

## **I. IDENTIFICATION INFORMATION:**

State Workforce Agency: Maryland Department of Labor, Licensing and Regulation  
Name of State Contact: Dennis J. Trageser  
Title: Assistant Deputy Secretary  
Address: 500 North Calvert Street, Room 420  
Address2: Baltimore, Maryland 21202  
Telephone: (410) 230-6008  
Fax: (410) 333-0853  
E-mail: dtrageser@dllr.state.me.us  
Approving State Administrator: John M. Wasilisin, Deputy Secretary

## **II. GENERAL INFORMATION**

Name of Program/Project Nominated: School to Careers Partnership  
Nomination Category: Prism Award  
Month/Year Initiated: June 2002  
Is the nomination for: local program  
If local, the name of the locality is: Frederick County, Md.

## **III. RESOURCE**

Total Start-Up Costs: Direct: N/A  
Fund Source(s): N/A  
Indirect: N/A

Total On-going Annual Costs: Direct: \$30,000.00  
Fund Source(s): Local Funds  
Indirect: \$6,000.00

## **IV. SYNOPSIS (Narrative Section)**

Name of file: d:\inetpub\wwwroot\surveys\Frederick\_County\_Synopsis.doc

## **V. CRITERIA INFORMATION (Narrative Section)**

Name of file: d:\inetpub\wwwroot\surveys\Frederick\_County\_Criteria\_Information.doc

#### **IV. SYNOPSIS – Frederick County**

The School to Careers Partnership is a collaboration among many local businesses in Frederick County, the Frederick County Job Training Agency, and the Frederick County Public School Career and Technology Center. The partnership addresses the needs of local businesses through a unique program that is designed to provide employers with more qualified job seekers, which in turn supports the economic goals of businesses in Frederick County. It also helps students (potential workers) achieve the necessary education to successfully fulfill their career goals. During 2002, the partnership implemented a successful enhancement to meet the needs and challenges of employers and of the future workforce. The program includes opportunities that allow businesses to provide input into the training required for business success and that allow students to interact with the business community. Also, it is expected that job turnover will improve because the program allows businesses to share “real world” knowledge about job expectation, prior to employment.

##### Business Mentoring and Character Counts Program

The Business Mentoring and Character Counts Program connects students with mentors from the business community to provide practical knowledge about careers and stresses the importance of the Josephson Institute of Ethics’ “Six Pillars of Character” in the workplace and in personal relationships. Businesses benefit from participation in the program by providing input into training requirements for potential employees, by increasing the opportunity to hire qualified employees, by having a single point of contact to assist in marketing their business opportunities, and by increasing their contributions to the community. Business mentors adopt a Career and Technology Program to provide specific career information and to provide expertise and real life feedback to students about the skills that are necessary for their chosen careers.

Also, business mentors and the School to Career Facilitator work to provide character education. Businesses see this education as being very important because it teaches the values and ethics that they desire for their employees.

##### Accomplishments and Successes

In a short time, the School to Career Program has proven to be successful by achieving the following:

- Partnered with 20 businesses to conduct mentoring sessions which allowed businesses to convey their business requirements
- Collaborated with local businesses to set up field trips for potential applicants to visit business locations to provide “real world” views of workplace operations
- Arranged for guest speakers from local businesses; so, speakers could address the needs of their businesses
- Identified qualified job candidates for employers to interview
- Made apprenticeship opportunities available to meet employment needs of businesses
- Conducted 18 Character Counts sessions about topics that are important to the business community. Topics included honesty in the workplace, responsibility in the workplace, diversity, communication, and attitude

##### Reason for Consideration for a National Award

The School to Careers Partnership should be considered for the award because we listened to the needs of businesses when they told us that they needed more qualified applicants, understood the challenges facing certain industries, and successfully partnered to provide unique solutions to meet business needs. Also, because we recognized the unquestionable connection between education and career, we partnered with the Career and Technology Center to ensure that our efforts connected students to businesses through relationships that provide hard and soft skills and by marketing career paths for industries.

## **CRITERIA INFORMATION – Frederick County**

### **a. Project Basis**

The School to Careers collaboration resulted from the vision and commitment of the Job Training Agency and the Career and Technology Center. A partnership was formed five years ago to build a stronger workforce. However, in 2002, input from the business community and recognition by the person who assists students to gain workplace skills, led to the development of a significant enhancement to the existing program. The enhancement, the Business Mentoring and Character Counts Program that were implemented in 2002 was developed to address work ethics and skill gaps between student education and the needs of businesses.

