator Lisa Gladden, Vice Chair, Senate Judicial Proceedings Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development

Sheila Dixon  
**Mayor**  
City of Baltimore

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February 27, 2008

The Honorable Ulysses Currie  
Chairman  
Senate Budget and Taxation Committee  
3 West Miller Senate Building  
11 Bladen Street  
Annapolis, MD 21401-1991

Dear Senator Currie:

I am writing as chair of the Mayoral-appointed Baltimore Workforce Investment Board to express our strong **support** of Senate Bill 647 Education - Funding Formula for Adult Education and Literacy Grants.

The Maryland State Department of Education estimates that as many as one million Marylanders are in need of adult education and basic literacy services. The National Literacy Assessment Survey indicates that twenty percent of our residents function at the lowest literacy levels, placing Maryland in the lower tier of U.S. adult literacy rates. Also according to a recent study, only forty to fifty percent of our children in 3<sup>rd</sup>, 5<sup>th</sup> and 8<sup>th</sup> grades are scoring at the satisfactory level in reading and writing.

Building a continuous pipeline of qualified and skilled workers capable of filling the varied demands and expectations of Maryland's businesses is one of the major challenges that we face today. This challenge is all the more compelling given the documented literacy deficits of our adult learners and youth. Within the City of Baltimore, this education gap has serious negative implications for workforce preparedness and family economic success, as education levels closely correlate to employee productivity and increased lifetime earnings.

Senate Bill 647 would increase the State's investment in adult education and literacy services and lay the groundwork for bridging Maryland's education gap. The phased investment of State general funds proposed in the measure is consistent with the recommendations of the Superintendent's Panel on Excellence in Adult Education, which included representatives from the business sector, labor, and educational institutions.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of  
Employment Development

Senator Ulysses Currie  
February 27, 2008  
Page 2

To promote the competitiveness of Baltimore City's existing and emerging workforce and to ensure the economic vitality of our State, the Baltimore Workforce Investment Board respectfully requests your assistance in securing a **favorable** report for Senate Bill 647.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senators  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and  
President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development



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March 11, 2008

The Honorable Joan Carter Conway  
Senate Education, Health, and Environmental Affairs Committee  
2 West Miller Senate Building  
11 Bladen Street,  
Annapolis, MD 21401-1991

Dear Senator Conway:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of Senate Bill 773 - State Department of Education - Adult Education and Family Literacy Services.

This legislation would require the Maryland State Department of Education (MSDE) to compile, on an annual basis, a list by county of adult education and family literacy services offered to the public. MSDE would also be required to distribute the list to local school officials and to post the list on its public website.

Chief among the indicators of a City's economic vitality is its ability to generate and fill substantial employment opportunities. Baltimore has made significant strides in recent years in the economic development arena, bringing substantial business investment to the City and creating new employment opportunities for its citizens. However, like other large urban centers, Baltimore faces many daunting challenges in building its workforce, reflecting a very unique set of local conditions.

In particular, the significant number of City residents who are lacking with regard to language literacy and other basic educational skill sets represents a troubling dynamic. In today's workplace, it is vital for individuals to have a solid foundation of learned knowledge: reading, math, and other fundamental skills. Many emerging career opportunities require a solid understanding of these skill areas.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Joan Carter Conway  
March 11, 2008  
Page Two

Common sense measures such as the requirement contained in Senate Bill 773 represent positive steps toward broadening citizen awareness with regard to valuable adult education and family literacy services. Legislative initiatives like this provide individuals seeking to strengthen their basic skills with a menu of education options that ultimately can lead to positive employment outcomes.

Therefore we respectfully request a **favorable** report for Senate Bill 773.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senate Delegation  
Senator Roy Dyson, Vice Chair, Senate Education, Health and Environmental Affairs  
Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment  
Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment  
Development

Sheila Dixon  
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March 13, 2008

The Honorable Thomas M. Middleton  
Senate Finance Committee  
3 East Miller Senate Building  
11 Bladen Street,  
Annapolis, MD 21401-1991

Dear Senator Middleton:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of Senate Bill 821 - Maryland Youth Entrepreneur Connection Program.

