

FROM

NAME & TITLE	Karen Sitnick, Director <i>KS</i>
AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468
SUBJECT	<b>City Council Bill 11-0001R- Hire One Baltimore Campaign</b>

CITY of  
BALTIMORE  
**MEMO**



TO

DATE:

The Honorable Mr. President and Members of the City Council  
Room 400, City Hall

January 5, 2012

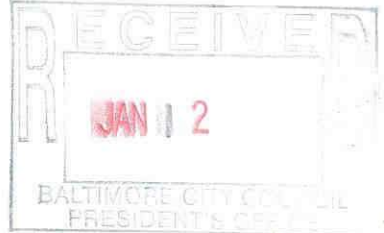
**Introduction**

City Council Bill 11-0001R requests the Mayor's Office of Employment Development (MOED) develop and coordinate the *Hire One Baltimore* campaign, with the goal of encouraging all Baltimore area employers to hire at least one new employee in 2012. Securing the participation in this program of every employer in the City will significantly reduce the stubborn double-digit unemployment that has plagued Baltimore since the onset of the Great Recession. As noted in the language of the Bill, strong employment correlates to a variety of positive metrics, all leading to an improved quality of life for our residents. The *Hire One Baltimore* initiative serves as a promising strategy to promote this important goal.

MOED is pleased to share that under Mayor Stephanie Rawlings-Blake's leadership, a first phase of the proposed program, called *Hire One Youth*, was unveiled in November of 2011. At an event held to thank the 2011 YouthWorks summer jobs program donors, supporters and employers, the Mayor announced plans to launch the new *Hire One Youth 2012* YouthWorks campaign. To ensure the success of the *Hire One Youth* initiative, the Mayor has established a team of prominent business leaders to serve as champions and advocates. The Leadership Team will collectively contribute their impressive expertise and business networks towards the development of an implementation plan designed to maximize employer participation and program impact through effective coordination of public and private resources. The Leadership Team's initial strategic planning session, scheduled for later this month, will be dedicated to defining an outreach plan to engage the entire Baltimore City business community, local and state economic development partners and community-based, non profit and philanthropic organizations. We will also align this effort with the Mayor Youth Cabinet's plans to provide meaningful work and learn experiences for our city's young people.

The organizational structure created to implement the *Hire One Youth* campaign will form a firm foundation on which the subsequent implementation of the broader *Hire One Baltimore* initiative proposed in the Council's Resolution can be built. Moreover, the targeted data collection incorporated into the design of *Hire One Youth* will facilitate an evidence-based evaluation of outcomes that will drive the most effective refinement of program best practices in advance of the full implementation of *Hire One Baltimore*.

*F*



**City Council Bill 11-001R**

**Response – Hire One Baltimore Campaign**

The participation of several partner organizations with key constituencies and valuable resource networks has been proposed in the *Hire One Baltimore* resolution to stimulate maximum business participation, including the Greater Baltimore Committee, the Baltimore City Chamber of Commerce, the Greater Baltimore Black Chamber of Commerce, the Baltimore Urban League, the Maryland Minority Contractors Association, Inc., the Metropolitan Council of AFL-CIO Unions, Inc., and the United Way of Central Maryland.

As the operator of the City's Career Center Network, MOED works closely with other local, state, and federal agencies to promote the link between the city's workforce and economic development initiatives, uniquely qualifying agency personnel to develop and coordinate the city's *Hire One Baltimore* campaign. MOED will work with partner organizations, with the Baltimore Development Corporation and others to ensure that jobless City residents benefit from the *Hire One Baltimore* campaign. MOED's role in the *Hire One Baltimore* project will focus on both sides of the workforce equation- our job seekers and our employers.

***Preparing Job Seekers***

In an increasingly knowledge-driven economy, businesses need access to workers qualified with specialized skill sets to stay competitive. MOED's three One Stop Career Centers offer a rich menu of services in order to support job seekers in preparing for successful employment in Baltimore City's 21<sup>st</sup> Century economy:

- Career counseling
- Job readiness seminars
- Occupational skills training in regional high-demand industries
- Computer training leading to employer-recognized certifications
- Financial literacy training
- Access to the state's electronic job match system (Maryland Workforce Exchange)
- Access to job fairs and on-site employer recruitments
- Individual job referrals
- Literacy programs
- Referral to post-secondary classes
- Labor market information
- Referrals to ESL classes

In addition to comprehensive general job seeker services, MOED offers specialized services to address the needs of citizens with challenging barriers to employment. The Re-Entry Center (REC) located in Mondawmin Mall helps ex-offenders access multiple resources onsite that have been proven to support increased participation in the workforce.

**City Council Bill 11-001R**

**Response – Hire One Baltimore Campaign**

The Workforce Reception Center provides city residents who are applying for or are already receiving Temporary Aid to Needy Families (TANF) and Food Stamps with the opportunity to improve their employability through training in job readiness and financial literacy. On-the-job training/work experience, essential for building an employment record/resume, is also available.

MOED also focuses on building the skills and abilities of our future workforce through a number of academic and career development programs such as:

- YouthWorks – Baltimore City’s summer jobs program from youth between the ages of 14- 21
- Youth Opportunity (YO!) Baltimore - A program that provides comprehensive services to out of school/disconnected youth
- Partnerships with the Baltimore Public School System
  - The Career Academy - An alternative learning center that combines academics with hands on work experiences leading to a high school diploma
  - The Academy for College and Career Exploration, a BCPSS transformation school that provides all students with multiple and frequent exposure to adult mentors, career information, internships and college prep

***Serving the Business Community***

MOED has a well-established relationship with the local business community, supplying vital services that connect qualified workers to jobs based on employer requirements. MOED’s *Employ Baltimore* business service program provides human resource services to small and minority businesses, including customized workforce development planning, no-cost outreach, recruitment, assessment, pre-screening and referral of qualified job candidates to help employers fill one or 100 jobs. Employers can work with MOED professionals to access and understand labor market information and take advantage of available tax credits. MOED’s professionals are also qualified to assist businesses in accessing grant dollars to subsidize training that prepares entry-level workers or upskills the existing workforce with cutting-edge competencies.

As participants in the *Hire One Baltimore* program, partner organizations/employers will work with MOED to identify the skill requirements associated with the positions they have to fill, and will provide MOED with information on openings in their organizations. Partner employers will commit to interviewing candidates pre-screened by MOED for the posted positions, and will hire at least one qualified, unemployed Baltimore City resident as a result. To create a feedback mechanism that will allow continuous improvement of the program, employers will provide MOED with information on the hires they make as a result of their participation in the *Hire One Baltimore* initiative.

**City Council Bill 11-001R**

**Response – Hire One Baltimore Campaign**

***Measuring Success***

It is our deep conviction that what gets measured gets done. Therefore, it will be of primary importance to identify performance metrics that allow us to monitor outcomes and determine impact. Minimally, we will collect data on:

- The number of participating employers
- The number of unemployed Baltimore City residents hired by participating employers
- The number of participating employers who contract through MOED for customized training
- The types of jobs for which residents are hired and the industries of the hiring employers

In closing, MOED is poised to support the new *Hire One Youth* summer jobs initiative already underway, and welcomes the opportunity to leverage the infrastructure the Mayor has established for this program as a basis to develop and coordinate a successful implementation of the proposed *Hire One Baltimore* initiative in the fall. MOED's resources and expertise in connecting job seekers to business needs uniquely equips our agency to lead this initiative.

cc: Kaliope Parthemos  
Kumasi Vines  
Andrew Smullian