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	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	City Council Bill 09-0096R – Legislative Oversight – Departments of City Government		

TO

DATE:

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

March 16, 2009

Bill No. 09-0096R institutes a system of regular review of all City agencies, and the Baltimore City Public School System, to ensure that the agencies are operating in line with the stated missions, that there is no duplication of services provided, that the number of employees is consistent with the delivery of services, and to monitor the expenditure of funds to make certain agencies are on task to adhere to their Fiscal Year 2009 and 2010 operating budget targets.

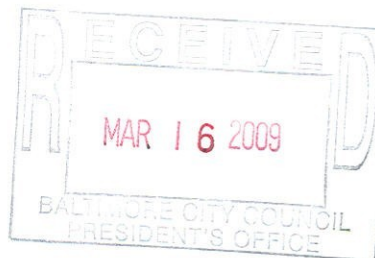
The Mayor's Office of Employment Development (MOED) is pleased to provide the following information to the City Council's Budget and Appropriations Committee on its Fiscal Year 2009 mid-year accomplishments and its priorities for future initiatives.

FY 2009 Accomplishments

The Mayor's Office of Employment Development (MOED), Baltimore City's workforce development agency and designated Local Workforce Investment Area, receives City General Fund support for the following six functional areas: Youth Opportunity Program, YouthWorks, One Stop Career Center Services, the Ex-Offender program, After School Matters, and MOED Administration.

Youth Opportunity Program (\$2,891,680)

The Youth Opportunity Program (YO Baltimore) was developed to provide holistic services to address the needs of our city's most vulnerable youth – Baltimore's young people between the ages of 16 and 22 who are out of school and out of work. Since opening their doors in 2000, the City's two Youth Opportunity Centers have linked thousands of disconnected city residents to academics, life skills, job readiness training, occupational and computer skills training, and a myriad of support services including teen parenting classes, pregnancy prevention, substance abuse counseling and physical/mental health services. All of these resources are made available to the YO participants through the personal connection they make with their YO Advocate- a professional and caring mentor. The ability to assist these young people in accessing



Comments

critical employment and support services is even more essential in today's difficult economic climate, since young adults are most at risk of facing unemployment.

The caring staff and family atmosphere at the Youth Opportunity Centers offer an inviting environment for the youth, which is demonstrated by an average monthly 80% participation rate of young people in YO activities. It is important to note that the majority of youth who enroll in YO Baltimore are high school drop outs, reading at or below the 6th grade level. We are extremely proud of YO Baltimore's ability to keep so many of these youth engaged in academic classes for multiple years finally leading to their high school diploma or GED.

Measurable results thus far for the FY 2009 fiscal year (as of 3/16/09) include:

- 1,269 youth are formally enrolled in a wide variety of Center activities
- All youth are participating in work-based learning experiences (paid or unpaid)
- 580 youth have participated in or are currently participating in academic classes including adult basic education, Pre-GED, and GED
- 49 youth have already earned a high school diploma/GED
- 242 are in unsubsidized employment

YouthWorks (\$ 2,414,139)

The Baltimore City YouthWorks Summer Jobs Program offers meaningful and productive work experiences for young City residents between the ages of 14-21 during the summer months. YouthWorks provides the majority of our younger 14 and 15 year old participants with their very first job and the opportunity to learn valuable work ethics explore career options and develop responsibility and self esteem.

Whether working in non-profit, government and community service projects, or at a variety of businesses such as hospitals, law firms, hotels, retail shops, banks and more, thousands of Baltimore's teens benefit in multiple ways each summer through their YouthWorks experiences. Baltimore City benefits as well, as our youth are off the streets and actively engaged under adult supervision and mentoring. In addition, YouthWorks is a powerful vehicle for building our future workforce, as over 90% of the participating employers/supervisors indicate their satisfaction with their young workers.