This legislation would establish a summer jobs program for disadvantaged youth ages 16 to 19 in the Maryland Department of Labor, Licensing and Regulation. The program would provide grants to local workforce investment agencies in order to support meaningful and well-supervised paid work experiences with employers that have been determined to be entrepreneurs. Funds can also be used by the local areas to support both training for participants that will enhance job skills as well as fund activities that expose them to entrepreneurial career opportunities.

The funding that Senate Bill 821 would provide to local workforce investment agencies would support summer employment opportunities primarily for minority youth who come from low-income households. Summer can be a very critical time for these young people. Research shows that participation in youth employment programs contributes to improved public safety, reduced learning loss, and a reduction in high-risk behavior. Youth who work in part-time jobs during the summer demonstrate a greater attachment to the labor market after graduation from high school and also earn higher wages than those who did not. Also, minority, low-income youth, especially younger youth, generally have a difficult time finding employment. Summer youth employment programs offer them the chance to gain valuable, real-world work experiences.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Thomas M. Middleton  
March 13, 2008  
Page Two

Employment opportunities for youth in summer jobs programs span a wide range, including: office/clerical, construction, building maintenance and repair, recreation, camps, playgrounds, human services, classroom aids, daycare aids, library aides, health aides, environmental, grounds, landscaping, conservation, and combination academic enrichment & employment. The legislation you consider today would provide financial support to expand existing summer employment opportunities by giving youth the chance to work with local entrepreneurs.

Typically, entrepreneurs are also small business owners/operators. Offering financial assistance for local workforce agencies to expose young people to available small business ownership and entrepreneurial opportunities would expand their awareness of possible career options that they could consider pursuing as adults. Legislative initiatives like this would provide an even broader range of summer employment opportunities for our young people to participate in and to learn from.

Therefore we respectfully request a **favorable** report for Senate Bill 821.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Senate Delegation  
Senator John Astle, Vice Chair, Senate Finance Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development

Sheila Dixon  
**Mayor**  
City of Baltimore

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Karen L. Sitnick  
**Director**  
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March 4, 2008

The Honorable Sheila Hixson  
House Ways and Means Committee  
Taylor House Office Building  
6 Bladen Street, Room 131  
Annapolis, MD 21401-1991

Dear Delegate Hixson:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of *House Bill 953 - High School Dropouts - Alternative Education Programs and GED Requirements.*

This legislation proposes that representatives of local boards of education should provide each individual who no longer attends a public high school in that jurisdiction, nor has obtained a high school diploma or certificate, with information concerning alternative education programs and GED program requirements and testing locations.

Chief among the indicators of a City's economic vitality is its ability to generate and fill substantial employment opportunities. Baltimore has made significant strides in recent years in the economic development arena, bringing substantial business investment to the City and creating new employment opportunities for its citizens. However, like other large urban centers, Baltimore faces many daunting challenges in building its workforce, reflecting a very unique set of local conditions.

In particular, the significant number of City residents who have left school prior to full educational attainment represents a troubling dynamic. In today's workplace, it is vital for individuals to have a solid foundation of learned knowledge: reading, math, and other fundamental skills. Many emerging career opportunities require a solid understanding of these skill areas.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Sheila Hixson  
March 4, 2008  
Page Two

Common sense measures such as the requirement contained in House Bill 953 represent positive steps toward broadening educational access and attainment for all Baltimoreans. Legislative initiatives like this provide individuals who are disengaged from school with a menu of education options that ultimately can lead to positive employment outcomes.

