

# South Baltimore Employment Connection Center



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1410 BUSH ST, BALTIMORE, MD 21230

410-396-1052

PRESENTATION TO CASINO LOCAL DEVELOPMENT COUNCIL FEBRUARY 2021

# South Baltimore Workforce – Environmental Scan and Needs Assessment

In 2015, the Employment Connection Center (ECC) was established in response to an Environmental Scan and Needs Assessment of [South Baltimore's Casino Impact Area in conjunction with the South Baltimore Gateway Master Plan](#).

The assessment identified 6 economic sectors that make up two thirds of employment in the Casino Impact Area:

- **Manufacturing**
- **Transportation, Warehouse, Wholesale**
- **Entertainment and Hospitality**
- **Healthcare**
- **Construction**
- **Miscellaneous Services**



# ECC Core Services for Job Seekers and Employers

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## Job Seeker Services

- Career **guidance** and **counseling** for job seekers, including interest and aptitude assessments
- **Computer literacy** training
- **Resume** and **interview** preparation
- **Job readiness** workshops to address soft skills and retention
- Screening for **occupational training (and financial support for training programs)**
- Referral for **adult literacy** and **supportive services**
- Job search and placement assistance

## Employer Services

- **Targeted** industry or employer-specific **recruitment** events
- Applicant **prescreening** and **referrals**
- Labor market, tax credit and wage **information**
- **Customized training** to meet employer specific needs
- **Job orders** and **postings**

# Workforce Needs of the South Baltimore Gateway (SBG)

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The [Employment Needs Assessment](#) surveyed residents, employers, and workforce-services providers to determine the most pressing needs of [Casino Impact Area](#) or “SBG” stakeholders:

## **Residents:**

1. Job search and placement assistance
2. Career coaching and guidance
3. Occupational Training

## **Employers:**

1. Qualified candidates possessing professional and soft skills
2. Qualified candidates possessing necessary technical skills

## **Workforce Service Providers:**

1. More [core sector](#) job training for residents

# Occupational Training

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ECC has assisted residents with a number of occupational training opportunities leading to gainful employment in the core SBG economic sectors, through a variety of training modes:

## **Training Types:**

- Individual Training Accounts (ITAs)
- Customized Training
- Pre-Apprenticeship

## **Occupational Areas:**

- Manufacturing – examples: Welding, CNC Fabrication
- Transportation/Warehousing – examples: CDL-B License, CDL-A License
- Healthcare – Multi-skilled Med Tech, Pharmacy Tech, CNA/GNA, Medical Billing and Coding
- Construction – Pre-apprenticeship training, Deconstruction
- Miscellaneous – IT, Bookkeeping & Accounting

# ECC Job Seekers

Project to date, the ECC has provided services to over 5,000 job seekers, 18 to 86 years old, with education levels between 6<sup>th</sup> grade completed to Master's degrees

<b>Age groups</b>	<b>Race/Ethnicity</b>	<b>Educational Achievement</b>
18-24 - 23.1%	African American - 92.1%	High School Diploma / GED / Vocational School Certification - 62%
25-35 - 30.9%	White - 23.6%	Some College - 12%
36-45 - 16.4%	Native American - 3.5%	Associates Degree - 3%
46-55 - 17.1%	Asian - 2.0%	Bachelor's Degree - 5%
56-65 - 10.2%	Hispanic/Latinx - 2.7%	Masters Degree- 2%
66 + - 1.8%		6 <sup>th</sup> to 12 <sup>th</sup> grade attended (no diploma) - 15%
<b>Female - 45%</b>		
<b>Male - 55%</b>		

# Pandemic Response

*ECC has pivoted to provide virtual services to employers and job seekers as the staff works from home.  
ECC continues to provide phone, email, and web-based services during the pandemic.*

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**STRATEGY 1: Service requests by phone:** Calls to the ECC main line 410-396-1052, are routed to an ECC Intake Specialist (IS) during normal office hours M-F 8:30 am to 4:30 pm.

