

Council Agenda Report

Date: February 12, 2018

Prepared by: Sandra Tripp-Jones, City Manager *STJ*

Submitted by: Mayor Victoria Jackson-Stanley

SUBJECT: Work 2 Live WELL - The Maryland Department of Natural Resources Skill Accelerator Program

Recommendation from the Mayor: That Council:

- A. Endorse the subject program and
- B. Direct staff to post information, including applicant recruitment information on the City website.

Discussion:

Joanne M. Throwe, Deputy Secretary of Department of Natural Resources (DNR) with Trystan Sill, DNR Manager, Work2Live WELL, met with the Mayor and City Manager, along with Dr. Stuart Bounds, Interim President of Chesapeake College and David Harper, Interim VP for Workforce & Academic Programs, to present a new workforce development project of the Department of Natural Resources. The project is described in attached materials. Relevant to Cambridge will be an 8-week workforce development program for 10 people 18 years and older.

GOAL OF THE PROGRAM

The goal is to make job opportunities more readily available in natural resources fields through, both in the public and private sector, so that environmental related careers are more reflective of Maryland's population.

The training in Cambridge will cover:

- **WATER:** Aquaculture, Boat Repair, Marina and Harbor, Fisheries, Seafood
- **LIFE SKILLS:** Interview Training, Networking, Resume Building, Communication Skills, and Tips on Job Retention

Phase 1: Skills Development

March 26, 2018 – May 18, 2018

Phase 1 is the skill development portion expected to last approximately two months and ending with a special graduation ceremony in which Certificates of Training will be awarded.

A small stipend will be given to the 10 participants to ensure their commitment throughout Phase 1 of the program.

Phase 2: Career Opportunities

June 1, 2018 – May 31, 2019

Phase 2 has the participants interviewing with a company or public-sector entity beginning on or about June 1, 2018 for full time or contractual employment. The case workers and mentors will

continue to periodically check in with the participant and the company to help work through any issues or concerns that may arise.

DNR hopes to make this the pilot for a continuing program that builds more partnerships.

Ms. Throve has asked for the City's support in this program to encourage local people to apply and to encourage local partnerships and businesses to consider hiring certificate recipients.

Attached are descriptive documents.

Fiscal Impact: \$0



Maryland Department of Natural Resource

WORK2LIVE WELL
Proposed Curriculum

Fisheries, Aquaculture & Boating Training

Managing Maryland's Aquatic Resources

Short course instruction includes an overview of the best management practices and common application. Adaptive management, maintenance and habitat enhancement can be highlighted throughout each practice.

Topics can include the following:

- Boating Laws and Safety
- Navigation
- Trailering and Knot tying
- Boat Maintenance and Repair
- Safely Handling Seafood (HACCP)
- Oyster Shucking
- ServeSafe and Restaurant skills
- Oyster Larvae Feeding and Storage
- Spat on Shell Husbandry
- Types of Aquaculture
- Commercial Fisheries

Fisheries, Aquaculture & Boating Training Partners:

- University of Maryland Extension
- UMCES Horn Point Hatchery
- Richardson Maritime Museum
- Wor-Wic Community College
- Philips Wharf Environmental Center
- Lindy's Seafood Inc.
- Hoopers Island Oyster Company



Maryland Department of Natural Resource

WORK2LIVE WELL
Proposed Curriculum

Life Skills Training

The life skills training of the program is probably just as important as the technical skills training. Building a strong and effective workforce means giving someone the means to be successful once they've secured a job. Successful people are successful employees.

- Safety basics (OSHA, CPR, 1st Aid)
- Interpersonal Communication
- Goal Setting
- Finding Motivation and Inspiration
- Personal Leadership
- Developing a Network
- Healthy Work/Life Balance
- Affirmations
- Employment Barriers
- Professionalism on the Job
- Financial Literacy
- Conflict Resolution
- Interview Skills
- Resume Writing
- Debt Management Strategies

Life Skills Training Partners:

- Civic Works' Baltimore Center for Green Careers
- South Baltimore Learning Center
- Wor-Wic Community College
- Chesapeake Community College



Maryland Department of Natural Resource

WORK2LIVE WELL
Mentorship Program

Understanding the Role of a Mentor:

Mentoring is a relationship in which a person provides guidance and support to another, such as helping with a career, a project or with general life advice. A mentor helps take a long-range view on the growth and development and offers encouragement without explaining exactly how something should or should not be done. A mentor relationship helps with long-term thinking rather than offering a detailed roadmap of exactly what to do. The role of a mentor is to help mentees think through the issues, be a source of wisdom, and to act as a personal advocate to a younger or emerging professional.

Purpose:

Mentors will serve as the direct professional connection to individuals who are embarking on a natural resources career path. Participants and mentors will connect on a regular basis to foster personal connections, answer career questions, and offer advice.

