

**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).

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."



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

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).