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*September 2013*

*Job Opportunities Task Force Special Report*

# Obstacles & Opportunities: The Workforce Development Landscape in Prince George's County, Maryland

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## EXECUTIVE SUMMARY

**By some measures, Prince George's County is thriving. The county has a high** labor force participation rate, moderate unemployment, and a high median income. By other measures, the county faces significant workforce challenges. First, opportunity is mixed across different areas of the county. Communities such as Bowie and Glenn Dale are prospering with unemployment rates below six percent and median incomes over \$100,000. Other areas – particularly those inside the beltway bordering the District of Columbia – are faring less well, with unemployment rates over ten percent and median household incomes that hover around \$50,000. There is a great divide between rich and poor in the county. Despite a high median income, one in ten local residents are living in poverty.

Youth in the county face particular workforce challenges. With little experience or training to build off of, young workers are three times more likely to be unemployed than their adult counterparts. While this is a **national trend, it is slightly more pronounced in Prince George's County, indicating a need for** programs and services targeting youth. Adults with low educational attainment also face high unemployment rates, and there is a clear need for adult education in the county. More than 60,000 county residents lack a high school credential, and an even greater number struggle with basic literacy skills. Adult education services are needed both for native citizens looking to get ahead in education and **the workplace, and for the county's growing foreign-born population.**

Many local residents who are thriving are able to do so because of the strength of the regional economy. More than 60 percent of Prince George's workers travel to another county for their job. This reflects the fact that first, there are more workers in the county than jobs, and second, that jobs in the county tend to pay less than the statewide average. High-skill **workers eligible for the county's many** federal jobs tend to fare well, but those seeking work in other sectors may find better opportunities outside of the county. While federal employment plays a major role in the local landscape, it comes in

sixth after the five largest sectors: trade, transportation and utilities; local government; professional and business services; education and health services; and leisure and hospitality.

The county is expected to experience slow but steady job growth going forward, with the fastest growing jobs in the fields of education, food service, construction, office support, information technology, and healthcare. The county will see jobs emerge at all skill levels. At the high-skill level the county needs to focus on developing teachers, information technology professionals and accountants. At the middle-skill level, the core need is in nursing and the construction trades. At the entry level, the county will see expansion of jobs from food service to office clerking – jobs which tend to pay low wages and should be explored as stepping stones onto career pathways.

**Prince George’s County has a number of service providers working to close education and training gaps and better connect local workers to jobs. The county’s largest workforce providers are the Workforce Services Division of the Prince George’s County Economic Development Corporation (PGEDC-WSD) – the operator of the county’s Workforce Investment Act (WIA) programming – and Prince George’s Community College (PGCC).** These organizations provide the majority of direct workforce services in the county. PGEDC-WSD receives around \$4 million in WIA dollars each year to provide services to county residents through two One-Stop career centers, a satellite location, and a handful of community access partner sites. They have seen a dramatic increase in demand for services in recent years. Most customers receive basic job search assistance, but a small number receive occupational training.

PGCC is the core provider of education and training for adults in the county, offering programming from adult education **to associate’s degrees.** **The county’s literacy** challenges are reflected in the high need for remediation at PGCC. This ultimately has an impact on persistence and graduation; **PGCC’s 25** percent graduation and transfer rate is significantly lower than the statewide average. On the non-credit side, PGCC serves a high volume of students with comprehensive training programs for entry-level workers in specific fields, as well as stand-alone courses to help incumbent workers improve job skills. Outcomes for non-credit students are less clear, as data on enrollment and graduation at the program level are unavailable. PGCC also offers an extensive menu of programming in Adult Basic Education (ABE) and English for Speakers of other Languages (ESL), though current funding levels do not meet the need for services. PGCC has capacity of about 5,000 adult education seats, but demand for services outstrips supply and at times as many as 700 have been on waiting lists.

**Prince George’s County is home to numerous nonprofits, but most are small and have limited capacity.** Moreover, only a few local organizations have an explicit focus on workforce development. More common are organizations with a broader social services lens, providing safety net services, mentoring, and services to people with disabilities. While there are many organizations that play some role in workforce development, stakeholders feel there is a need for increased coordination, information sharing, and collaborative planning. Moreover, local organizations feel strained by a lack of resources. **Prince George’s County** has a limited philanthropic presence, which makes it difficult to bring successful programs to scale, and to strategically plan new programming.

Prince George's County relies heavily on federal and state funding for workforce development. The county's **primary investment** is through the Summer Youth Enrichment Program, which the County Council voted to expand starting in 2014. In addition to the youth jobs program, the county supports workforce development through grants to local nonprofits. Some grant recipients have an explicit focus on employment, while others receive general support for a range of services, of which employment assistance is only one. The county also plays an important workforce policy role. The County Council recently passed the Jobs First Act, which established a first source hiring program and 51 percent local hiring goal for county-funded projects.