Therefore we respectfully request a **favorable** report for House Bill 953.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City House Delegation  
Delegate Ann Marie Doory, Vice Chair, House Ways and Means Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development

Sheila Dixon  
**Mayor**  
City of Baltimore

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Karen L. Sitnick  
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Baltimore, Maryland 21202  
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www.baltoworkforce.com

March 18, 2008

The Honorable Sheila Hixson  
House Ways and Means Committee  
Taylor House Office Building  
6 Bladen Street, Room 131  
Annapolis, MD 21401-1991

Dear Delegate Hixson:

I am writing as chair of the Mayoral-appointed Baltimore Workforce Investment Board to express our strong **support** of House Bill 978 Education - Funding Formula for Adult Education and Literacy Grants.

The Maryland State Department of Education estimates that as many as one million Marylanders are in need of adult education and basic literacy services. The National Literacy Assessment Survey indicates that twenty percent of our residents function at the lowest literacy levels, placing Maryland in the lower tier of U.S. adult literacy rates. Also according to a recent study, only forty to fifty percent of our children in 3<sup>rd</sup>, 5<sup>th</sup> and 8<sup>th</sup> grades are scoring at the satisfactory level in reading and writing.

Building a continuous pipeline of qualified and skilled workers capable of filling the varied demands and expectations of Maryland's businesses is one of the major challenges that we face today. This challenge is all the more compelling given the documented literacy deficits of our adult learners and youth. Within the City of Baltimore, this education gap has serious negative implications for workforce preparedness and family economic success, as education levels closely correlate to employee productivity and increased lifetime earnings.

House Bill 978 would increase the State's investment in adult education and literacy services and lay the groundwork for bridging Maryland's education gap. The phased investment of State general funds proposed in the measure is consistent with the recommendations of the Superintendent's Panel on Excellence in Adult Education, which included representatives from the business sector, labor, and educational institutions.

Sheila Dixon  
Mayor  
City of Baltimore

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Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
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Karen L. Sitnick  
Director  
Mayors Office of  
Employment Development

Delegate Sheila Hixson  
March 18, 2008  
Page 2

To promote the competitiveness of Baltimore City's existing and emerging workforce and to ensure the economic vitality of our State, the Baltimore Workforce Investment Board respectfully requests your assistance in securing a **favorable** report for House Bill 978.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City Delegates  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and  
President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development



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March 19, 2008

The Honorable Dereck E. Davis  
House Economic Matters Committee  
Taylor House Office Building, Room 231  
6 Bladen Street,  
Annapolis, MD 21401-1991

Dear Delegate Davis:

On behalf of the Baltimore Workforce Investment Board (BWIB), I am writing to express our strong support of *House Bill 1553 - Maryland Youth Entrepreneur Connection Program.*

This legislation would establish a summer jobs program for disadvantaged youth ages 16 to 19 in the Maryland Department of Labor, Licensing and Regulation. The program would provide grants to local workforce investment agencies in order to support meaningful and well-supervised paid work experiences with employers that have been determined to be entrepreneurs. Funds can also be used by the local areas to support both training for participants that will enhance job skills as well as fund activities that expose them to entrepreneurial career opportunities.

The funding that House Bill 1553 would provide to local workforce investment agencies would support summer employment opportunities primarily for minority youth who come from low-income households. Summer can be a very critical time for these young people. Research shows that participation in youth employment programs contributes to improved public safety, reduced learning loss, and a reduction in high-risk behavior. Youth who work in part-time jobs during the summer demonstrate a greater attachment to the labor market after graduation from high school and also earn higher wages than those who did not. Also, minority, low-income youth, especially younger youth, generally have a difficult time finding employment. Summer youth employment programs offer them the chance to gain valuable, real-world work experiences.

Sheila Dixon  
Mayor  
City of Baltimore

John W. Ashworth, III  
Chairman  
Baltimore Workforce Investment Board  
Senior Vice President-Network Operations  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
Director  
Mayors Office of Employment  
Development

The Honorable Dereck E. Davis  
March 19, 2008  
Page Two

Employment opportunities for youth in summer jobs programs span a wide range, including: office/clerical, construction, building maintenance and repair, recreation, camps, playgrounds, human services, classroom aids, daycare aids, library aides, health aides, environmental, grounds, landscaping, conservation, and combination academic enrichment & employment. The legislation you consider today would provide financial support to expand existing summer employment opportunities by giving youth the chance to work with local entrepreneurs.