## **Job Seekers:**

- Via phone, the IS can register new job seekers in the center, triage needs, and refer job seeker to appropriate staff member for support
  - Job seekers can receive assessments, resume preparation assistance, interview prep, occupational training eligibility, and more

## **Employers:**

- Employers are referred to Business Service Representative (BSR) for direct service
  - Employers can receive job order assistance, candidate prescreening and referrals, recruitment assistance, and more



# Pandemic Response


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**STRATEGY 2: Web Based Services-**MOED and ECC are currently offering web-based services and portals to assist job seekers and employers with workforce needs.

**Online Assistance Request Form-** is available for residents to request assistance with a variety of services on the MOED web page. Requests generated from CIA zip codes are routed to the ECC and individuals are contacted directly by staff to provide services:

## Mayor's Office of Employment Development

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- Employer Services
- Job Seeker Services
- Youth Services
- Success Stories
- Newsroom
- Resources
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### Welcome



Employer Services



Now Hiring COVID-19 Job Board



YouthWorks Summer Jobs



Job Seeker Assistance Request Form



Success Stories

### Quick Links

LOCAL WORKFORCE DRAFT PLAN (WIOA) 2020-2024



### Assistance Request Form

By completing this form, we will be able to coordinate workforce services for job seekers and employers. Your completed request will be forwarded to someone who can assist you and address your need. We will do our best to respond to your request in two business days.

\* Required

#### What can we help you with? \*

- Employment (Job search, Resume Assistance, Interviewing)
- Unemployment benefits information
- Computer Training
- Job Training
- RESEA / ROW Workshop (notification)
- YouthWorks Summer Jobs (Age 14 -21)
- Services Eligibility Screening (Access Points Only)
- Returning Citizen Services
- Criminal Background/Legal Assistance Referral
- Veteran Services
- Child Support
- Child Care
- Disability Services (DORS)



# Pandemic Response

*ECC has pivoted to provide virtual services to employers and job seekers as the staff works from home. ECC continues to provide phone, email, and web-based services during the pandemic.*

## Now Hiring



Welcome to the Now Hiring COVID-19 Job Board.

Here is a list of open jobs. Choose which ones interest you and follow the How to Apply instructions. We will update this list often. Jobs in red are new since we last posted.

For guidance from the CDC to help prevent workplace exposures to COVID-19, click [here](#) for healthcare settings and [here](#) for non-healthcare settings.

To view available jobs, choose an industry category:

**MOED Workforce Centers Remain Closed for Adults and Youth; Staff Continue to Provide Remote Services while Starting Limited Return**

The Mayor's Office of Employment Development's workforce centers for adults and youth remain closed to customers due to COVID-19. MOED staff are continuing to provide remote services as they begin a limited return to the centers – maintaining safe social distancing measures, including no more than a 50% occupancy rate. To see MOED's FAQ for helpful information and available workforce support, click [here](#).

- If you need help getting a job or other support:
  - Let us know [here](#) and someone will contact you within two business days.
  - See current job openings [here](#) and apply online.

**STRATEGY 2: Web Based Services-**MOED and ECC are currently offering web-based services and portals to assist job seekers and employers with workforce needs.

**Now Hiring Covid-19 Job Board** - A service for employers and job seekers, the COVID-19 Job Board is an additional platform added to share job openings and connect qualified job seekers with hiring employers.

Jobs are sorted by category, and job seekers interested in opportunities posted by the ECC are routed directly to the ECC BSR for further assistance.

Mayor's Office of Employment Development

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Quick Links

- LOCAL WORKFORCE DRAFT PLAN (WGA) 2020-2024
- Skilling Up in a Remote World
- Job Seeker Assistance Request Form
- 21st Century School Construction Opportunities
- Local Hiring Law
- Photos
- Current Job Openings at MOED
- Local Workforce Plan 2017-2020 (WGA)

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[View All Jobs](#)

Construction Jobs

- SND Services
- SND Services
- Turner Roofing Company
- Turner Roofing Company
- UtiliQuest
- Weller Development

- Pallet Jack Operator
- Roofer
- Mechanics Fabricators
- Sheet Metal
- Utility Line Locators
- Construction Manager

General Jobs

- Baltimore Corps
- Case Manager

How to Apply:

Click the apply button, fill out the form and click submit. An MOED staff member will contact you about your job interest.