This report gives stakeholders an overview of the challenges and opportunities facing the Prince **George's County workforce system**, but a collaborative process will be critical to developing an action agenda. To move forward, the core needs are: increased communication and coordination of diverse partners; nonprofit capacity building; deeper business engagement; and stronger outcome measurement. **Prince George's County** has a strong economy on which to build, and a workforce with great potential. Working together, we can build a healthier county that maximizes the potential of all residents and helps them move toward self-sufficiency.

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## PRINCE GEORGE'S COUNTY WORKFORCE PROFILE

Prince George's County is home to 871,233 residents, or 15 percent of the Maryland population. The county is the second largest population center in the state, after neighboring Montgomery County. Prince George's is a majority-minority county, with the largest African-American population in the state. Nearly two-thirds of county residents are black, and a growing number are Hispanic – currently 15.2 percent.<sup>1</sup> This section lays out the labor force realities facing residents of Prince George's County.

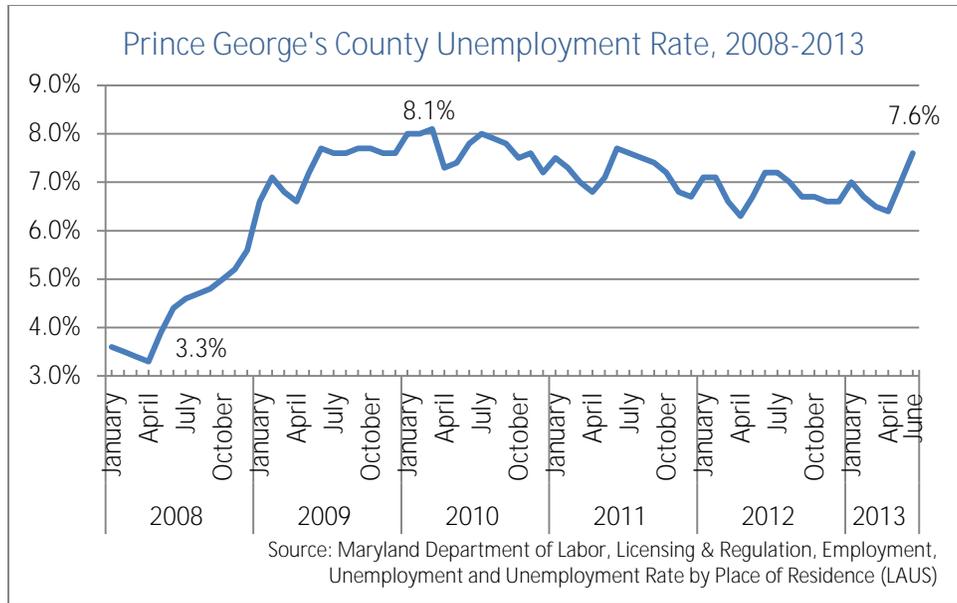
Race & Ethnicity in Prince George's County	
Hispanic or Latino	15.2%
<i>Not Hispanic or Latino</i>	
Black	63.3%
White	15.2%
Asian	4.1%
Other	2.2%
Source: Source: U.S. Census Bureau, American Community Survey 2011	

### Employment

Prince George's County has a high labor force participation rate, with 73.1 percent of residents 16 and over currently employed or actively seeking work. This is higher than the Maryland labor force participation rate of 68.9 percent, and the national rate of 64 percent.<sup>2</sup> The county has a labor force of nearly half a million workers, and has seen slow but steady growth over the past five years.<sup>3</sup>

In the aftermath of the recession, the county saw a significant spike in unemployment. From a low point of 3.3 percent in April of 2008, the unemployment rate more than doubled to a peak of 8.1 percent in March of 2010. Unemployment has dropped since then, but the county has not yet fully recovered. Over the first half of 2013, the unemployment rate fluctuated from a low of 6.4 percent to a high of 7.6 percent, with rates closely mirroring the statewide average.<sup>4</sup>

