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## **Baltimore Workforce Investment Board Training and Postsecondary Education Committee**

### *Talent Development Pipeline Study Proposed Marketing and Outreach Plan*

#### **Action Item #1:                      Preview of Study**

- Printing of Study (presented as two volumes – Vol. 1, Study itself; Vol. 2, Appendices).
- Preparation of PowerPoint presentation describing the Study and the BWIB’s basis for devising it.
- Presentation of Study at June 2010 full BWIB meeting.

#### **Action Item #2:                      Formal Unveiling of Study**

- Press Release announcing the unveiling of Study.
- Press Conference with Mayor and BWIB to formally unveil the Study (ideally in mid-to late June 2010).
- Distribution of printed version of Study.
- Initial posting of electronic version of the Study to BWIB website.

#### **Action Item #3:                      “Roadshow” Presentations of Study**

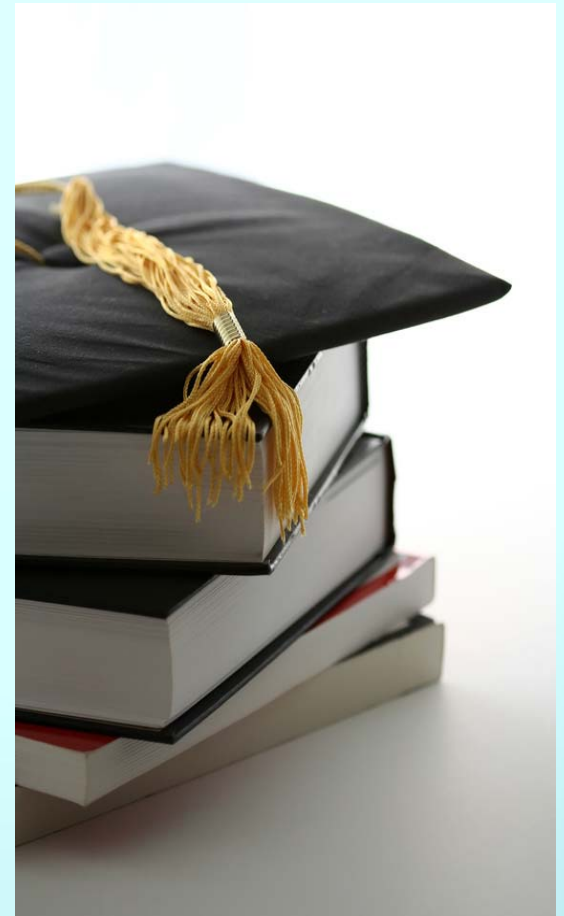
- Utilization and customization (as deemed necessary) of Study PowerPoint presentation.
- Identification of BWIB members and MOED staff to be trained to serve as two-person Roadshow Teams.
- Identification of venues for in-person presentations of the Study.
  1. Potential venues include:  
Workforce Investment Network for MD  
Baltimore County Workforce Development Council

Governors Workforce Investment Board  
Greater Baltimore Committee – Education & Workforce Committee  
Maryland Association of Community Colleges  
University System of Maryland (Council of University System Presidents, Council of University System Faculty, Council of University System Staff, University System of Maryland Student Council)  
Maryland Independent College and University Association  
Maryland Higher Education Commission  
Governor’s P-20 Leadership Council  
Baltimore City Public School System leadership  
Chesapeake Human Resources Association  
Selected business trade associations, as identified in concert with BWIB members

- Presentations made by two-person teams (one BWIB member; one MOED staff person), starting in July 2010 and continuing into the fall.

# The Talent Development Pipeline Study

*A Regional Project of the  
Baltimore Workforce Investment Board*



# Training and Post-Secondary Education Committee Members

## Committee Chairs:

Pamela Paulk  
*Vice President of Human Resources*  
*John Hopkins Health System*

Carolane Williams  
*President*  
*Baltimore City Community College*

## Committee Members:

Shirley Bigley-LaMotte  
Stan Brown  
Alice Cole  
Abbe Cutair  
Joseph Daniels  
Barry Dunkin  
Bob Embry  
Seema Iyer  
Yariela Kerr-Donovan  
Robert Kimmons

Deborah Knight-Kerr  
Milena Kornyl  
Bonnie Legro  
Kate McShane-Oeming  
Peter Murrell  
Michael Newstead  
Deborah Peoples  
Wendy Ramsey  
Avis Ransom  
Craig Rivers  
Lisa Rusyniak

Jim Rzepkowski  
Larisa Salamacha  
Laurie Schwartz  
Deborah Silcox  
Karen Sitnick  
Mary Sloat  
Jeffrey Smith  
Melanie Styles  
LiLi Taylor  
Robert Wallace  
John Weiss

*Special thanks are also due to David Stevens,  
Director of the Jacob France Institute*

# Gap Analysis of Supply and Demand

Are the post-secondary institutions in the Baltimore region producing graduates prepared to work in jobs projected to be in demand in our area?



## TDPS Report Structure

### Supply Side Summary

The **Supply Side Summary** answers the questions:

- Which jobs are included in the analysis for this industry sector?
- How many post-secondary programs are available in the Baltimore region that prepare students for work in industry sector-related occupations?
- How many people are enrolled in these programs?
- What levels of educational attainment do graduates possess upon graduation?

