



BALTIMORE COUNTY  
MARYLAND

# BC Workforce

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Baltimore County Office of Workforce Development, 105 West Chesapeake Avenue, Suite 300, Towson, MD 21204

## Careers in Health Care Gets Attention

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The Baltimore County Workforce Development Council has a number of committees under its aegis, one of which is the Health Care Careers Committee, chaired by Erik Wexler, President of Northwest Hospital. This committee has established two major initiatives to help increase the number of individuals choosing a career in health care.

One initiative is to expand the Baltimore Alliance for Careers in Healthcare (BACH) to the county. Currently, BACH serves the city exclusively. The initiative sponsors training for incumbent workers by establishing mentors and career coaches within the hospitals where the trainees work. Current employees who are underemployed or are seeking advancement can take advantage of the training provided and increase their skills and their positions at the hospitals. The BACH initiative is funded through grants from the Robert Wood Johnson Foundation, the Weinberg Foundation, and the Anne E. Casey Foundation, among others. One of the challenges for Baltimore County is finding funding for the County initiative.

Please see *Healthcare* on page 2

## Silver Tsunami Committee Plans Boomer Expo

One of the committees of the Baltimore County Workforce Development Council is the Silver Tsunami, so named because it deals with issues related to the aging workforce and the impending crisis caused by a large number of retirements. Baby Boomers, persons born between 1946 and 1964, are beginning to leave the labor market as they reach retirement age. Several studies have projected that Boomers will remain in the workforce, but may be changing careers or pursuing non-traditional kinds of work or flexible work schedules. Some Boomers may seek to work a less than full-time schedule. Many Boomers may want to work in fields that are more socially conscious.

To help employers deal with the shortfall, the Department of Aging and the Silver Tsunami committee, chaired by Arnold Eppel, Director of the Baltimore County Department of Aging, is preparing an innovative employer workshop that will have two components. One is to provide information about the oncoming crisis, and the other is to present solutions to the problem. The plan is to have a piece of software or interactive program developed for employers so they can share the information at their places of business. The interactive package will be user friendly and contain solutions to the upcoming "Tsunami".

Please see *Tsunami* on page 3

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*Senior/Boomer Expo and Employer Innovation to be held October 29 and 30, 2008 at Timonium Fairgrounds*

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## Mobil Unit To Serve Ex-Offenders

The Baltimore County Office of Workforce Development has received a federal grant to purchase a mobile van, which will be a One Stop Career Center on wheels. Congressmen C.A. Dutch Ruppertsberger and Elijah Cummings were instrumental in securing the funding for the van. The mobile unit will travel around the county and will serve individuals who have criminal backgrounds and need career services to lead a productive life. The mobile unit will also be used to provide career services to those individuals who may have difficulty with reliable transportation, as well as to disadvantaged youth.

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*“This acquisition will allow us to assist a hard-to-serve population and provide the resources necessary to allow these individuals to become productive citizens.”*

*-- Grace Fendlay,  
Manager, Special  
Programs*

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The van will be equipped with state-of-the-art computers and software, audio-visual equipment, print material, and a support person to provide career services. The van expands the services provided by the Office of Workforce Development to individuals who cannot visit the other One Stops in the county.

The van will travel to County locations, considered “hot spots”, in order to bring career services to large or small groups of persons who may be on parole or probation. Individuals who take advantage of the resources available on the unit will have the ability to access career information, be able to apply for jobs, and understand the requirements of the modern day workplace. The van should be ready for service by fall 2008.

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### *Healthcare from page 1*

Another initiative is a partnership with the Community College of Baltimore County (CCBC) on a Department of Labor grant that is designed to increase the number of workers in nursing, lab tech, dental hygiene, and long term nursing care. The grant provides for student scholarships, training, and curriculum development, as well as administrative overhead.



The two initiatives will help provide some relief for the health care industry, which is expected to have dramatic shortfalls in its labor force in the next few years. In order to inform the hospitals, long-term care providers, laboratories, and dentists of the resources available to them, CCBC, the BACH program and the Office of Workforce Development will host a “kick-off” event planned for early April 2008. At the event, healthcare providers will be encouraged to take advantage of those resources.

According to a report published by the Maryland Hospital Association (MHA), 43 percent of the current workforce in healthcare across the state will be eligible for retirement over the next 10 years. The shortage of nurses alone will grow to more than 10,000 by 2016 in Maryland. Baltimore County will experience a proportional loss in healthcare workers as well. It is imperative that the problem is dealt with in the very near future. Governor O’Malley and the Maryland Legislature recently allocated over \$3.4 M to the University of Maryland Nursing School, but that may be insufficient based on the MHA conclusion that over \$25 M a year will be required for a number of years.

## Youth Summer Employment Program to Expand in 2008

The Baltimore County Office of Workforce Development has partnered with the Department of Social Services to increase the number of youth placed in summer jobs from 25 to 200. This is obviously a huge increase and reflects the desire on both agencies' parts to serve the youth of Baltimore County. The ability of the Workforce Development agency to increase the number of youth served is a result of a one-time windfall of money set aside for the purpose of putting youth to work in the summer.

The challenge is to find enough employers to sponsor the youth in their places of business. Grant funds can be made available for employers to offset the salaries earned by these youth. Employers are often leery of hiring youth because of potential liability. Under this program, the youth are paid by Baltimore County and are considered county employees, so the County rather than the employer covers any liability. In addition, these youth are working with permits and their presence on job sites is no different than other workers.