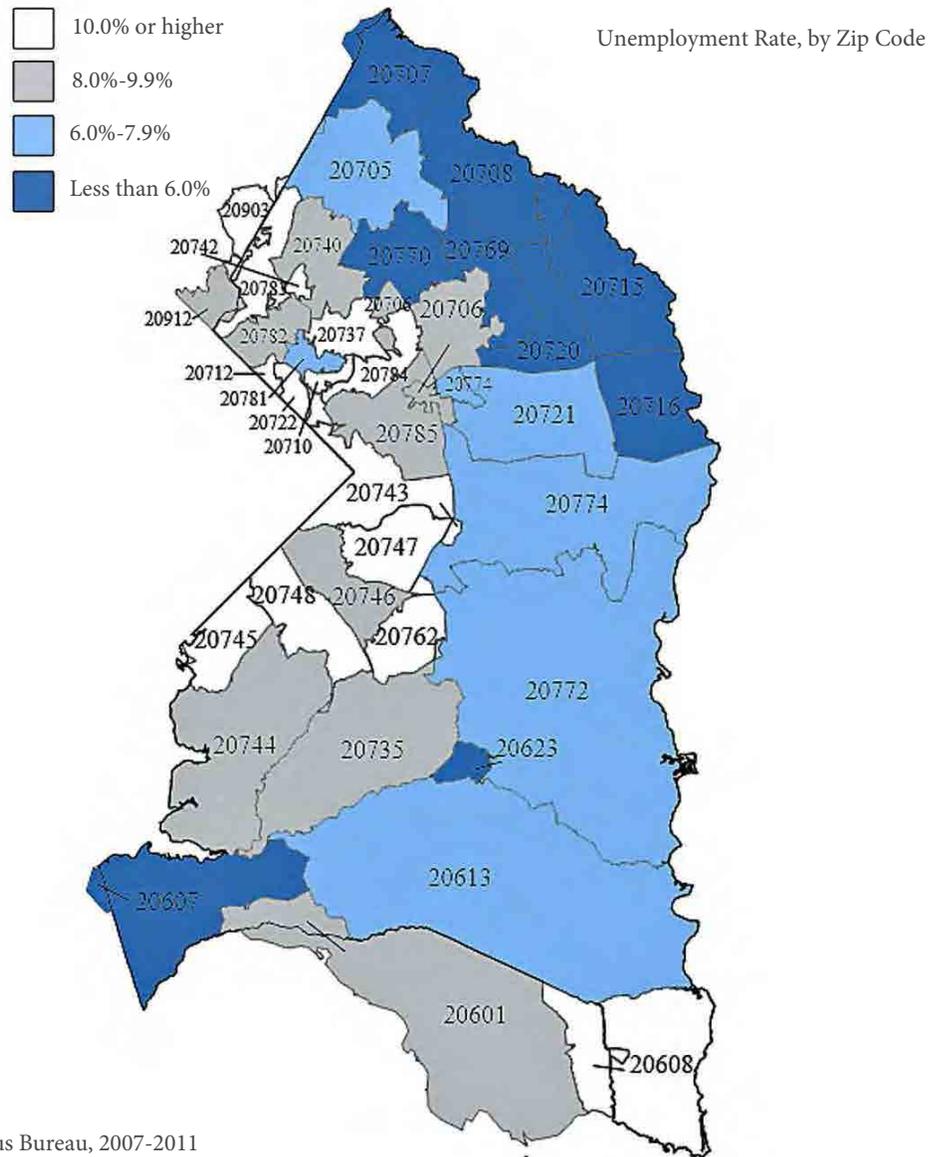
Prince George's County Labor Force, Five Year Comparison		
	June 2008	June 2013
Total Labor Force	456,090	469,564
Employed Residents	435,849	433,690
Unemployed Residents	20,241	35,874
Unemployment Rate	4.4%	7.6%
Source: Maryland Department of Labor, Licensing & Regulation, Employment, Unemployment and Unemployment Rate by Place of Residence (LAUS)		



Unemployment rates vary across the county's diverse regions, with higher rates in the areas bordering the District of Columbia, and lower rates in the northeastern portion of the county, including Laurel and Bowie.

Unemployment in Prince George's County			
Lowest Unemployment Communities		Highest Unemployment Communities	
Community	Unemployment Rate	Community	Unemployment Rate
1) Glenn Dale (20769)	4.0%	1) College Park (20742)	16.0%
2) Laurel (20707)	5.0%	2) Oxon Hill (20745)	15.4%
3) Bowie (20720)	5.2%	3) Bladensburg (20710)	13.0%
4) Greenbelt/Bowie/Cheltenham (20770, 20716, 20623) (tie)	5.3%	4) Capitol Heights/Hyattsville (20743, 20784) (tie)	12.4%