### Demand Side Summary

The **Demand Side Summary** answers the questions:

- How many jobs in the industry sector are projected for the Baltimore region in 2016?
- What levels of educational attainment are most commonly required for these jobs?
- Which industry sector-related occupations are projected to see the greatest increase in the number of jobs, and what levels of education are typically required to qualify for these jobs?

### How To Use This Tool

The **How To Use This Tool** section answers the questions:

- Who are some of the major audiences who can benefit from the information contained in the report?
- What are some suggested uses of the Study?
- What are some specific tasks each audience can perform with the Study?

## Appendix

### Supply Side Data

Inventory of post-secondary educational programs focused on preparing workers for industry sector-related occupations

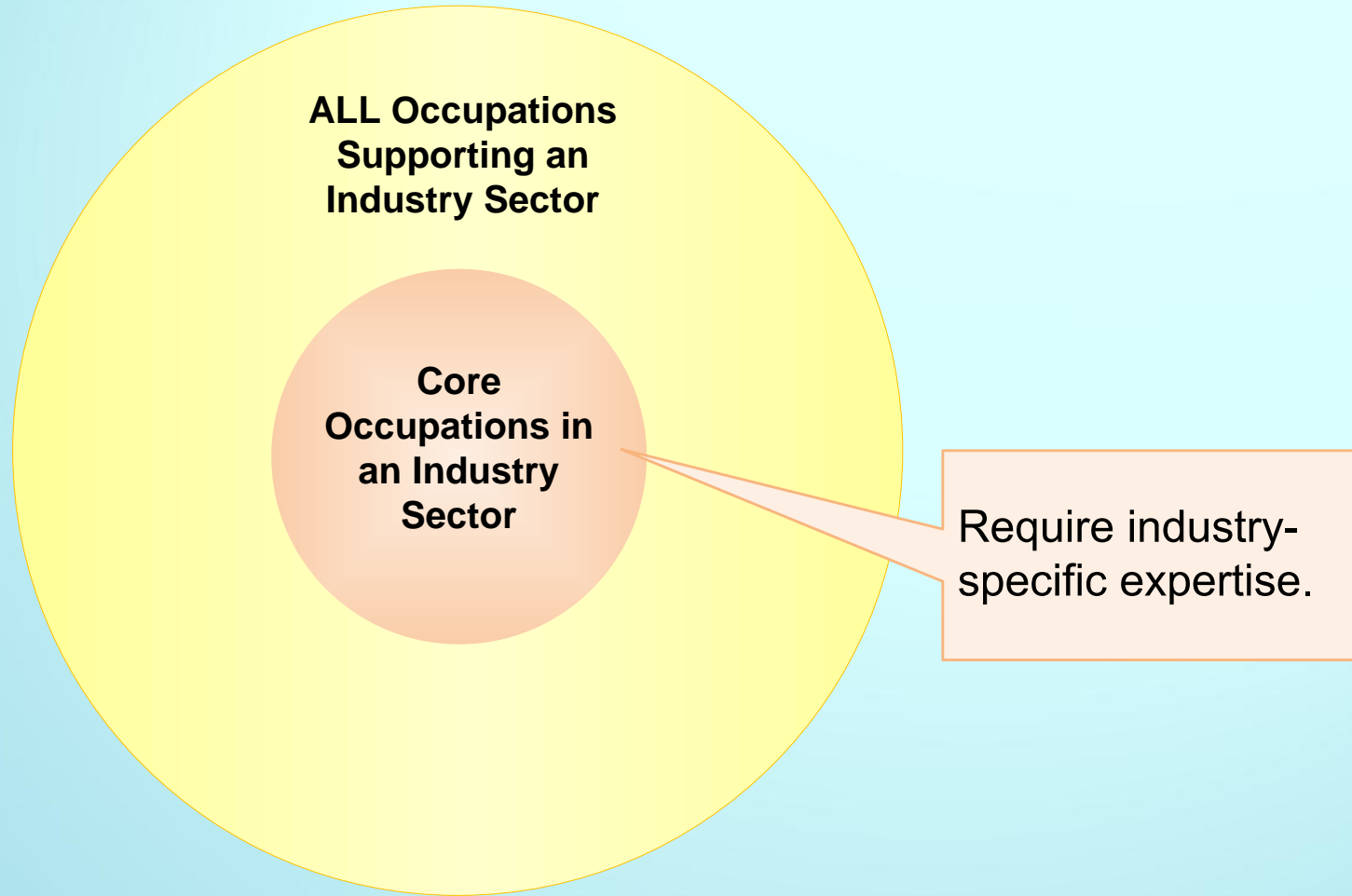
### Demand Side Data

Current and projected labor market projections and related educational requirements for high demand occupations in the industry sector.