Level of Commitment:

The expectation is that mentors will commit to at least one year of frequent communication, preferably every week during the first two to three months, to build a strong one-on-one relationship. After job placement, the mentor will continue to maintain contact as needed throughout the next two years.

Phase I

One full day of coaching and mentorship training at Baltimore City Community College – Training will be given by College staff and will include the following to help prepare you for your new role:

- How coaching/mentoring can be used to develop a productive team
- Coaching and mentoring skills that help improve individual performance
- How flexibility in leadership styles can support individuals and teams
- How to recognize strengths and give feedback
- How to identify problems and ways that can help correct them

Phase II

Eight weeks of one hour sessions to support Work2Live WELL participants. The sessions will most likely be held on Fridays and will be used to:

- Check-in with participants on personal and professional goals
- Brainstorm career path options
- Provide professional advice and networking

Ideal Mentor candidates:

- Committed to providing a safe space for support
- Flexible and open to experimenting with new tools and new ideas
- Willing to work with a diverse population
- Interest in strengthening personal mentorship and leadership skills
- Dedicated to working with program participants to ensure success



Work2Live WELL
The Maryland Department of Natural Resources Skill Accelerator Program

This is a new “skill accelerator” program targeting underrepresented and underserved populations, who will receive specialized job training in the diverse field of natural resources. This program will develop the foundation for a successful career for people who may not have otherwise been exposed or able to access certain fields due to lack of education or experience. Work2Live WELL is a personal and professional development program with a fast-track entry into the important realm of blue-collar jobs that combine technical skills development and training to ensure progression into higher level professions. The program will include hands-on training in the following areas:

WATER:	Aquaculture, Boat Repair, Marina and Harbor, Fisheries, Seafood
ENVIRONMENT:	Ecosystem Restoration, Wildlife, and Enforcement
LAND:	Conservation, and Forestry
LIFE SKILLS:	Interview Training, Networking, Resume Building, Communication Skills, and Tips on Job Retention

GOAL OF THE PROGRAM

The goal is to make job opportunities more readily available in natural resources fields through, both in the public and private sector, so that environmental related careers are more reflective of Maryland’s population.

ABOUT THE PROGRAM

In partnership with private businesses, nonprofits, and universities, Maryland will launch the **Work2Live WELL** Program, which will offer up to 30 selected individuals with the opportunity to receive unique training in multiple disciplines. The program is designed to offer exposure and opportunity in several emerging fields that show anticipated growth for Maryland. Robust field training is combined with classroom sessions, one-on-one mentoring, and life coaching assistance followed by well-placed employment with a company or with the state. Participants will gain important technical and life skills necessary to succeed and thrive in fields of natural resources that have been difficult to enter without having the specific education, experience or training.

It is recommended that applicants have a high school level education and pass a drug test. Applications will be accepted in 2018 only from Baltimore City, City of Cambridge, and surrounding counties. Registration will be February 5, 2018 through March 1, 2018 with the first day of the training program beginning in March 2018. Applicants will be interviewed as a selection committee comprised of several partners will rate on the following criteria:

- Need and desire to work
- Aptitude, positive attitude, and ability/interest to learn a new trade

PARTNERS

The Maryland Department of Natural Resources has the support of many public, private sector, and university partners who will work closely with department staff to develop a content-rich program that puts participants out in the field, in the classroom, and into jobs that support Maryland’s growing environmental industries. Partners include Maryland Department of Licensing, Labor, and Registration, USDA Forest Service, Civic Works, Baltimore City Community College, Tree Care Industry Association, City of Baltimore’s Office of Employment Development, Lower Shore Workforce Alliance, Wor-Wic Community College, Green Streets Academy, Richardson Maritime Museum, Ferry Point Marina, Abreau Boatworks, Composite Yacht, Lindy’s Seafood, Center for Watershed Protection, Ecotone, Maryland Environmental Service, The Nature Conservancy, Environmental Concern, Hoopers



Island Oyster Company, Honga Oyster Company, Capt Phips Seafood, Madhouse Oyster Co, Biohabitats, Morgan State University, and University of Maryland. These and other partners committed to being part of Work2Live WELL make this program very unique as it becomes a difficult concept to attain called Public to Public Private Partnership (P4).

STRUCTURE

Phase 1: Skills Development

March 26, 2018 – May 18, 2018

A small stipend will be given to all participants to ensure their commitment throughout Phase 1 of the program. Phase 1 is the skill development portion expected to last approximately two months and ending with a special graduation ceremony in which Certificates of Training will be awarded.

The skills development training will include work in Maryland forests, parks, and wildlife areas, as well as in labs, marinas, and harbors. The Baltimore track (land/environment) will include skills relating to forestry, restoration, and wildlife management; and the Cambridge track (water resources) will include skills relating to aquaculture, boating, and commercial fisheries. Much of the training will be done by members of Maryland department staff along with several key industry partners. It will be intermixed with sessions that offer additional training in a more traditional classroom setting and interaction with trainers from the Natural Resource Police.