Source: U.S. Census Bureau, 2007- 2011 American Community Survey

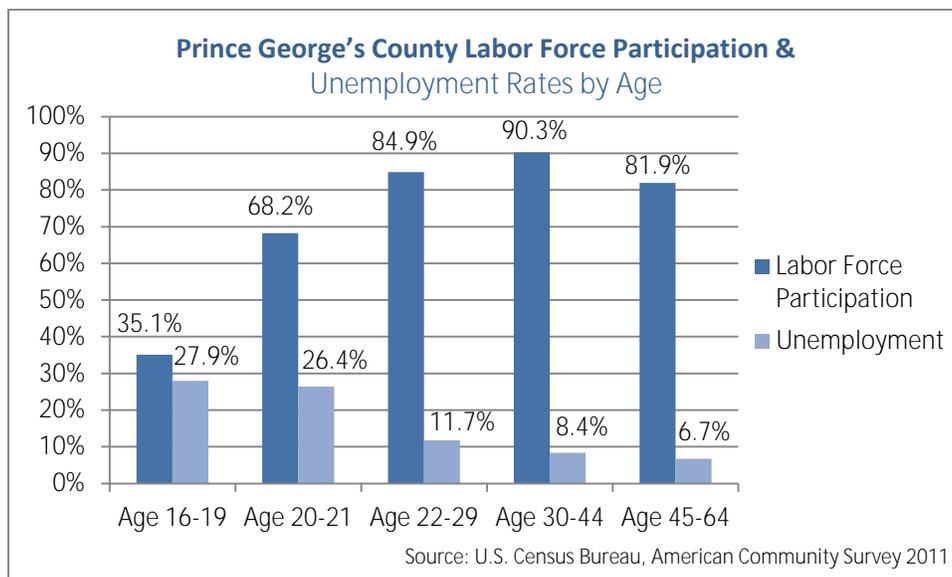


Source: U.S. Census Bureau, 2007-2011

Employment also varies significantly across age groups, with the highest rates of unemployment among youth. In recent years, the tightening of the labor market has made it especially difficult for young job seekers to enter the workforce, since they often find themselves competing with older, more skilled workers even for entry level jobs. Workers age 21 and under in the county face an unemployment rate of 27.1 percent – slightly higher than the 21.7 percent rate faced by youth nationwide, and the 23.5 percent rate for the state of Maryland.<sup>5</sup>

Youth also have significantly lower labor force participation rates – in part because many are enrolled in school, but in part due to disengagement and the failure to transition to employment after leaving

school. A 2008 report by Andrew Sum of the Northeastern University Center for Labor Market Studies found that among out-of-school teens ages 16-19 in Prince George’s County, only 51.9 percent were employed. For the subset of teens who had dropped out of high school, rates were even lower with just 30.4 percent engaged in employment.<sup>6</sup>



An important note about youth in the county – while the African-American population is relatively stable across age groups (making up 64.7 percent of youth under 18 and 65.5 percent of adults), younger residents of the county are more likely to be Hispanic and less likely to be white. Twenty percent of residents under 18 are Hispanic, compared to 14 percent of adults. Conversely, 8.8 percent of youth in the county are white, compared to 17.5 percent of adults.<sup>7</sup> This is a relevant factor to consider when designing programs targeted toward younger workers, and also serves as an indicator about the future demographics of the workforce.

## Getting to Work

Prince George’s County is part of a regional economy – made clear by the fact that the majority of local residents travel outside of the county for their job, and the majority of local jobs are held by residents of other jurisdictions. Less than 40 percent of workers residing in Prince George’s actually have jobs within the county. One in five residents travel to another Maryland county for work, and because of the county’s proximity to both Washington DC and Virginia, more than 40 percent travel out of state.<sup>8</sup>

Place of Work for Local Residents		
	Prince George’s County Residents	Maryland Residents Overall
Employed in County of Residence	38.8%	52.8%
Employed in Another Maryland County	19.0%	29.7%
Employed Out of State	42.2%	17.5%

Source: U.S. Census Bureau, American Community Survey 2011

Just as local residents flow out of the county for jobs, workers who live in other parts of the region flow in. Almost two-thirds of Prince George’s County jobs (62.6 percent) are held by workers from outside of the county.<sup>9</sup>

The regular flow of workers across county lines leads to long commute times. Marylanders in general have the longest commute times in the nation – an average of 32.2 minutes – and at 36.6 minutes, **Prince George’s workers spend even longer commuting than most of the state. Nearly one in five** county workers spend over an hour getting to work, which has a significant impact on quality of life. Luckily, many commuters are able to use public transit to get to work. Thanks to the availability of the Metro and MARC systems, nearly one in five workers (19.5 percent) commute via public transportation.<sup>10</sup>

## Income

The median Prince George’s County worker earns \$37,202 per year. Since many households have more than one earner, the median household income is \$70,715 – just a few hundred dollars higher than the statewide median of \$70,004. While many Prince George’s residents are prospering, many are still struggling to make ends meet. One in five households live on less than \$35,000 per year and one-third live on less than \$50,000.<sup>11</sup> This is not enough for most families to achieve self-sufficiency. The Maryland Self-Sufficiency Standard released in 2011 estimates that a two-parent, two-child household needs \$66,830 to meet their basic needs in the county.<sup>12</sup>

Again, there is significant variation between neighborhoods. In Bladensburg, Mount Rainier and Aquasco, median incomes are below \$50,000 per year. By contrast, median incomes in Bowie and Cheltenham peak out at more than \$125,000 per year.<sup>13</sup>