Measurable results for the FY 2009 fiscal year (summer 2008 YouthWorks cycle) include:

- 6,500 youth were placed in summer jobs through 26 city agencies, 35 state agencies and at 480 community worksites across Baltimore City.
- All youth 16 and older participated in pre-employment training and over 150 attended an entrepreneurship seminar sponsored by Colgate-Palmolive and Baltimore City.

- This YouthWorks cycle was the first where every youth who initially registered with the program was able to be offered a summer job.

One Stop Career Center Services (\$ 911,927)

MOED's Career Center Network has three One-Stop Career Centers and two Community Connections satellites geographically located throughout the City. Each Career Center is staffed with trained professionals to provide a comprehensive menu of workforce development resources conveniently located in one facility. Services are offered to all City residents with a priority focus on those who are unemployed and underemployed and on target populations such as veterans, disabled persons, senior citizens, and youth. The ability to provide services to job-seekers in each of these specific populations is more important than ever, in light of the current economic challenges faces the city and the nation.

Career counselors using state-of-the-art technology encourage job seekers to explore and become prepared for occupations in high-growth industries. The Center staff assess customers' skills and guide job candidates to the most appropriate service based on their employment readiness and work experience. In addition to referring qualified job seekers to employment opportunities Center staff use labor market information to craft job-specific training programs and connect customers who have matching aptitudes and interests to these training opportunities. MOED's career centers also work directly with businesses, and meet their needs fast. They help businesses grow and stay competitive through customized curriculum development and training, coordinated employment events and job fairs, and timely outplacement services to counter job loss due to downsizing.

For the past eight years, the federal Workforce Investment Act funds that provide the majority of support for Baltimore's One-Stop Career Centers have declined by over 37 percent. General Funds provided through the City of Baltimore have helped to fill this gap and ensure that MOED can provide City job-seekers with the full range of essential services noted above. Based on an estimated per-capita cost per individual served, the City's total General fund support of \$911,927 (contained within two discreet budget line-items) allows for approximately 2,771 individuals to receive basic services at one of MOED's three One-Stop Career Centers.

Measurable results for the FY 2009 fiscal year include:

- 74,247 visits have thus far been made to MOED's three One-Stop Career Centers from July 1, 2008 through 01/31/09 – an increase of nearly 30% compared to the same period in FY 08.
- During this same period, MOED assisted over a dozen companies, who experienced downsizing, offering services to over 1,600 individuals impacted by these lay-offs.
- Through 02/13/09, MOED's three One-Stop Career Centers have placed 1,436 individuals into jobs.

Ex-Offender Program- Re-entry Center Northwest Career Center (\$ 280,696)

The Re-entry Center at the Northwest One-Stop Career Center (ReC) provides the City's ex-offender population with easy access to a broad range of employment related services tailored to meet this population's many and varied needs. Services offered at the ReC include: accessing identification documents, vocational assessment, pre-employment workshops in job readiness and life skills, behavior modification/cognitive restructuring counseling, referral to occupation-specific training, job referral, job placement, and post-placement retention services. ReC staff also refer customers to the network of on and off-site partners where participants' housing, child support arrearages, record expungement, literacy, adult basic education, behavior modification, mentoring, motivational counseling, legal assistance, and other needs are met.

The ReC is a key component of the City's overall public safety and criminal justice program. By removing barriers and promoting early employment and long-term job retention for Baltimore's ex-offenders, the ReC helps to alleviate poverty in both challenged neighborhoods and in the City as a whole, while promoting responsible citizenship. In addition, moving ex-offenders into employment quickly benefits the City from a public safety perspective by reducing crime and recidivism, reuniting fractured families, and helping to promote the stability of the City's labor pool.

Based on an estimated per-capita cost per individual served, the City's General fund allows for approximately 853 individuals to receive basic services at MOED's Re-entry Center. Measurable results for the FY 2009 fiscal year include:

- 2,797 individuals registered for services at the ReC from the beginning of FY 09 through 01/31/09.
- Of these individuals, 2,668 utilized job search services, 1,515 received referrals for assistance with securing government identification cards, and 105 received literacy services.
- Of the total registrants, 171 were placed into jobs, at an average wage of \$9.11 – with 74 percent of these jobs also providing some form of benefits.