# The Supply Side

School Name	Degree Level	Program Name	2008 Enrollment	2008 Grads
AACC	A.A.	EMT PARAMEDIC	4	5
AACC	A.A.	HEALTH, FITNESS & EXERCISE STUDIES	19	0
AACC	A.A.	HUMAN SERVICES	164	19
AACC	A.A.	MEDICAL ASSISTING	52	7
AACC	A.A.	MEDICAL LABORATORY TECHNICIAN	17	0
AACC	A.A.	NURSING	156	88
AACC	A.A.	PHYSICAL THERAPY ASSISTANT	18	11
AACC	A.A.	RADIOLOGIC TECHNOLOGY	3	23
AACC	A.A.	THERAPEUTIC MASSAGE	50	13
AACC	LDC	EMT – INTERMEDIATE	2	7
AACC	LDC	EMT PARAMEDIC	5	30
AACC	LDC	HUMAN SERVICES	31	7

# The Demand Side



# The Demand Side

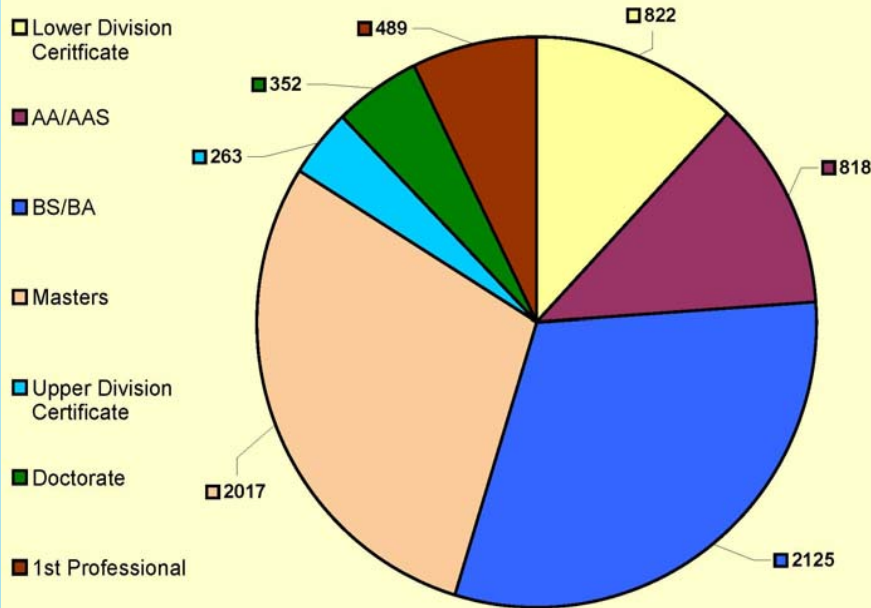
Occupation	2006 Jobs, City and County Combined	Number of Jobs Projected in 2016	Total Openings in 2016	Increase in Demand	Educational Requirements
Registered Nurses	18003	22552	7523	41.8%	Associates Degree
Physicians and Surgeons, all other	2632	2953	798	30.3%	Doctorate
Physical Therapists	1412	1691	446	31.6%	Master's Degree
Medical and clinical laboratory technologists	1428	1613	400	28.0%	Bachelor's Degree
Radiologic Technologists and Technicians	1265	1459	360	28.5%	Associates Degree
Medical and Public Health Social Workers	986	1120	339	34.4%	Bachelor's Degree
Respiratory Therapists	703	905	306	43.6%	Associates Degree
Dental Hygienists	756	903	288	38.1%	Associates Degree
Occupational Therapists	637	779	237	37.1%	Master's Degree
Medical and clinical laboratory technicians	813	923	233	28.6%	Associates Degree

# The Big Picture

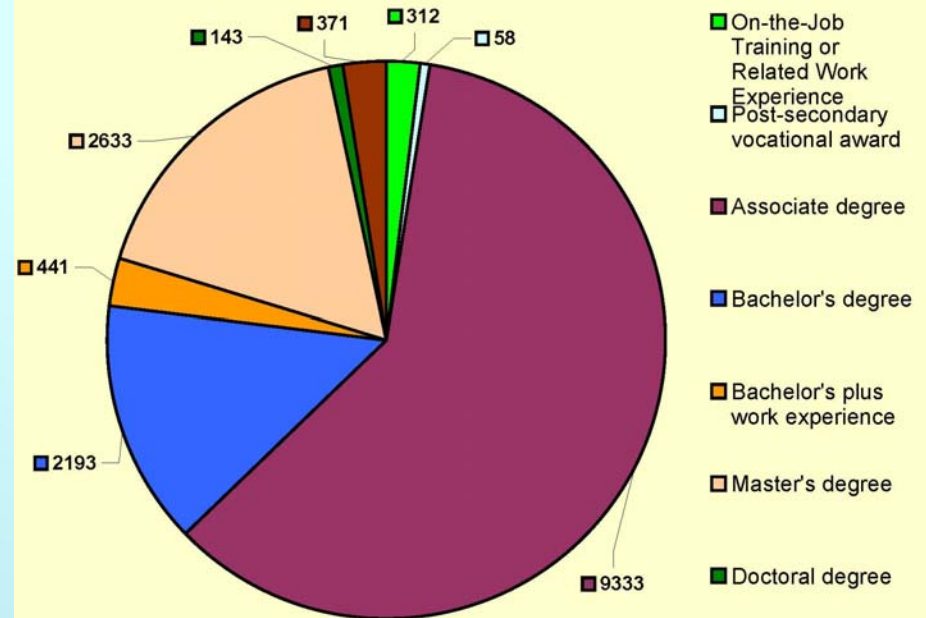
Number of 2008 Graduates in Healthcare and Social Assistance-Related Programs **7,206**

