

August 8-11 and August 15-18, 2011, 8:30 a.m. to 12:30 p.m.

ACCE Summer Academy

Academy for College and Career Exploration
1300 W. 36th Street

ACCE is holding a summer orientation program for incoming ninth-grade students.
For more information, call 410-396-7607.

Tuesday, August 23, 2011, 3:00 p.m. - 8:00 p.m.

Mayor's Annual Back to School Rally

Baltimore City Public Schools
200 E. North Avenue

Families and students from Baltimore City public schools – including MOED-supported Academy for College and Career Exploration (ACCE), YO! Academy, and the Baltimore City Career Academy – can enjoy live music and performances and pre-register to receive free school supplies. Call 443-984-1650 or e-mail back2schoolrally@baltimorecity.gov for more information.

Tuesday, September 20, 2011, 10:00 a.m. to 2:00 p.m.

Baltimore Diversity Job Fair

Baltimore Convention Center
1 W. Pratt Street

EmploymentGuide.com's job fair series gives job seekers the chance to meet with a variety of top employers that have immediate hiring needs in the Baltimore area. The event is free and open to the public. Call 443-543-1862 for more information.

in the WORKS ...

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



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

MOED a Steady Partner for Companies Doing Business in Baltimore

The new mixed-use development project known as 25th Street Station in Baltimore's Remington neighborhood is not slated to be complete until late 2012, but the Mayor's Office of Employment Development (MOED) has been working with the developer, Rick Walker of WV Urban Developments, since December 2009.

"For development projects, we get involved before the shovel hits the ground," said Rosalind Howard, MOED's Business Services manager. "As such, we're able to identify positions needed by the general contractor and subcontractors for the actual construction of the buildings."



Artist's rendering of proposed 25th Street Station

Site work at 25th Street Station has not yet begun, but MOED's Business Services division has been collaborating with Walker to provide its Employ Baltimore strategy. "We have participated in community meetings and are encouraging residents of the community to access services at the one-stop career centers to increase reading, math, computer and job search skills to prepare for available jobs," Ms. Howard said.

The construction jobs created by 25th Street Station combined with the permanent positions associated with the project are expected to add up to a significant long-term economic impact.

WV Urban Developments retained Richard Clinch, Ph.D., director of economic research at the Jacob France Institute of the Merrick School of Business at the University of Baltimore to analyze the economic and workforce development implications of the project, and he found that the construction phase is expected to generate \$110.8 million in economic activity in Baltimore City, create more than 600 jobs earning \$36.2 million in employee compensation, and generate an estimated \$2.3 million in state and local tax revenues. When the project is complete and fully occupied, the new businesses and residents locating in the development will generate an estimated \$62 million in city economic activity and support more than 700 jobs inside of the development area. Preparing city residents for and streamlining access to these jobs is a priority for MOED.

Prospective retailers include Wal-Mart and Lowe's as well as midsize retailers and smaller specialty stores. In total, the proposed development will accommodate approximately 329,705 square feet of retail. Also proposed are 70-90 residential units and 1,091 parking spaces throughout the development site.

"We are working closely with [MOED] to ensure that the majority of the new retail jobs and construction job openings will be filled by community residents," said Mr. Walker.

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MOED a Steady Partner for Businesses

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The MOED Business Services team provides Baltimore employers with access to a pipeline of skilled candidates and customized workforce solutions to attract, retain and develop new and current employees. A concerted effort is made to work with the communities where these businesses will be located to promote awareness of the job openings and help neighborhood residents take advantage of the employment opportunities.

“When a company comes to Baltimore, they want to know that they are going to have access to the skilled workforce that they need,” said MOED’s Business Liaison Susan Tagliaferro.

From July 2010 through June 2011, 542 businesses received services from MOED’s Business Services team, an increase of more than 20 percent compared to the previous fiscal year.

Specifically for development projects – such as 25th Street Station, the Uplands in West Baltimore, State Center in midtown, and Lexington Square in West Baltimore – Business Services helps to position developers for success by partnering with the Baltimore Development Corporation and the Maryland Department of Business and Economic Development to identify incentives and tax credits. The Business Services team also facilitates direct access to the full menu of MOED’s Career Center Network services and resources, which include comprehensive outreach and recruitment, applicant prescreening, referral of qualified candidates as well as space at the one-stop career centers for meetings and interviews – all at no cost to employers or job seekers.

Once involved with an employer, Business Services offers “partnership and management of the local hiring process,” explained Ms. Howard. “This includes assistance with recruitment, tracking, working with the community, and providing case management services. And we continue to maintain a relationship for future recruitment and workforce solutions. This includes additional new hires and training for employees and for employers who are project tenants.”

When the Hilton Baltimore Convention Center Hotel opened in summer 2008, MOED Business Services partnered with Hilton to fill the more than 500 positions created there. MOED orchestrated a “workforce system-wide” effort, which engaged dozens of partner organizations and agencies to identify and prepare applicants to meet Hilton’s needs and to ensure that staff members were properly trained in advance of the hotel’s opening.