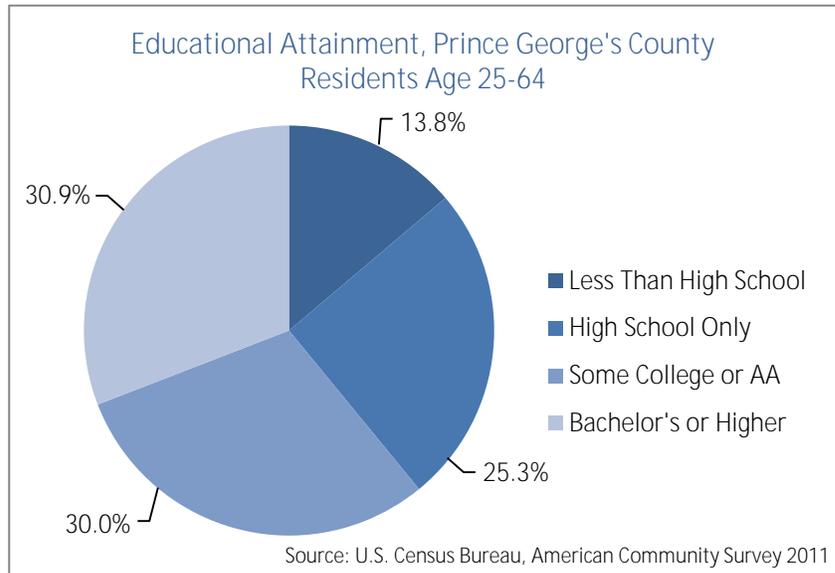
Median Household Income in Prince George’s County			
Lowest-Income Communities		Highest-Income Communities	
Area	Income	Area	Income
1) Bladensburg (20710)	\$43,740	1) Bowie (20721)	\$128,681
2) Aquasco (20608)	\$46,397	2) Cheltenham (20623)	\$125,192
3) Mount Rainier (20712)	\$46,866	3) Glenn Dale (20769)	\$123,460
4) Brentwood (20722)	\$56,103	4) Bowie (20720)	\$120,320
5) Hyattsville (20782)	\$56,598	5) Accokeek (20607)	\$115,321

Source: U.S. Census Bureau, 2007-2011 American Community Survey

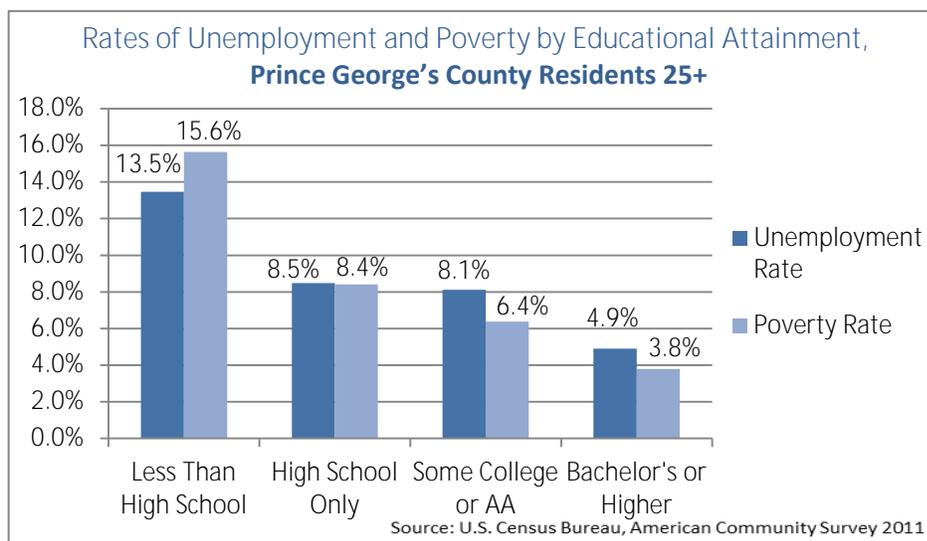


## Education & Literacy

About 60 percent of working-age Prince George’s County residents have at least some education beyond high school, which very closely mirrors the national average. The county does lag behind the rest of the state, however. While 38.6 percent of working-age Marylanders have a bachelor’s degree or more, only 30.9 percent of county residents have achieved at least a four-year degree. Some county residents have a long way to go, as 66,239 working-age adults – 13.8 percent – lack a high school credential, and another 121,190 – 25.5 percent – have a high school credential but nothing more. The need for high school equivalency is significantly higher in the county than in the rest of the state – where just 9.1 percent of residents lack a diploma – and slightly higher than the nation overall, where the figure is 12.3 percent.<sup>15</sup>



Meeting the county’s education needs should be a top priority, as education has a direct correlation with both unemployment and poverty. Residents without a high school credential face an unemployment rate of 13.5 percent, compared to a rate of under five percent for those with a



bachelor’s degree or higher.<sup>16</sup> In fact, the Department of Labor, Licensing & Regulation (DLLR) reports that 54.6 percent of unemployment insurance claimants in the county hold a high school diploma or less.<sup>17</sup>

In addition to the need for high school equivalency, there is a high need for basic literacy services in the county. According to the National Assessment of Adult Literacy, 22 percent of Prince George’s County residents lack basic prose literacy skills. This is sharply higher than the rest of the state, where only 11 percent lack basic literacy. All

other counties in the state – and also the neighboring District of Columbia – have a lower need for literacy services, with rates between 6 and 19 percent.<sup>18</sup>