[Apply](#)

To view online applications, [click here](#).



Posted: 12/30/2020

- Baltimore Corps
- Baltimore Corps
- Capital Logistics

- Resident Support Specialist
- Resident Support Specialist
- Overnight CDL Drivers

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# Pandemic Response

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## STRATEGY 3: Virtual Workshops, Job Clubs, and Recruitments

ECC and MOED staff host thrice weekly virtual job readiness workshops, training workshops, job clubs, and virtual recruitments on the MOED Facebook

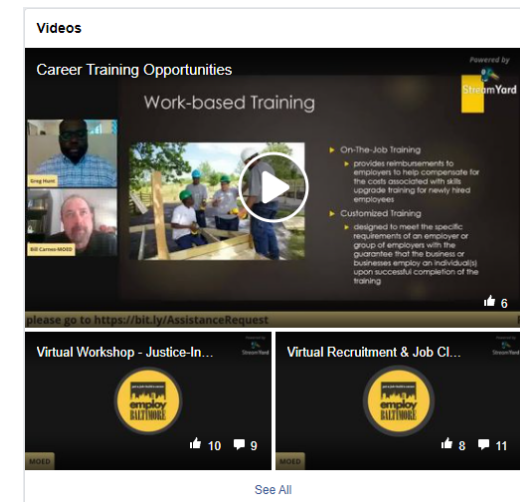
<https://www.facebook.com/BaltMOED>

Tuesdays and Thursdays at 1:00 PM:

**Job Readiness and Training Topics**

Wednesdays at 1:00 PM:

**Employer Recruitments**



# FY '21 Year To Date Outcomes

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## Training Enrollments in 'FY21 as of December 2020 (Q1 and Q2) --

### WIOA Funds

- **13** Covid Contract Tracer Certification
- **1** CNA/GNA

### City/LIG Funds

- **2** Multi-skilled Med Techs
- **1** Medical Billing and Coding
- **2** CDL-A

### Approved to start in Q3

- **1** Multi-skilled Med Tech
- **1** Pharmacy Tech

## Placements in FY '21 as of December 2020 --

### Unsubsidized Placements

- **96** unsubsidized placements recorded as of 12/31/20.
- **\$15.95 per hour** average wage
- **71%** positions offer medical and FB

### Recorded in January 2021

- **41** Placements added
- **61%** at  $\geq$ \$15.00 per hour

# SB-ECC and Workforce Services Needs to Support South Baltimore

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- **Baltimore City official unemployment rate stands at 7.9% as of December 2020.**
- **Lower than average enrollment and traffic by job seekers in all City programs** during the pandemic has been driven by expanded unemployment benefits, mass layoffs in hospitality and related fields, lack of in person schooling and childcare, reduced transportation, and fear of virus transmission.
- **Conditions are changing.** Employment and staffing needs are on the rise and are expected to increase in the coming months. ECC staff is also restarting in-person outreach efforts to reach those in need.
- **ECC is poised to help fill the current and future unprecedented workforce needs of South Baltimore and aid in the difficult economic recovery ahead.** However, more not less in funding for staff resources is needed to meet these needs.
- **Request for FY21-22:**
  - Funds to replace/fill the vacant Career Navigator
  - Reclassifying an existing position for an up-skilled (increased salary) Office Assistant
  - These positions will address predicted gaps in coverage and services that staff can provide, as the demand for ECC's services increases and the center reopens for in-person services
  - Provide access to remaining FY21 funds to fill positions (\$550K for ECC) and grants for training (\$45K est.)
  - Budget FY22 at COLA-adjusted rate for same level of operation (\$570K for ECC) and training (\$50K)