Number of Projected Job Openings in Core Healthcare and Social Assistance - Related Occupations in 2016 **15,485**

Number of Graduates from Healthcare and Social Assistance-Related Post-Secondary Programs in 2008 by Educational Level



Baltimore Region Projected 2016 Total Job Openings in Core Healthcare and Social Assistance Occupations by Educational Level



# How to Use This Tool

<i>Who?</i>	<i>What?</i>	<i>How?</i>
<b>High School and Post-Secondary Guidance Counselors, Parents and Students</b>	<b>Academic and Career Planning</b>	<ul style="list-style-type: none"><li>▪ Explore regional educational and career options.</li><li>▪ Identify occupations that are expected to grow in demand in the Baltimore region.</li><li>▪ Locate post-secondary educational programs in the Baltimore region linked to career preparation.</li><li>▪ Compare the enrollment and graduation rates of programs within a training discipline at all of the regional post-secondary institutions.</li></ul>
<b>Educational Institutions</b>	<b>Educational Program Development</b>	<ul style="list-style-type: none"><li>▪ Assess the alignment of current curriculum with workforce trends.</li><li>▪ Expand or modify educational programming to prepare workers for projected workforce needs.</li><li>▪ Guide strategic resource development efforts.</li></ul>
<b>Workforce Professionals and Job Seekers</b>	<b>Career Exploration and Job Training</b>	<ul style="list-style-type: none"><li>▪ Identify occupations that are projected to grow in demand in the Baltimore region.</li><li>▪ Explore a range of regionally available training options for career preparation.</li><li>▪ Evaluate opportunities for short, medium, and long-term training programs in high-demand careers.</li></ul>
<b>Businesses</b>	<b>Recruitment of Qualified Workers</b>	<ul style="list-style-type: none"><li>▪ Identify post-secondary institutions producing qualified workers.</li><li>▪ Alert employers to current or projected gaps between the supply of qualified graduates and occupational demand.</li><li>▪ Partner with post-secondary institutions to address improve the alignment between programming and industry needs.</li></ul>

# Conclusions

- ▶ The TDPS is the first step....
- ▶ Strong partnerships between the educational, public, and private sectors will be key to building the pipeline of qualified workers.
- ▶ Collaboration must occur among members of the secondary and post-secondary educational community to develop seamless programming.
- ▶ Industry standard certifications should be infused into programming, wherever possible.
- ▶ “Up-skilling” incumbent workers needs to be a major focus of Training and Post-Secondary Education Providers
- ▶ Regional secondary and post-secondary institutions need to coordinate efforts to promote STEM programming

# Next Steps

1

## Preview of Study

Presentation of Study at June 2010 full BWIB meeting.

2

## Formal Unveiling of Study

- Press Release announcing the unveiling of Study.
- Press Conference with Mayor and BWIB to formally unveil the Study.
- Distribution of printed version of Study.
- Initial posting of electronic version of the Study to BWIB website.

3

## “Roadshow” Presentations of Study

- Utilization and customization of Study PowerPoint presentation.
- Identification of BWIB members and MOED staff to be trained to serve as two-person Roadshow Teams.
- Identification of venues for in-person presentations of the Study.

# Public Outreach and Marketing

## *Potential Venues Include:*

- ▶ Workforce Investment Network for MD
- ▶ Baltimore County Workforce Development Council
- ▶ Governors Workforce Investment Board
- ▶ Greater Baltimore Committee – Education & Workforce Committee
- ▶ Maryland Association of Community Colleges
- ▶ Maryland Independent College and University Association
- ▶ University System of Maryland
- ✓ Council of University System Presidents,
- ✓ Council of University System Faculty,
- ✓ Council of University System Staff,
- ✓ University System of Maryland Student Council
- ▶ Maryland Higher Education Commission
- ▶ Governor's P-20 Leadership Council
- ▶ Baltimore City Public School System leadership Chesapeake Human Resources Association
- ▶ Selected business trade associations, as identified in concert with BWIB members

**Do you know of a group  
that would benefit from  
this information?**

**Contact LiLi Taylor at  
[ltaylor@oedworks.com](mailto:ltaylor@oedworks.com)**

**or**

**410-396-1910.**

*Questions?*

*Thank You!*

## Notes from Baltimore Regional Taskforce Meeting

Tuesday - May 11, 2010

### Attendees

Chairs: Roland Campbell, Pegeen Townsend

Members: David Berney, Kim Bush, Greg Derward, Barry Dunkin, Ed Fangman, Isaac Manjoe, Mike Newstead, Marty Schwartz, Keith Scott, Jeff Smith, LiLi Taylor, Brenda Townsend-Milton, Sarah Trenergy, Barry Williams,

### Welcome and Introductions

Roland and Pegeen welcomed the group and led introductions.

### BRIT Overview

Barry provided an overview of the rationale for the taskforce;

- To bring together stakeholders from the city and county to identify shared workforce-related concerns
- To develop strong, actionable recommendations for addressing these concerns, *and*
- To work together toward solutions.