Typically, entrepreneurs are also small business owners/operators. Offering financial assistance for local workforce agencies to expose young people to available small business ownership and entrepreneurial opportunities would expand their awareness of possible career options that they could consider pursuing as adults. Legislative initiatives like this would provide an even broader range of summer employment opportunities for our young people to participate in and to learn from.

Therefore we respectfully request a **favorable** report for House Bill 1553.

Sincerely,



John W. Ashworth, III  
Chairman, Baltimore Workforce Investment Board  
Senior Vice President-Network Operations, and  
Associate Dean, University of Maryland School of Medicine,  
University of Maryland Medical Systems

cc: The Honorable Sheila Dixon, Mayor, City of Baltimore  
Baltimore City House Delegation  
Delegate David Rudolph, Vice Chair, House Economic Matters Committee  
Larry E. Walton, Chair, Public Policy Committee, Baltimore Workforce Investment Board, and President & Chief Professional Officer, United Way of Central Maryland  
Karen Sitnick, Director, Mayor's Office of Employment Development  
Jeffrey Smith, Executive Liaison for Public Policy, Mayor's Office of Employment Development

Sheila Dixon  
**Mayor**  
City of Baltimore

John W. Ashworth, III  
**Chairman**  
Baltimore Workforce Investment Board  
**Senior Vice President-Network Operations**  
University of Maryland Medical Systems  
Associate Dean, University of Maryland School of Medicine

Karen L. Sitnick  
**Director**  
Mayors Office of  
Employment Development

WORKFORCE INVESTMENT NETWORK FOR MARYLAND



# Raising the Bar 2008

June 16-18, 2008

Turf Valley Inn and  
Conference Center  
Ellicott City, Maryland



For more information  
call 866-544-9677  
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# Meeting the Challenges of the 21st Century Workforce

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**Raising the Bar** is one of the premier conferences for workforce development professionals in the Mid-Atlantic region.

The 2007 event drew more than 800 attendees from Maryland and surrounding states. The conference will feature keynote presentations and a wide variety of focused workshops addressing critical topics and emerging trends in workforce development.

The sponsorship and exhibitor opportunities associated with the conference provide an excellent opportunity for your organization to raise awareness about your products and services among key workforce development buyers and decision-makers.

## Who will be attending:

- Agency directors
- Business services consultants
- Career center coordinators
- Career consultants and coaches
- Computer training schools
- Disability trainers
- Economic development staff
- Educators
- Employer services representatives
- Employment and training specialists
- Guidance counselors
- Human resource professionals
- Human service providers
- Interviewers
- Job developers
- Occupational training representatives
- Offender workforce development specialists
- One-Stop Career Center managers
- Outplacement firms and professionals
- Placement and temporary firms
- Supervisors and managers
- Workforce Investment Board members
- Workshop facilitators

**WORKFORCE INVESTMENT NETWORK FOR MARYLAND**

For more information,  
please contact:  
La Rue Forrester  
toll-free 866-544-9677  
larue@leading-edge.us

**Raising  
the Bar 2008**

# Sponsorship Opportunities:

Numerous sponsorship opportunities are available in conjunction with the conference. These packages provide a wide variety of ways for organizations to broaden their participation in the conference and heighten their visibility in the workforce community.

