

**CITY OF BALTIMORE
COUNCIL BILL 12-0021R
(Resolution)**

Introduced by: Councilmembers Welch, Branch, Henry, Stokes, President Young,
Councilmembers Clarke, Reisinger, Curran, Spector

Introduced and read first time: February 27, 2012

Assigned to: Education and Youth Committee

REFERRED TO THE FOLLOWING AGENCIES: Mayor's Office of Employment Development,
Department of Finance

A RESOLUTION ENTITLED

1 A COUNCIL RESOLUTION concerning

2 **Establishing a Permanent Fund-raising Committee for YouthWorks**

3 FOR the purpose of calling on the Mayor and the Director of the Mayor's Office of Employment
4 Development to establish a dedicated permanent committee to expand fund-raising and job
5 placement for YouthWorks in order to allow the program to expand and improve its
6 effectiveness.

7 **Recitals**

8 A hearing called last June by the City Council to review the state of the YouthWorks
9 program as it nears three decades of existence allowed administrators to provide the Council with
10 a great deal of helpful information. In the wake of this hearing, a number of innovative ideas for
11 improving YouthWorks going forward were raised. Some of these ideas include expanding
12 YouthWorks into a year-round program, automating the registration process, and more
13 systematically evaluating the job skills needed and gained by YouthWorks participants.

14 Although the current funding model has allowed YouthWorks to continue successfully for
15 decades, implementing the above ideas while continuing to expand the number of participants in
16 YouthWorks is likely to require new funding approaches as well. Expanding job placement
17 throughout the year and during the traditional summer period will require increases in both
18 funding and job sites. Currently, 90% of those supporting YouthWorks are long time donors.
19 However, meeting the needs of expansion will require expanding the donor base by bringing in
20 new supporters.

21 Rather than relying exclusively on time limited yearly fund-raising campaigns by officials
22 with many other concerns on their plates, YouthWorks should look into establishing a permanent
23 steering committee to focus exclusively on raising funds for YouthWorks and finding suitable
24 sites for the placement of participants year-round.

25 An independent steering committee would also provide a body to more systematically assess
26 the job related skills of YouthWorks participants as they enter and exit the program. Making
27 these types of assessments would allow YouthWorks to better understand both what the true
28 training needs of participants are, and which job placements are most effective at meeting these
29 various needs. With this data, particularly effective conditions at some sites could be replicated

EXPLANATION: Underlining indicates matter added by amendment.
~~Strike out~~ indicates matter deleted by amendment.

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1 in other areas. Better matches could also be made between the specific needs and offerings of
2 employers and young employees.

3 Implementation of some or all of the suggestions being raised to improve YouthWorks would
4 help to ensure that it becomes even more effective at helping Baltimore's youth become
5 productive and successful members of the workforce for years to come. One of the most
6 important ways to do this would be to create a new body focused solely on YouthWorks. This
7 would put the program onto the firm financial footing that it needs to both continue the current
8 level of service and seriously consider meaningful expansion.

9 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE,** That the
10 Council calls on the Mayor and the Director of the Mayor's Office of Employment Development
11 to continue to establish a dedicated permanent committee to expand fund-raising and job
12 placement for YouthWorks in order to allow the program to expand and improve its
13 effectiveness.

14 **AND BE IT FURTHER RESOLVED,** That a copy of this Resolution be sent to the Mayor, the
15 Director of the Mayor's Office of Employment Development, and the Mayor's Legislative
16 Liaison to the City Council.