Barry stressed the importance of developing an effective regional framework, noting that employers aren't concerned with whether their workers are from the county or city. Employers are concerned with whether their employees have the required skill sets and are able to get to their job every day.

### BREI Structure and Scope

Ed reviewed the contents of the binders distributed to each member.

The Taskforce will be meeting every three weeks through December. The time of the meetings is from 2:30 – 4:00. (*In the binders, the time is incorrectly shown as 2:30 – 4:30*)

Ed, Jeff and LiLi will serve as the support staff for the Taskforce. Members should feel free to contact them with any questions, concerns or requests.

The Department of Labor has a planning grant available for regional efforts. Ed will be researching this opportunity further, and will provide the Taskforce with more information soon. The money from the grant could provide funds for a variety of Taskforce-related activities, like visiting other regions to learn about their regional efforts or paying for speakers. *Taskforce members are encouraged to submit additional ideas!*

### Strategic Planning Session

Jeff led the group in the process of identifying Taskforce goals and priorities. Each member of the Taskforce was asked to contribute their ideas for three strengths/opportunities in the regional workforce and three items they view as challenges. They were then asked to prioritize issues for the Taskforce's attention. The

resulting topical areas will provide the focus for future for future Taskforce activities, and are listed below, in order of priority:

***Strengths and Opportunities***

1. Expanding on Business Success
2. Leveraging Institutional Resources

***Challenges***

1. Transportation
2. Political and Administrative Challenges
3. Competitiveness

*The full list of ideas submitted for Strengths and Opportunities is attached in Appendix A. Appendix B includes the full list of Challenges.*

Multiple Taskforce members agreed that there will be considerable overlap among the priority issues. For instance, good public policy will be key to improvements in transportation.

Next Steps

- LiLi will compile the notes from today's meeting and distribute to all Taskforce members for their review and approval at our next meeting.
- Roland and Pegeen will develop the agenda for our next meeting.
- Ed will research the Planning grant opportunity and report out to the group.
- Taskforce members will float ideas to the staff on:
  - ✓ Important workforce-related Issues the Taskforce can address;
  - ✓ Speakers that can inform the Taskforce's work
  - ✓ Potential ideas for the planning grant;
  - ✓ Identifying "low-hanging fruit" where the Taskforce can have a big impact

## Appendix - A

### Strengths / Opportunities

<b>Category #1: Leveraging Financial Resources</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Better use of limited resources</li> <li>• Economy – Need to do more with less – may stimulate creative solutions</li> <li>• The ability to share resources and knowledge of the region. Cost savings in promotion and advertising / marketing</li> <li>• Funding (Budget / Economic Development)</li> </ul>	<ul style="list-style-type: none"> <li>• Linkages (Consolidation / Merging efforts / Cost Savings, economies of scale)</li> <li>• Bundled grant opportunities</li> <li>• Combine resources and support to foster regional programs Statewide grant for cars</li> <li>• Develop training and grant opportunities</li> <li>• Working in unison will help bring a stronger influence when interactive with the state for funding projects</li> </ul>
<b>Category #2: Shared Regional Institutional Resources</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Educational institutions – reputation and diversity of programs</li> <li>• Diversity</li> <li>• Both have strong higher education assets               <ul style="list-style-type: none"> <li>o potential workforce</li> <li>o resources available to industry sectors</li> </ul> </li> <li>• Quality organizations</li> <li>• Willingness to play together in the sandbox</li> <li>• Strong communication between workforce agencies</li> <li>• Synergy of group thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Two good economic development entities – (Baltimore City / Baltimore County) Can we bring closer?</li> <li>• Information technology</li> <li>• Richness of natural resources provided by the Chesapeake Bay</li> <li>• Innovation – Biotech</li> <li>• Universities</li> <li>• School test score improvements</li> <li>• Wealth of technology resources and companies</li> <li>• Improved education</li> <li>• Skill sets of groups</li> </ul>
<b>Category #3: Expanding on Business Success</b>	
<i>Ideas contributed by Taskforce members....</i>	

- Attracting new business to the region
- Similarities in economic bases between the 2 jurisdictions (healthcare is largest employment sector)
- Develop a regional calendar of events
- Development of a regional Skilled Trades Center for training
- Cooperation between chief executives
- Train high school students in soft skills and workforce expectations with a program like the Chesapeake Human Resources Association's "Pathways to Success" program.

- The GBC built environment committee is looking to run a regional project to benefit a neighborhood that straddles the city/county line. I have expressed that workforce development should be a part of that effort.
- Promote commuter transportation services
- Synergies between industries that have a shared presence in both jurisdictions.
- Increased economic success
- Bringing together businesses through the BREI initiative
- Sharing of better coordination of workforce
- Improved range of services for Baltimore metro area job seekers
- Sharing of future workforce needs and skill sets – How will we meet these in the future?