Each week, assigned professional mentors and case workers will check in with each participant to ensure their successful completion of the program and help them work through both personal and professional problems that may arise causing them to potentially drop out. A van will pick up the applicants at designated locations in each county and provide tools, other work related supplies, and uniforms. The program will last 5 full days with at least one day a week available for adult education classes, mentoring, or family related responsibilities.

Participating mentors and current employees of partner organizations will be offered a specialized leadership training to prepare them for their upcoming role in the program. They will have the opportunity to strengthen their interpersonal skills by learning such tools as: effective communication, accountability, mentorship fundamentals, problem solving, and conflict resolution. With these strengthened proficiencies, mentors will be better able to support participants, their current employers, and communities.

At the end of Phase 1, participants will be interviewed and given an opportunity to select their top choices for a natural resources career employers. Companies who sign up with the program on January 1, 2018 will be connected to the participants at different points throughout the program.

Phase 2: Career Opportunities

June 1, 2018 – May 31, 2019

Phase 2 has the participants interviewing with a company or public sector entity beginning on or about June 1, 2018 for full time or contractual employment. The participants will work directly at a business and/or with the state close to where they live reducing the need for transportation. The case workers and mentors will continue to periodically check in with the participant and the company to help work through any issues or concerns that may arise. Participants will be eligible to apply for various positions such as arborist, aquaculturists, marina operator, construction worker, park mechanic, harbor technician, wildlife technician, landscaper, stormwater technician, restoration assistant, fisherman, etc.



For more information, please contact Trystan Sill at trystan.sill@maryland.gov or (410)260-8103



11/20/17

Attention Mary Keller
Department of Labor, Licensing and Regulation
EARN Maryland Program Administrator
1100 N. Eutaw Street, Room 108
Baltimore, MD 21201

Dear Ms. Keller,

The Chesapeake College Adult Education Program is very pleased to partner with the Maryland Department of Natural Resources (DNR) on their new job training program called **Work2Live WELL**. This program is exactly what many of our students are looking for as they consider the next step after achieving their Maryland high school diploma or improving their English language skills.

The five-county service region served by Chesapeake College has a demonstrated need for adult education services as evidenced by comparatively low educational attainment, high poverty, and an increasing number of non-native English speakers.

The Mid-Shore region has a higher share of adults age 25+ without a high school diploma than the state of Maryland as a whole, 12.6% vs. 10.6%, respectively. This deficiency is most acute in Caroline County (17.3%), Dorchester County (15.0%), and Kent County (13.0%). Some 23.7% of those individuals lives in poverty, a rate that is higher than the Maryland average of 20.9%. The problem is most severe in Caroline (26.1%), Talbot (25.8%), Dorchester (25.3), and Kent (21.6%) Counties respectively (Source: U.S. Census Bureau, 2011-2015 American Community Survey).

High school dropout rates have fallen throughout the state, and the region has shared in this improvement. Nonetheless, the regional four-year cohort dropout rate (8.2%) still exceeds the state norm (8.0%) as four of the local districts have above average rates and Dorchester (10.5%), Talbot (10.2%), and Kent (10.0%) Counties are in double digits (Source: Maryland Department of Education, 2016 Report Card).

According to Census Bureau estimates, the population of the region who speaks English less than "very well" rose by 127% in the past five years, from 3,886 persons to 8,840. As a result, the percent of the population age 5+ that has limited proficiency rose from 1.3% to 5.4%, with

pockets in Caroline (8.2%) and Talbot (7.5%) Counties (Source: U.S. Census Bureau, 2006-2010 and 2011-2015 American Community Surveys).

Unemployment is a persistent problem in the Mid-Shore. The November 2016 unemployment rates from the Maryland Department of Labor, Licensing and Regulation showed that the area's unemployment rate to be 4.4% compared to the Maryland total of 4.0%. Additionally, all the local counties except Queen Anne's had higher than average unemployment, paced by the 5.8% in Dorchester County. Similarly, the Census Bureau estimates the regional poverty rate of persons to be 12.0% with four of the five counties' rates above the state mean of 10%. Dorchester (16.5%) and Caroline (15.8%) are the most afflicted.

Our program is prepared to work closely with Maryland DNR by dedicating capacity to identify students who are interested in pursuing conservation careers.

The Chesapeake College Adult Education Program fully supports this program and looks forward to being a dedicated partner in ensuring the success of Work2Live WELL.

Sincerely,

A handwritten signature in cursive script that reads "Elaine Wilson". The signature is written in black ink and is positioned above the printed name and title.

Elaine Wilson
Director of Adult Education & Family Literacy