MARYLAND NEW DIRECTIONS

How we use data to inform and develop our programming

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Program Director
WHO WE ARE

- We are a 42 year old non-profit organization with a mission to provide comprehensive career counseling, employment assistance and post-employment support to people in life and career transition.

- Historically we’ve served displaced homemakers, unemployed, underemployed and other at-risk populations.
WHAT WE DO

- Career Assessments & Counseling
- Job Readiness Training
- Industry Specific Training
- Job Placement Assistance
- Job Retention Services
- Mock Interviews
- Barrier Assessment and Management
- One-on-One job coaching
- Professional Network Development
TWO TRAINING TRACKS

- Employment Training Program
  - 60 hours of job readiness training
  - Resumes & Cover Letters
  - Interviewing skills
  - Employer Expectations
  - Career Assessments / Barrier Management
  - Job Coaching and placement assistance

- Maritime Transportation and Logistics Training Program
  - 30 hours of Industry specific training
  - 60 hours of soft skills
  - Forklift training and certification
  - TWIC cards (security clearance)
  - Transportation Assistance
  - Job Coaching and placement assistance
DEVELOPING AN INDUSTRY SPECIFIC TRAINING

- Employer Interest
- Industry needs
- Labor Market Data
HOW WILL THE DATA HELP?

- Occupational Outlook
- Wages
- Career pathways
- Training/Education needs
- Barriers/Challenges
Employment Training Program
- Zip-code specific information
- Unemployment rates
- Prospective client demographic
- Common barriers to employment
- Existing resources
- Job opportunities

Maritime Program
- Sector Growth & Job Growth Projections
- Average wages and salary ranges
- Number of industry employers
- Career Pathways for the city, state or region
- Existing resources

HOW WE USED IT TO INFORM OUR PROGRAMS
WHY IS IT IMPORTANT?

- Well informed decisions
- Identify trends/changes early
- Relevant programming
- Strategic planning
- Better services for clients
- Better outcomes
- More opportunities
DATA SOURCES WE HAVE USED

- Baltimore Regional Talent Development Pipeline Study by the Opportunity Collaborative
- Career Pathways in the Baltimore Region: Transportation and Logistics Partnership
- Bureau of Labor Statistics
- City-data.com (poverty data for specific zip codes)
- Data on the long term unemployed from the Brookings Institution
QUESTIONS