Unfortunately, even many high school graduates have remaining literacy needs. The Maryland Higher Education Commission (MHEC) tracks the need for remediation at the college level amongst Maryland high school graduates. In the 2009-2010 academic year, **70.2 percent of Prince George’s high school graduates** required post-secondary remediation – up from 64.3 percent in 2008-2009 and 59.6 percent in 2007-2008. This includes students enrolled at both two- and four-year institutions. **Prince George’s high school graduates** rank second only to those from Baltimore City in their need for college-level remediation. The statewide average is 56.9 percent.<sup>19</sup>

**Prince George’s County also has a significant need** for English for Speakers of Other Languages (ESOL). The county is currently home to a growing number of foreign-born residents, making up 21 percent of the county’s total population. In 2011, 182,799 foreign-born made the county home, up from 144,252 in 2005. This accounts for 90 percent of the county’s net population growth since 2005.<sup>20</sup> The majority of these immigrants speak a language other than English at home; about two-thirds speak Spanish. Overall, 71,741 county residents speak English less than “**very well**” – a full 8.8 percent of the county population.<sup>21</sup>

## **Workers with Criminal Records**

Every year thousands of Prince George’s County residents interact with the criminal justice system, leaving many with convictions on their criminal record. The majority of convictions follow them indefinitely, since most convictions are not eligible for expungement in Maryland. Because many employers are reluctant to hire or even interview candidates with a criminal history, these **applicants** often struggle to find work – a fact which in turn contributes to recidivism.

The county has significant need for employment services focused on people with criminal records. In 2012, **28,371 individuals were arrested and taken in through a Prince George’s County Regional Processing site**. The vast majority of those processed are county residents. About half were committed to the county jail (14,281), and half were released on bond or their own recognizance.<sup>22</sup> After trial and sentencing, some are released, some participate in home detention or other alternatives, some continue to serve time at the county jail, and some are transferred to the state prison system.

In FY 2011, **509 Prince George’s County residents entered the state prison system (500 male, 9 female)**. This represents 5.6 percent of all inmates processed across the state. Only 10 of these were life sentences, which means that the majority will return to the community – and most within just a few years or even months. Statewide, 75 percent of inmates are sentenced to less than five years, and 31 percent to less than 12 months.<sup>23</sup> As a result, **600 to 700 inmates with sentences originating in Prince George’s County are released each year** – 652 in FY 2010, 601 in FY 2011, and 683 in FY 2012.<sup>24</sup>

At any given time, there are thousands of Prince George's County residents under community supervision. As of 2011, there were 5,930 county residents on parole or probation, up from 4,985 in 2004. This represents 11.5 percent of the state's total caseload.<sup>25</sup>

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## THE PRINCE GEORGE'S COUNTY LABOR MARKET

With about 300,000 jobs, there are more workers in Prince George's County than there are employment opportunities. This contributes to the high out-flow of commuters from the county. For jobs within the county, nearly 30 percent are in government and about 70 percent are in the private sector. This is a significantly higher concentration of government jobs than seen in the rest of the state. The top five sectors in the local economy are: trade, transportation and utilities; local government; professional and business services; education and health services; and leisure and hospitality. Federal employment comes in at a close sixth place.<sup>26</sup>

### Employment and Wages in Prince George's County - 4th Quarter 2012

	Prince George's County			Maryland	
	Total Employment	Percent of Jobs	Annualized Average Wage	Percent of Jobs	Annualized Average Wage
<b>TOTAL EMPLOYMENT</b>	304,071	100.0%	\$52,988	100.0%	\$56,472
<b>GOVERNMENT SECTOR</b>	88,228	29.0%	\$64,740	19.6%	\$62,348
<i>Federal Government<sup>27</sup></i>	26,888	8.8%	\$98,384	5.8%	\$92,248
<i>State Government</i>	20,882	6.9%	\$42,224	4.0%	\$46,072
<i>Local Government</i>	40,457	13.3%	\$53,976	9.9%	\$51,532
<b>PRIVATE SECTOR</b>	215,843	71.0%	\$48,204	80.4%	\$55,068
<b>GOODS-PRODUCING</b>	32,847	10.8%	\$63,700	10.2%	\$63,596
<i>Natural Resources &amp; Mining</i>	207	0.1%	\$45,448	0.3%	\$41,496
<i>Construction</i>	25,173	8.3%	\$64,428	5.7%	\$61,048
<i>Manufacturing</i>	7,467	2.5%	\$61,724	4.2%	\$68,380
<b>SERVICE PROVIDING</b>	182,996	60.2%	\$45,396	70.2%	\$53,820
<i>Trade, Transport &amp; Utilities</i>	58,368	19.2%	\$38,948	18.0%	\$42,276
<i>Information</i>	4,846	1.6%	\$63,336	1.6%	\$77,844
<i>Financial Activities</i>	11,880	3.9%	\$51,844	5.4%	\$89,284
<i>Prof. &amp; Business Services</i>	38,284	12.6%	\$69,368	16.3%	\$77,740
<i>Education &amp; Health Services</i>	30,938	10.2%	\$49,400	15.9%	\$50,908
<i>Leisure &amp; Hospitality</i>	28,563	9.4%	\$19,448	9.4%	\$21,126
<i>Other Services</i>	10,117	3.3%	\$36,556	3.6%	\$37,388