## Platinum Sponsor \$50,000

Benefits to be developed in collaboration with sponsor

## Gold Sponsor \$25,000

- Organization name listed prominently in conjunction with conference name in promotional materials and on web site
- Organization listed as conference sponsor on all signs
- Five complimentary full conference registrations
- Opportunity to make a 5-minute presentation as part of opening
- Complimentary premium exhibit booth
- Complimentary full page ad in program book
- Other benefits tailored to meet the particular needs of the sponsor

## Silver Sponsor \$10,000

- Organization name listed prominently in all conference promotional materials
- Organization listed as Silver sponsor on on sign at registration
- Two complimentary full conference registrations
- Organization listed as Silver sponsor in conference program
- Opportunity to make a 5-minute presentation at luncheon
- Complimentary exhibit booth
- Complimentary half page ad in program book

## Bronze Sponsor \$5,000

- Organization name listed as Bronze sponsor on sign at registration
- Organization listed as Bronze sponsor in conference program
- One complimentary full conference registration
- Complimentary quarter page ad in program book
- Opportunity to make a 5-minute presentation during conference

## Tote Bag \$5,000

Distributed to attendees and presenters

- Organization name imprinted on tote bags
- Organization name listed as tote bag sponsor in conference program

## Awards Luncheon \$3,000

Wednesday June 18, 2008

- Organization name listed as luncheon sponsor in conference promotional materials
- Organization listed as sponsor on welcoming sign at luncheon and in conference program
- Organization name listed on tent card at tables
- Opportunity to make a 5-minute presentation at luncheon
- Four complimentary tickets to luncheon

## Continental Breakfast \$1,000

Tuesday June 17 or Wednesday June 18, 2008

- Organization listed as sponsor on welcoming sign at breakfast
- Organization listed as breakfast sponsor in conference program

## Session Sponsor \$300

- Organization name listed as session sponsor in conference program and on signage

**For more information about customized sponsorship packages**

Please contact: La Rue Forrester at [larue@leading-edge.us](mailto:larue@leading-edge.us)

# Who should Sponsor/Exhibit?

- Assessment providers
- Colleges, universities and other providers of continuing education
- Companies that hire through the state workforce system
- Workforce-related agencies
- One-Stop partners
- Publishers
- State agencies
- Technology solution vendors
- Trainers/Consultants
- U.S. Department of Labor national partners
- Occupational training schools
- Human service providers
- Placement and temp firms
- Outplacement firms
- Computer training schools
- Other businesses and organizations providing services to the workforce community
- Organizations offering apprenticeships

## Exhibitor Opportunities:

Get your product or service in front of 800 workforce development professionals throughout the mid-Atlantic region.

Breakfast on Tuesday and Wednesday will be served exclusively in the exhibit hall. As an exhibitor you will be listed in our virtual exhibit hall on the conference web site with a direct link to your web site. Exhibitors will receive a list of all attendees, sponsors and fellow exhibitors. Take advantage of this opportunity to talk one-on-one with leading decision-makers from a range of workforce development organizations.

**Commercial Booth: \$500** (\$600 after March 1, 2008)

**State/Local Government, Non-Profits and Educational Institutions Booth: \$300** (\$400 after March 1, 2008)

Contact us about Premium Booth pricing.

All booths include 8-foot draped table, two chairs and electrical hookup. Internet service is available for a fee.



*Tentative*

### Exhibit Hall Hours

**Monday, June 16**

Setup: 6:00 p.m. - 8:30 p.m.

**Tuesday, June 17**

Setup: 6:30 a.m. - 7:30 a.m.

*All booths must be setup no later than 7:30 a.m.*

Hall open: 7:30 a.m. - 2:00 p.m.

**Wednesday, June 18**

Hall open: 7:30 a.m. - 12:00 p.m.

Dismantle: 12:00 p.m. - 2:00 p.m.

**Fee includes one complimentary registration per booth.**

*(Includes Tuesday and Wednesday lunch & social event. Tickets for the lunches & social event can be purchased for additional personnel.)*



## New for Raising the Bar 2008!

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call toll-free 866-544-9677 or e-mail [larue@leading-edge.us](mailto:larue@leading-edge.us)

### Workforce Investment Network for Maryland

c/o Leading Edge Marketing & Planning  
650 Ritchie Highway • Suite 305  
Severna Park, MD 21146

Tax ID # for the conference is 52-2340238