## Appendix - B

### Challenges

<b>Category #1: Business Participation</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Business sponsors for youth internships</li> <li>• Private Business Participation</li> </ul>	
<b>Category #2: Low-skilled Workers</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Lack of coordination in efforts to train and place individuals</li> <li>• Training for lower-skilled jobs</li> </ul>	<ul style="list-style-type: none"> <li>• Need for all workforce populations to have better soft skills and workforce / jobs expectations</li> <li>• Job training for the future as well as the trades</li> </ul>
<b>Category #3: Resources</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Lack of shared financial resources</li> <li>• Economic realities</li> <li>• Funding and sharing funding sources</li> </ul>	<ul style="list-style-type: none"> <li>• Time and money</li> <li>• Lack of financing</li> <li>• Limited funds</li> <li>• Economy – greater demand and shrinking government resources</li> </ul>
<b>Category #4: Competition</b>	
<i>Ideas contributed by Taskforce members....</i>	
<ul style="list-style-type: none"> <li>• Competition for limited resources</li> <li>• Territorialism</li> <li>• Narrow minded – lack of creative thought</li> <li>• Turf The reality that jurisdictions still compete with each other despite efforts like ours, Economic Alliance, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Competition mindset</li> <li>• Economic development organizations compete</li> <li>• Breaking through past policy related discussions and finding actual projects to implement and complete</li> <li>• Currently have no established regional coordinator</li> <li>• Effort – promoting collaboration</li> </ul>
<b>Category #5: Transportation</b>	
<i>Ideas contributed by Taskforce members....</i>	

<ul style="list-style-type: none"> <li>• Getting people who need jobs to the areas where jobs are available</li> <li>• Efficient, convenient transportation</li> <li>• Travel – How to move large groups</li> <li>• Transportation – green thinking Poor transportation system</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of public transportation</li> <li>• Problem getting driver's licenses</li> <li>• Low cost cars</li> <li>• Transportation between jurisdictions Viable public transportation system!</li> <li>• Innovative work schedules that would relieve terrible traffic congestion</li> </ul>
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**Category #6: Political / Administrative**

*Ideas contributed by Taskforce members...*

<ul style="list-style-type: none"> <li>• Potentially divergent local priorities</li> <li>• Legislative buy-in</li> <li>• Inclusion – diversity funding</li> <li>• Differing regulation and guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Government Red Tape</li> <li>• Legislative political boundaries – no cross jurisdiction districts</li> <li>• Changes in personnel</li> </ul>
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**Category #5: City Stigma**

*Ideas contributed by Taskforce members...*

<ul style="list-style-type: none"> <li>• Education system</li> <li>• Stigma associated with crime in Baltimore City</li> <li>• Income disparity between Baltimore City and Baltimore County</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation between jurisdictions Viable public transportation system!</li> <li>• Innovative work schedules that would relieve terrible traffic congestion</li> </ul>
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# **BWIB Memberandum**

**Week of June 1, 2010**

- **Congress Considers Workforce Legislation**

On Friday, May 28, the full House of Representatives, by a vote of 215 to 204, passed the ***American Jobs and Closing Tax Loopholes Act*** (HR 4213), which extends eligibility for unemployment insurance benefits, COBRA health care tax credits, and other critical programs to support American workers through December 31, 2010; includes an extension of the Temporary Assistance for Needy Families (TANF) emergency fund through September 2011; and **provides \$1 billion for Summer Jobs**.

The original legislation, the *Tax Extenders Act of 2009*, passed the House of Representatives on December 9, 2009. The Senate passed a similar package, the *American Workers, State and Business Relief Act*, as an amendment to that bill on March 10, 2010. Baucus and Levin worked with House and Senate leadership and their colleagues to merge these two packages into the *American Jobs and Closing Tax Loopholes Act* that was released last week. It is hoped that the Senate will take action on this bill shortly after it returns to session on June 7<sup>th</sup>.

- **Maryland's Employment Picture Brightens**

According to the U.S. Department of Labor, Maryland's unemployment rate improved in April 2010 for the first time since the recession began at the close of 2007, a turnaround that came as area employers added jobs for the second straight month. The state's jobless rate, which had risen to a 27-year high of 7.7 percent earlier this year, fell to 7.5 percent last month. It estimated that Maryland businesses created 8,200 jobs in April. That comes on the heels of a huge gain in March - almost 29,000 jobs.

Positively, the job market recovery in Maryland is also being seen across the nation. Thirty-eight states and the District of Columbia added jobs in April, as calculated by the Labor Department. Interestingly, few states, saw job gains coupled with a drop in unemployment as Maryland has. Typically, the jobless rate has a tendency to rise when an economy begins to improve, as job seekers who had stopped searching in frustration flood back into the labor force for another try.

Maryland's job growth in March 2010, while revised downward from the federal government's initial report, still was among the largest in the nation. The biggest hirers in the state last month were businesses in the leisure and hospitality sector, which added 7,100 jobs. Government positions accounted for 4,100 new jobs as the Census Bureau hired part-time workers to go door to door for the 2010 count.

- **June BWIB Meeting Preview**

Please plan on attending the next full meeting of the Baltimore workforce Investment Board. After over two years of work and coordinated research, the BWIB's Training and Postsecondary Education Committee is about to release the Talent Development Pipeline Study. Results of the Committee's analysis have been compiled in *The Talent Development Pipeline Study* (TDPS), a document that provides a broad-brush picture of the comparative relationship between the *supply* of graduates from regional post-secondary educational institutions and occupational *demand* across six industry sectors targeted by the BWIB. The committee used the collected findings to guide data-driven recommendations directed at achieving greater congruence between the supply of skilled workers and local occupational demand.