After School Matters (\$ 412,000)

The After School Matters program helps to prepare high school students for the work place through career exploration and paid internships. Additionally, the program supports students during their most vulnerable hours – after school.

The program is implemented in three phases: Phase I consists of program orientation, life skills and job readiness workshops. Phase II allows students to explore several different career areas: child care, sports management, hospitality, peer to peer counseling, and emergency medicine and fire safety. Activities includes guest speakers, employer based tours and hands on projects. Students are paid \$6.55 per hour for four days per week up to eight hours for 12 weeks. Finally, Phase III allows for students to be placed into internships in one of the following areas: recreation and parks, fire safety,

hospitality, or after school tutoring programs. Students work up to 12 hours per week for a total of 17 weeks.

Measurable results for the FY 2009 fiscal year include:

- Number of students served – 132
- The program currently operates at five City high schools: Walbrook, Thurgood Marshall, Samuel Banks, Northwestern, and Reginald Lewis.
- Student and parent orientation is held at the beginning of each phase; the attendance rate has been 90% for each session.
- Students are currently in Phase III.

MOED Administration (\$ 245,231)

The majority of MOED's funding is from federal, state, and foundation grants. The \$245,231 of City General Funds dedicated for MOED Administration supports the MOED Director and her office in working on workforce services related activities that are outside of the scope of the aforementioned grants. Examples of these activities include, but are not limited to: addressing the educational and training needs of youth under age 14; developing programs for city residents who do not meet the income requirements of the federal Workforce Investment Act allocations; overseeing programs like the stand alone summer jobs program that are not funded through federal funds.

Planned Future Agency Initiatives

MOED's planned future agency initiatives consist of the following eight priorities.

1. **Help ex-offenders get employed:** sustain operations at the Re-entry Center and identify more funds to assist this population find and keep jobs.
2. **Establish a green jobs coalition and implement a green jobs training plan.**
3. **Launch a year-round youth employment program:** MOED will support Mayor Dixon's goal of expanding the YouthWorks program to provide city teens with job opportunities during the school year.
4. **Promote employment in Park Heights:** Through a \$400,000 targeted federal appropriation, MOED will implement a job training and employment project to help Park Heights residents secure long-term employment at a livable wage.
5. **Ensure Baltimore's economic stimulus plans connect City residents to new jobs:** Through the existing One-Stop Career Center infrastructure, prepare City residents to be qualified for and connected to jobs provided by the new federal administration's economic stimulus plan.
6. **Create a new pipeline for youth aging out of foster care to educational and employment success.**
7. **Implement a successful YouthWorks 2009 campaign and connect 6,500 teens to summer jobs.**

8. **Expand the focus on disconnected youth:** Build on the YO! Baltimore foundation and link more out of school/out of work youth to employment in the mainstream economy.

Concluding Comments

MOED takes seriously its role as a steward of public funds and remains committed to ensuring the most fiscally-responsible use of these funds. Moreover, our agency continues to aggressively pursue efforts to secure funds from other sources, so that we may continually broaden our efforts in providing services for Baltimore's job-seekers. We recognize that the challenging economic times that we presently face demand that all of our resources – be they from City, state, federal, or philanthropic sources – are utilized in the most efficient and effective manner possible.

In conclusion, MOED remains committed to serving the needs of Baltimore residents who are seeking employment opportunities. We believe that the initiatives and programs described in this response provide clear and measurable benefits for the citizens of Baltimore, especially during the current economic downturn.

Thank you for the opportunity to comment on this legislation.