The following external and internal customers identified the gaps:

- Local businesses during ongoing information and planning sessions
- Career and Technology Principal, Staff and Teachers
- Job Training Agency Director, Assistant Director, Youth Services Manager and Schools to Career Facilitator

As a result of feedback from these internal and external customers, the decision was made to enhance the existing program by adding the Business Mentoring and Character Counts Program. Goals were established to ensure that the needs expressed by businesses were met. The major goals that were established were as follows:

- Conduct 20 Business Mentoring Sessions to allow businesses to convey their business requirements
- Establish 20 business partnerships
- Obtain job interviews and employment opportunities that match needs of businesses and students
- Allow businesses to identify students that will bring value to their companies and to let students know about the skills businesses are seeking

### **b. Project Operation**

The Business Mentoring and Character Counts Program enhancement to the School to Careers Partnership was developed with the input of the business community during information sessions and planning meetings. Also, the Career and Technology and the Job Training Agency staffs were involved in developing these enhancements.

The business community is actively involved in the new program. Through mentoring, which is conducted at the Career and Technology Center, field trips to business locations, job shadowing, and presentations, they continue to provide input to project operations. Feedback is also received from businesses that are involved with the local workforce advisory board.

Based on feedback from businesses, continuous improvements have been made to the program:

- Implemented a job shadowing program to allow students to get a realistic view of careers
- Arranged to move dates of field trips to allow potential students to see work operations from beginning to end to give them a more realistic view of job skills and qualifications that the business is seeking
- Arranged for one-on-one orientation when new businesses express interest in participating in the program
- Added cost/benefit analysis as part of the mentoring curriculum

**c. Use of Award Funds**

The award fund will be used to:

- Expand our knowledge of the needs of local businesses through surveys, one-on-one dialogue, and focus groups
- Cover travel expenses for seminars and meetings
- Develop program materials
- Develop training requested by businesses
- Hold seminars to share our successful practices with other One Stop Centers
- Expand the single point of contact partnership concept to other high schools in Frederick County so that we can serve the needs of more businesses

Budget: \$25,000

Seminars  
Surveys  
Travel  
Training Development  
Program materials

Budget: \$5,000

Seminars  
Travel  
Program Materials

**d. Project Results**

The success of the program enhancements can be measured in three ways; the number of businesses that participate in the program because the programs meet their business needs, the number of students (potential employees) that participate in the mentoring and job shadow program because they want the knowledge to be able to contribute to the success of businesses, and the continuing dialogue and involvement with businesses.

- The goal was to identify students that would bring required skills to local businesses. Businesses have identified and interviewed students and have offered opportunities for apprenticeships and for regular full-time employment. 18 Character Counts classes have been conducted for 115 students to provide the work ethics that businesses require.
- The goal was to partner with 20 businesses. We succeeded in reaching 100% of our goal, with 20 businesses that have partnered with us.
- The goal was to conduct 20 mentoring sessions. We succeeded in reaching 100% of our goal, with 20 businesses that have participated in mentoring sessions.

The Business Mentoring and Character Counts Program implemented in 2002 to increase partnering with businesses to improve their potential workforce and to develop services that meet business needs have received

great reviews from businesses that we serve and from the principal of the Frederick County Career and Technology Center.

“We have worked with the school on several occasions to help promote construction industry opportunities...we recently hired two of your graduating seniors. Both of these students participated in the field trip. I think both of these seniors will become assets to our company and already have a ‘jump start’ on the basics of the industry.”

*G. Scott Harding, President F. B. Harding, Inc.*

“Group Mentoring Program, The Army and Army Reserve would like to thank you for your assistance throughout the 2002 –03 year. With the organization’s assistance we were able to put out the Army’s story. We were able to find qualified individuals that had experience in the job fields that they wanted in the army, which resulted in several individuals enlisting in the Army and Army Reserve.”

*Sergeant Adam Breen, Depart of the Army*

“...This collaborative program has provided numerous enriched leaning opportunities for students attending the Career and Technology Center that are innovative and poignant. Involving students with people in the community has proved an exceptionally effective way to teach students about career awareness, career planning, and the necessity of incorporating the “Six Pillars of Character’ in their daily lives.”

*Earl Miller, Frederick County Career and Technology Center*