The employers will have an opportunity to interview the job seekers and will select youth who represent the best fit for their company. A variety of employers have participated in the Youth Summer Jobs programs in the past, including hospitals, schools, Recreation and Parks, Police Athletic League, financial services companies, the Social Security Administration, and the Community College of Baltimore County, among others.

For more information about the Summer Youth Jobs Program, contact Barbara Woods at 410-887-3398.

*Tsunami* from page 1

Employers must begin to think about preserving institutional memory, grooming younger workers to step into jobs being vacated, and recruiting younger, less experienced workers.

In addition to the innovative employer workshops, the Department of Aging and the Office of Workforce Development is planning a Boomer career fair, to be held the day after the employer event. This day will allow Boomers and employers to interact and determine if there is a fit between the Boomer's skills and the employers' needs. The two-day event will be held on October 29 and 30, 2008 at the Timonium Fair Grounds. Additional information will be forthcoming.

## Regional Employer Institute A Big Success

The Baltimore Regional Employers Institute kicked off its first forum on Thursday, January 31, 2008 at Marlin Steel Wire Products. Drew Greenblatt, President of Marlin, presented his company's award winning strategy for maintaining competitive advantage in retaining employees. Marlin was awarded the prize for establishing incentive and training programs that lead to a very low turnover rate for Marlin. Baltimore County Executive Jim Smith and Baltimore City Mayor Sheila Dixon presented the award to Marlin at the first awards breakfast in September 2007.

Marlin has instituted several programs that have increased not only their retention rate, but their productivity and bottom line as well. The incentives include a generous matching 401 K plan, which is used extensively by the employees. In addition, Marlin has invested a considerable amount of time and money in training employees in the latest technology. *Please see Institute on Page 4*



*Employer interviews  
jobseeker at 2007 Youth Job  
Fair*

*"Everyone agrees that  
the wave of retirees is  
about to wash over us.  
That's why we are  
working so hard to help  
employers and potential  
employees to find each  
other."*

*Arnold Eppel, Director of  
the Baltimore County  
Department of Aging*

*Institute from Page 3*

The most significant and innovative aspect of the Marlin model is the reward system that pays employees for meeting concrete production goals using time and resources wisely. The production leader gets a sizable payout for meeting targeted metrics. Marlin is instituting a similar incentive for the production crew as well. The program has increased productivity, reduced time to market and eliminated errors (since the production crew must correct any flaws, which detract from time spent on the next job).

Participants in the forum were enthusiastic about the presentation and gave accolades to Greenblatt. Harry Anapa, Director of Utility Training, of BGE Home said, "The material and philosophy presented by Drew Greenblatt on 'Getting Results' was very insightful. Marlin Steel Wire has an excellent process for recruiting, developing, and supporting their employees. I plan to share the information he presented at our March BGE Executive Leadership Summit on increasing employee accountability for safety."

Additional forums will be held every month until May. For a complete schedule please see below.

## Director's View

Barry F. Williams

The Baltimore County Office of Workforce Development, in conjunction with the Baltimore County Workforce Development Council has undertaken an ambitious agenda for the 2008 fiscal year and beyond. This newsletter, *BC Workforce*, highlights several of those agenda items. The bottom line is that we are committed to improving the quality of the workforce in Baltimore County and by extension, the business climate.

Our partners are many and varied. In conjunction with county agencies, such as the Department of Economic Development, the Department of Aging, the Department of Corrections, the Department of Social Services, and the Department of Public Safety, the Community College of Baltimore County to state agencies, such as the Department of Labor, Licensing, and Regulation (DLLR), and the Governor's Workforce Investment Board (GWIB), we have initiated projects and programs that are innovative and unique. Just read about these initiatives in this edition of *BC Workforce*.

We are very proud of our accomplishments. Some of the highlights from our fiscal year program performance measures established by DLLR and the U.S. Department of Labor include:

- Meeting or exceeding all established benchmark measures
- Outpacing every other Maryland jurisdiction
- Being one of only three workforce development

### Baltimore County Office of Workforce Development - Barry F. Williams, Director

105 West Chesapeake Avenue, Suite 300  
Towson, Maryland 21204

Phone: 410-887-4357

Fax: 410-887-5673

E-mail: [efangman@baltimorecountymd.gov](mailto:efangman@baltimorecountymd.gov)

agencies in the state to exceed all three standards for Youth programs

- Occupying the top spot in Maryland with the highest average earnings for adults

We are equally proud of our accomplishments in establishing a regional approach to workforce initiatives. The Baltimore Regional Employers' Institute and the pending implementation of the Baltimore Alliance for Careers in Healthcare (BACH) initiative are just two outstanding examples. Other initiatives are in the queue, including a joint application for two Department of Labor grants.

I encourage you to get in touch with any of our staff so that you may learn more about our agency and take advantage of resources that may be available for you. Join us as we put Baltimore County to work.

### Council and Committee Meeting Dates

**Workforce Development Council:** (All times are 8 to 9:30 a.m.)

March 13 (Hunt Valley Center) / May 8 (Hunt Valley Center)

**Healthcare Careers Committee** (All times are from 8 to 9 a.m., at the Hunt Valley Center)

February 15/March 21 / April 18 / May 16

**Silver Tsunami Committee** (All meetings are from 8 to 9 a.m.)

March 14 (BYKTOA Center) / April 4 (TBD) / May 9 (TBD)

Skilled Trades Committee and Grants and Finance (Meets as needed)

### Employer Institute

February 28 8:30 to 11:30 a.m. - Shire Pharmaceutical

March 27 10 a.m. to 12 noon - ARAMARK

April 24 10 a.m. to 12:30 p.m. - Lockheed Martin

May 29 10 a.m. - 1 p.m. - Acadia Windows and Doors