

MARYLAND NEW DIRECTIONS

How we use data to inform and
develop our programming

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Program Director

- ▶ 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.

WHO WE ARE





- ▶ 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

WHAT WE DO

▶ 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

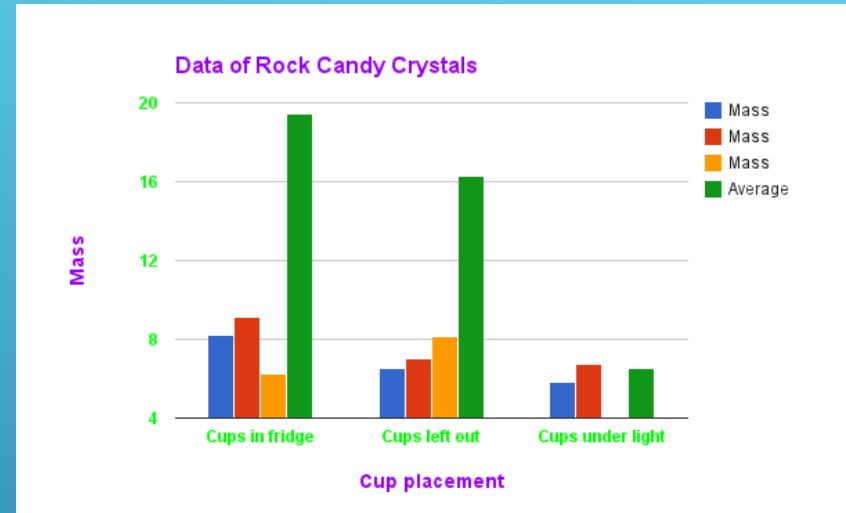
TWO TRAINING TRACKS



- ▶ Employer Interest
- ▶ Industry needs
- ▶ Labor Market Data

DEVELOPING AN INDUSTRY
SPECIFIC TRAINING

- ▶ Occupational Outlook
- ▶ Wages
- ▶ Career pathways
- ▶ Training/Education needs
- ▶ Barriers/Challenges



HOW WILL THE DATA HELP?

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





- ▶ Well informed decisions
- ▶ Identify trends/changes early
- ▶ Relevant programming
- ▶ Strategic planning
- ▶ Better services for clients
- ▶ Better outcomes
- ▶ More opportunities

WHY IS IT IMPORTANT?



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

DATA SOURCES WE HAVE USED



QUESTIONS



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