Source: Maryland Department of Labor, Licensing & Regulation, Employment and Payrolls County Industry Series - Prince George's County, Fourth Quarter 2012

A look at the largest employers in the county shows the significance of federal employment to the local labor market. A number of federal agencies have facilities in the county, bringing thousands of often technical jobs. Looking to the private sector, the county's largest employers are in the healthcare and retail sectors. Many are national corporations with chain locations in the county. Gaylord National Resort & Convention Center has a major presence in the county, and the development at National Harbor continues to play a major role in the local employment landscape.

## Top Employers in Prince George's County

Employer	Number of Employees	Employer	Number of Employees
University System of Maryland (UMCP, UMUC & Bowie State)	17,334	Gaylord National Resort & Convention Center	1,800
Andrews Airforce Base	13,500	National Maritime Intelligence Center	1,724
Internal Revenue Service	5,539	Safeway	1,605
U.S. Census Bureau	4,414	Capital One	1,456
United Parcel Service	4,220	Target	1,400
NASA - Goddard Space Flight Center	3,171	NOAA	1,350
Giant	3,000	Adelphi Laboratory Center	1,300
Verizon	2,738	Doctors Community Hospital	1,300
Prince George's Community College	2,631	Southern Maryland Hospital Center	1,242
Dimensions Healthcare System	2,500	Walmart	1,200
Shoppers	1,975	CSC	1,150
U.S. Department of Agriculture	1,850	Home Depot	1,000

Source: Maryland Department of Business and Economic Development. "Major Employers in Prince George's County, Maryland." November 2012.

Spatially, there are a few notable job clusters in Prince George's County. Recent research by the National Center for Smart Growth at the University of Maryland finds that more than one-third of the state's jobs are densely concentrated in 23 areas that make up just one percent of the state's land area. Three of these clusters are in Prince George's County. 110,019 jobs are located along Route 1, making up the state's fourth largest cluster. Another 33,395 jobs are located in Landover and 17,781 in Largo.<sup>28</sup> This information is useful in terms of planning - where to locate transportation and other services - and also illuminates potential challenges for residents in other parts of the county.

## Wages

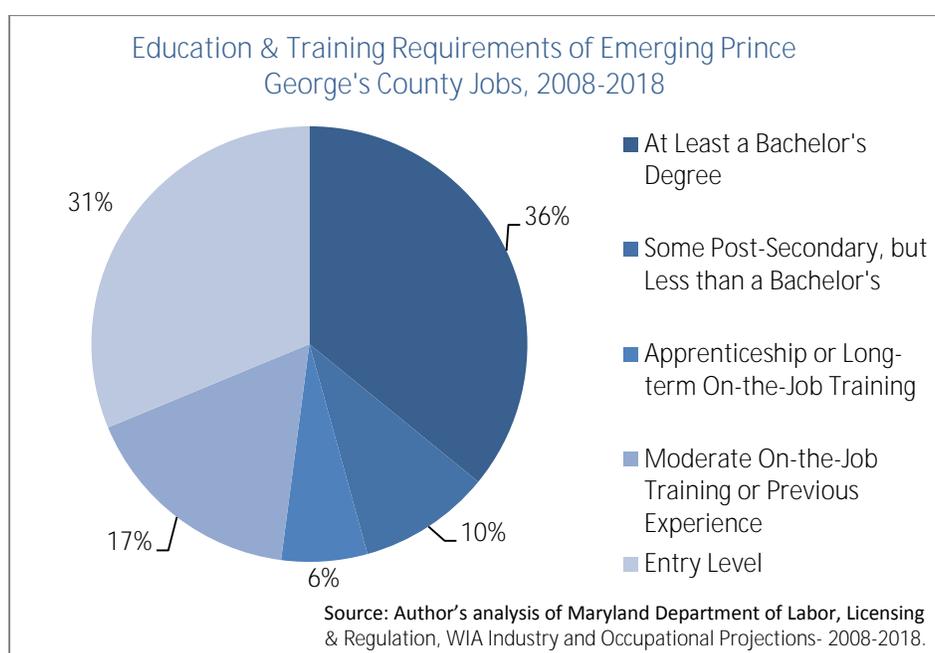
The sectors with the largest employment in Prince George's County are not necessarily those with the highest wages. Of the county's top five industries, only local government and professional/business services pay above the county average. The largest sector – trade, transportation, and utilities, which makes up almost 20 percent of the county's jobs – pays an average of \$749 per week, or \$38,948 on an annualized basis. The lowest paying jobs are in leisure and hospitality – the source of nearly 10 percent of local jobs. In this sector, jobs pay an annualized average wage of \$19,448. Workers with the skills needed to qualify for the county's often technical federal government jobs fare the best, with annualized average wages of nearly \$100,000.<sup>29</sup>