- **Dates of Interest**

Tuesday, June 1<sup>st</sup> (2:30 pm) – BWIB Regional Initiatives Task Force Meeting

**Tuesday, June 8<sup>th</sup> (7:30 am) – BWIB Full Board Meeting**

Thursday, June 10<sup>th</sup> (7:45 am) – BWIB Youth Council Meeting

Wednesday, April 8<sup>th</sup> (8:00 am) – BWIB Workforce System Effectiveness Committee Meeting

Friday, June 18<sup>th</sup> (2:30 pm) – Baltimore Green Jobs Coalition Meeting

Tuesday, June 22<sup>nd</sup> (2:30 pm) – BWIB Regional Initiatives Task Force Meeting

Monday, June 28<sup>th</sup> – First Day of YouthWorks 2010

Tuesday, July 13<sup>th</sup> (2:30 pm) – BWIB Regional Initiatives Task Force Meeting

*\*\*\*If you would like additional information regarding any of the issues or events discussed throughout this publication, please feel free to contact Jeff Smith.\*\*\**

**Friday, June 18 - Sunday, June 20, 2010**

African American Heritage Festival  
Oriole Park at Camden Yards  
333 W. Camden Street

21st Century Job Search Workshops will be conducted by MOED's Business Services and Career Center Network staff in the *Empowerment Tent* at various times throughout the festival. Call 410-396-9045 for more information.

**Monday, June 28 - Friday, August 6, 2010**

**YouthWorks 2010 Summer Jobs Program**

Various worksites throughout Baltimore City

*Summer Jobs Launch Careers* is the theme for Baltimore City's YouthWorks 2010 program that features youth and young adults working in a variety of six-week summer jobs in the private and public sectors.

Call 410-396-6722 for more information.

**Thursday, July 15, 2010, 6:00 p.m.**

**Youth Opportunity (YO! Baltimore) Graduation**

Johns Hopkins University's Shriver Hall  
3400 N. Charles Street

More than 60 graduates of nationally recognized YO! Baltimore program, including out-of-school youth and young adults earning GEDs and Baltimore City Public Schools' YO! Academy students earning high school diplomas, will be honored. Call 410-396-6722 for more information.

in the Works ...

Mayor's Office of Employment Development  
417 East Fayette Street, Suite 468  
Baltimore, Maryland 21202



Spring 2010

News from the Baltimore Workforce Investment Board and the Mayor's Office of Employment Development

Stephanie Rawlings-Blake, Mayor · John W. Ashworth III, BWIB Chairman · Karen Sitnick, MOED Director

## MAYOR AND BUSINESS LEADERS DISCUSS WORKFORCE ISSUES

### Mayor Rawlings-Blake meets with Baltimore Workforce Investment Board

At the March quarterly meeting of the Baltimore Workforce Investment Board (BWIB), members had the opportunity to engage in a dialogue with Baltimore City's new Mayor, the Honorable Stephanie Rawlings-Blake. The meeting was held at the St. Ambrose Center in Park Heights, where Baltimore City residents are being trained in culinary arts with funding provided by the federal American Recovery and Reinvestment Act (ARRA). In addition to hearing an overview of the recent work of the board, the Mayor offered her perspectives on a variety of topics related to the field of workforce development.

Mayor Rawlings-Blake began her formal remarks by noting that, with a greater number of Baltimore residents now looking for employment, the city must continue to provide funding for job training. She commended the Mayor's Office of Employment Development (MOED) and the BWIB for their efforts in rolling out a series of ARRA-funded job training programs, like the one at St. Ambrose Center. This diverse menu of training options will enroll more than 300 Baltimore job seekers.

While many sectors of our economy have been experiencing downsizing and layoffs, Mayor Rawlings-Blake reminded the BWIB membership that there are some important opportunities on the horizon that will ultimately help to revitalize Baltimore's main streets. Some of these include: job opportunities associated with a new city-located slots venue, the recently-announced public/private partnership at the Port of Baltimore, the Federal Base Realignment and Closure (BRAC) process, and the planned 25th Street Station retail complex.

"As a board, you must be innovative enough to be able to meet the needs of industries experiencing financial challenges," Mayor Rawlings-Blake remarked. "At the same time you must work to help other local businesses recruit and train capable Baltimore residents for these attractive job opportunities."

After Mayor Rawlings-Blake's remarks, BWIB members gave updates on current board initiatives. Members of the Baltimore Green Jobs Coalition offered a review of the unfolding efforts of this group. Formed in June 2009, the coalition has been charged with examining the current and projected green labor market, identifying the needs of businesses, developing training programs, and working to move the city's unemployed and under-employed into jobs in this emerging industry.



BWIB Chairman John Ashworth and MOED Director Karen Sitnick (left) welcome Mayor Rawlings-Blake to the BWIB quarterly meeting.

## Baltimore City and Baltimore County Recognize Innovative Employers

The Baltimore Regional Employer Institute – a Baltimore City and Baltimore County initiative designed to recognize and support organizations' innovative workforce practices – is now in its third cycle of its annual awards program. Winners of the 2009 – 2010 Baltimore Regional Employer Institute awards were recognized at a breakfast held at Morgan State University last fall and are now conducting forums to share their best practices with other employers. Businesses were considered in four distinct categories, with winners being chosen by a panel of representatives from the Baltimore Workforce Investment Board and the Baltimore County Workforce Development Council.