Attachment

cc: Andrew Frank, First Deputy Mayor, Neighborhood and Economic Development
Jeffrey W. Smith, Executive Liaison for Public Policy, MOED

MAYOR'S OFFICE OF EMPLOYMENT DEVELOPMENT'S ACCOMPLISHMENTS AND PRIORITIES 2008-2009	MAYOR'S OBJECTIVES*					
Accomplishments:	#1	#2	#3	#4	#5	#6
<p>1. Sustained and Expanded Workforce Resources for Ex-Offenders: MOED secured grants to support the City's Re-entry Center, which helped over 5,000 ex-offenders re-integrate into society. More than 200 ex-offenders were connected to jobs in the past year, and 15,500 barrier removal services were provided through MOED and the partnership network.</p> <p>2. Increased Participation in YouthWorks 2008 Summer Jobs : Over 6,500 youth participated in summer employment opportunities – an increase of 20% from 2007. The entire Baltimore community supported the YouthWorks 2008 campaign by making donations, hiring teens directly, and participating as public sector worksites. A total of 244 businesses contributed – an increase of more than 400% from 2007.</p> <p>3. Connected City job Seekers to the Labor Market: Through MOED's One Stop Centers, Youth Opportunity and Welfare to Work programs, more than 3,000 Baltimore City residents became employed. Both youth and adults received workforce services including job preparation, occupational training, and educational opportunities.</p> <p>4. Staffed the new Baltimore Hilton Hotel with City Residents: MOED served as the primary "employment coordinator" for the Hilton Baltimore Convention Center Hotel by providing applicant prescreening, interviewing assistance, and a full-time staff person to coordinate the project, resulting in 400 jobs being filled in time for the hotel's opening in August, 2008.</p> <p>5. Helped Baltimore Businesses Stay Competitive: MOED worked with hundreds of area businesses in 2008 helping them find several thousand qualified employees. We also provided customized and upgrade skills training for new and existing workers. Emphasis was on healthcare occupations as well as tourism, construction and information technology.</p> <p>6. Garnered Millions of New Dollars to Sustain and Expand Workforce Services for Baltimore : MOED secured a variety of new state, federal, and philanthropic funding totaling more than \$10 million this year.</p> <p>7. Demonstrated Accountability to Funding Sources: MOED met/exceeded all federal, state, local performance expectations.</p>	✓		✓	✓	✓	✓
<p>Priorities:</p> <p>1. Help Ex-Offenders Get Employed : Sustain operations at the Re-entry Center and identify more funds to assist this population find and keep jobs.</p> <p>2. Establish A Green Jobs Coalition& Implement A Green Jobs Training Plan</p> <p>3. Launch a Year-Round Youth Employment Program: MOED will support Mayor Dixon's goal of expanding the YouthWorks program to provide city teens with job opportunities during the school year.</p> <p>4. Promote Employment in Park Heights: Through a \$ 400K federal earmark MOED will implement a job training and employment project to help Park Heights residents secure long-term employment at a livable wage.</p> <p>5. Ensure Baltimore's Economic Stimulus Plans Connect City Residents to New Jobs: Through the existing one-stop career center infrastructure, prepare city residents to be qualified for and connected to jobs provided by new federal administration's economic stimulus plan.</p> <p>6. Create a New Pipeline for Youth Aging Out of Foster Care to Educational and Employment Success.</p> <p>7. Implement a Successful YouthWorks 2009 Campaign and Connect 6,500 Teens To Summer Jobs.</p> <p>8. Expand the Focus on Disconnected Youth: Build on the YO! Baltimore foundation and link more out of school/out of work youth to employment in the mainstream economy.</p>	✓		✓	✓	✓	✓

*1. Safer, Healthier Baltimore; 2. Cleaner, Greener Baltimore; 3. Increase Educational, Cultural, & Recreational Opportunities for Children; 4. Strengthen Baltimore's Economy by Increasing the Tax Base, Jobs and Minority Business Opportunities; 5. Create Stable, Vibrant Neighborhoods/Strong Families; 6. Efficient and Effective Government