“MOED provides great support,” said Trudy Bauer, director of human resources for Hilton Baltimore. “They assisted us greatly with hiring the opening team [and] they continue to assist our applicants.”

For more information about resources available through MOED’s Business Services, please call 443-984-3014 or visit oedworks.com.

Congressman Cummings Honored for Workforce Support

Mayor Stephanie Rawlings-Blake recently honored Congressman Elijah Cummings for the strong support he has given to Baltimore City’s workforce development initiatives, many of which have been delivered through the Mayor’s Office of Employment Development’s Career Center Network. He has been particularly supportive of programs that provide services for ex-offenders who are looking to turn their lives around and re-enter the job market.

“Baltimore City is so fortunate to have such a strong advocate in Congressman Cummings serving our citizens’ best interests at the federal level,” said Mayor Rawlings-Blake. She presented Congressman Cummings with an award at the annual meeting of the U.S. Conference of Mayors’ Workforce Development Council in June.

“As gratifying as it is to be recognized for my work in creating jobs, I must applaud our Mayor and her Office of Employment Development,” Congressman Cummings said. “We have worked together to create the well-paying jobs of this high-tech century – and to do all that we can to assure that our citizens are trained to fill these jobs.”



Mayor Stephanie Rawlings-Blake and MOED Director Karen Sinick present Congressman Elijah Cummings with an award for his sustained support of workforce development initiatives for Baltimore City residents.

WORKFORCE
news update

“Springing into a Career” Through Job Shadowing

Baltimore City Career Academy student Jasmine Talbert, 18, was one of 150 Baltimore youth between the ages of 14 and 21 to participate in “Spring Into a Career” – a job shadowing initiative sponsored by the Baltimore Workforce Investment Board (BWIB) Youth Council. She toured Clayworks, a non-profit ceramic art center in North Baltimore, and learned about career opportunities in the arts. “This gives me an idea about other careers I can have out of school,” Jasmine said.

Clayworks’ Director of Community Arts Laura Cohen hosted Jasmine and six of her classmates. According to Cohen, Clayworks participates in job shadowing events for numerous reasons. “We love getting all people, especially youth, into the doors of Clayworks to experience and observe all aspects of the ceramic arts,” Ms. Cohen said. “Baltimore Clayworks is a community resource [that] has a special interest in working with young people. Through the job shadow day and hosting multiple interns with YouthWorks and college programs, it’s so important to give young people high quality work experiences that show successful careers in the arts.”



Baltimore City students visit Baltimore Clayworks to job shadow and learn about careers.

For Edith Pugh of the Baltimore City Police Department, hosting students for job shadowing programs helps expose potential candidates to many positions available within the department. “In addition to being an officer, we have IT positions, communications positions, clerical and administrative support jobs, finance jobs. We also hire criminalists and people for our crime lab and forensic department,” Ms. Pugh explained.

In addition to Clayworks and the Baltimore City Police Department, partnering organizations included the Baltimore City Sheriff’s Department, Chick Webb Recreation Center, Department of Social Services, the Johns Hopkins Hospital, Tooney Town Early Learning Center and several others.

“The purpose of this job shadowing experience was to match students with area employers who are willing to pass on their expertise and help give a young person an opportunity to achieve successful entrance into their industry,” said Donnice Brown, youth services administrator for the Mayor’s Office of Employment Development (MOED). She added, “Job shadowing experiences help employers prepare the future workforce by exposing them to industries where they have career interests.”

For more information about job shadowing opportunities, please contact Donnice Brown, 410-396-6727 or dbrown@oedworks.com.

Mayor Rawlings-Blake Issues Executive Order to Encourage Local Hiring by City Contractors

To encourage all contractors awarded Baltimore City contracts to employ skilled and qualified city residents to help meet their workforce needs, Mayor Stephanie Rawlings-Blake recently signed the Employ Baltimore Executive Order. Applicable to city contracts of \$50,000 or more (except for emergency and professional services), the executive order is designed to facilitate businesses’ access to workforce support services and to ensure that city dollars contribute to the local economy.

The Employ Baltimore Executive Order requires the businesses that are awarded contracts to contact MOED within two weeks of the contract award to schedule an appointment to review their workforce needs and become familiar with the menu of employment services available through MOED. Companies that receive construction contract awards of \$300,000 or more from the city may be eligible for a reduction in or an early release from their retainage fees for compliance with the executive order, which will increase their monthly cash flow.

Contractors must submit all job openings created by the awarded contracts to MOED so that they may be posted exclusively through Baltimore City’s local one-stop career center delivery system for seven days prior to being publically advertised. This will give MOED an opportunity to identify qualified city residents first to fill these jobs. Each contractor is also required to submit reports throughout the year that indicate the number of city residents hired on their payrolls.

“Not only will local residents benefit from the opportunity to vie for jobs created by city awarded contracts, but companies doing business in Baltimore will also benefit from working with the Office of Employment Development to access valuable services that will lead to the hiring of a well-prepared workforce,” said Mayor Rawlings-Blake.

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