The honorees and their winning categories are Sinai Hospital of Baltimore (Creating Success in a Challenged Economy), Good Samaritan Hospital (Overcoming Barriers to Employment and Retention), Genesis HealthCare (Competitive Advantage), and Uptown Press (Preparing Youth for the 21st Century Workplace).



Good Samaritan Hospital staff receive award for "Overcoming Barriers to Employment and Retention."

Recipients of these awards were excited to have been recognized. Anita Hammond, workforce development coordinator for LifeBridge Health and Sinai Hospital of Baltimore commented that "Sinai Hospital is extremely proud to be a recipient of a Baltimore Regional Employer Institute Award for 2009. This award recognizes the work we do to support our employees in their academic and professional development efforts. Our programs have made a difference in the lives of our employees, and we look forward to many more success stories."

And while these innovative initiatives benefit employees' professional development, they also serve the companies' bottom lines. Jack Weber, president of Uptown Press, observed that "The world of business is changing, especially for small manufacturing businesses. To be more competitive in a global economy, businesses need to think differently and look outside of their walls – that's what helped our initiative succeed."

Each of these four winners is currently participating in peer-to-peer sessions to promote and expand their promising workforce practices. As in years past, the institute is providing area business leaders with the chance to network and dialogue on the issues impacting them most by hosting employer-to-employer forums throughout the spring. This season's forums feature interactive access to sessions and materials by using the latest in social and business networking tools, webinars and online document access.

For more information, about the Baltimore Regional Employer Institute, contact LiLi Taylor at [ltaylor@oedworks.com](mailto:ltaylor@oedworks.com).

## MOED's Jacqueline Massey Honored for Public Service



Jacqueline Massey receives public service award from Mayor Rawlings-Blake.

Jacqueline Massey, Mayor's Office of Employment Development's (MOED) community liaison for youth programs, was selected as an honorable mention for the 2009 Richard A. Lidinsky Sr. Award for Excellence in Public Service. Ms. Massey garners a broad range of support for many important initiatives that target Baltimore City's most vulnerable young people. Her advocacy has been especially helpful in providing support for Youth Opportunity (YO! Baltimore) – a program that provides comprehensive services for high school dropouts and out-of-school young adults, and the Academy for College and Career Exploration (ACCE) innovation high school – founded by MOED and the Johns Hopkins Institute for Policy Studies in 2004. Ms. Massey was recognized at a ceremony at City Hall in March and received a Certificate of Recognition from Mayor Stephanie Rawlings-Blake.

## Program Spotlight: FUTURES Works

A dropout prevention program operated by the Mayor's Office of Employment Development in coordination with Baltimore City Public Schools, FUTURES Works provides daily comprehensive services to at-risk students. FUTURES Works' primary goal is to ensure that students establish a foundation for success in high school by setting the stage for positive academic performance and career development.

An offshoot of the larger FUTURES program that operated in city high schools for 20 years, FUTURES Works has a proven track record of increasing attendance among the most at-risk students by at least 10% over the general school population and reducing the dropout rate to 3% among those students who participate in the program.

FUTURES Works continues to achieve these impressive results by using evidence-based practices. The key components that have created this successful model are:

- Building caring adult-student relationships
- Effective use of attendance monitoring
- Providing rewards and incentives for achievement
- Teaching life skills
- Encouraging parental engagement
- Linking learning to work
- Identifying barriers and referring youth to mental health and substance abuse counseling when needed

At the heart of the FUTURES Works program is the school-based, adult "advocate," who is assigned to each participating student for the duration of his/her freshman year in high school. These advocates motivate, encourage, support, reward, guide and coach their students — helping them work through barriers and challenges, building life skills, promoting career awareness and job readiness, and keeping the bar high for their achievements. Advocates stress the importance of educational achievement, good citizenship in the broader school community and teamwork.



FUTURES Works students, Eric Hill (left) and Passion Lee (right), at the Walters Art Museum during a job shadowing experience.

FUTURES Works provides the framework for students to discover their strengths and the opportunity to explore a range of careers and gain work experience through participation in YouthWorks summer jobs and after school employment. Most important, students are given the tools and motivation to make decisions that shape their lives.

FUTURES Works will serve 400-500 students during school year 2010-2011 at several high schools, including, Reginald F. Lewis, Frederick Douglass, Northwestern and W.E.B. DuBois. For more information about FUTURES Works, call 410-396-6155.

**YouthWorks**  
Summer Jobs  
Launch Careers

### YouthWorks Prepares for Another Summer

The deadline to register for YouthWorks 2010 summer jobs has past, but you can still provide support for Baltimore City youth who begin their six-week summer jobs on June 28, 2010. If your organization is interested in becoming a YouthWorks worksite, please contact the YouthWorks office at 410-396-6722.

Tax-deductible contributions that support participants' wages can also be made by making checks payable to Baltimore City Foundation/YouthWorks, c/o Mayor's Office of Employment Development, 101 W. 24th Street, Baltimore, MD 21218. For more information about YouthWorks, visit [www.oedworks.com](http://www.oedworks.com).