The jobs housed in Prince George's County tend pay less than the statewide average. The difference is most significant for service producing jobs. Service producing jobs in the county pay an annualized average of \$45,396, which is \$8,424 less than the statewide average of \$53,820. Some of the state's highest paying sectors – financial, information, and professional/business services – pay significantly less in Prince George's County. The annualized average wage for a Prince George's County financial activities worker is \$51,844, while the statewide average is more than \$37,000 higher at \$89,284.<sup>30</sup> This may be

another factor that contributes to the high out-flow of commuters from the county. Workers seeking to advance to high-wage private sector careers may find better opportunities in other parts of the state.

## Employment Projections and Skill Demands

DLLR develops employment projections for Maryland's counties to determine which sectors will see growth, and which specific occupations within those sectors will grow the fastest. The latest county-level estimates were for the years 2008-2018. DLLR estimates that Prince George's County will see job growth of about 10 percent – or 32,000 jobs – over the decade. Two-thirds of the job growth in the county will come from the 45 fastest growing occupations, as detailed in the table below. The fastest growing jobs are in a few key sectors: education, food service, construction, office support, information technology, and healthcare.<sup>31</sup>



Preparing county workers for these jobs requires a clear understanding of the education and training needed to qualify. The county will see jobs emerge at all skill levels. About one-third of the county's net new jobs will be entry level, requiring no education or training beyond high school and only short-term on-the-job training. Another one-third will require at least a bachelor's degree. The county will also see a variety of jobs emerge in the middle – requiring apprenticeship, some post-secondary education, significant on-the-job training, or previous experience.<sup>32</sup> The above chart estimates the skill requirements for the county's net new jobs through 2018.

At the high-skill level the county needs to focus on developing teachers, information technology professionals and accountants. At the middle-skill level, the core need is in nursing, though some of the construction trades are also expected to grow.<sup>33</sup> Many of the entry level jobs expected to experience growth also pay low wages – from food service to office clerking jobs. Stakeholders should consider

how these high-growth entry level occupations can be used as stepping stones to a longer-term career pathway. For example, a worker may gain experience as a construction laborer, move on to apprenticeship, and eventually achieve journeyman status.

**While it is important to understand where the county's job growth** is projected to emerge, it is also important to consider which jobs have the largest total number of employees. These jobs will still tend to dominate the marketplace due to turnover and attrition. Although some of the largest job categories are entry level – with the top three occupations in cashiering, food service, and retail – there are certain middle and high-skill occupations with significant opportunity in the county. Mirroring the areas of high job growth, many of these opportunities are in the fields of education, healthcare, the construction trades, information technology and business or management. <sup>34</sup>

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## Fastest Growing Jobs in Prince George's County, 2008-2018

	<u>Occupation</u>	<u>Job Growth</u>	<u>Education &amp; Training Needed</u>
1	Combined Food Prep/Serving Workers	1,765	Entry Level
2	Elementary School Teachers	1,135	At least a Bachelor's Degree
3	Office Clerks, General	1,010	Entry Level
4	Postsecondary Teachers*	860	At least a Bachelor's Degree
5	Construction Laborers	725	Entry Level
6	Registered Nurses	695	Some Post-Secondary, but Less than a Bachelor's
7	Secondary School Teachers	660	At least a Bachelor's Degree
8	Landscaping/Groundskeeping Workers	650	Entry Level
9	Middle School Teachers	615	At least a Bachelor's Degree
10	Computer Software Engineers, Systems	580	At least a Bachelor's Degree
11	Retail Salespersons	575	Entry Level
12	Security Guards	570	Entry Level
13	Psychiatric and Home Health Aides*	560	Entry Level
14	Customer Service Representatives	550	Entry Level
15	Nursing Aides, Orderlies & Attendants	520	Some Post-Secondary, but Less than a Bachelor's
16	Teacher Assistants	495	Entry Level
17	Network Systems/Data Comm. Analysts	475	At least a Bachelor's Degree
18	Maintenance and Repair Workers	470	Moderate On-the-Job Training or Previous Experience
19	Waiters and Waitresses	440	Entry Level
20	Cashiers	430	Entry Level
(tie)	Other Food/Beverage Serving Workers*	430	Entry Level
22	Teachers and Instructors, All Other	420	At least a Bachelor's Degree
23	Plumbers, Pipefitters & Steamfitters	395	Apprenticeship or Long-Term On-the-Job Training
24	Electricians	390	Apprenticeship or Long-Term On-the-Job Training
25	Executive Secretaries/Admin Assistants	370	Moderate On-the-Job Training or Previous Experience
26	Accountants and Auditors	350	At least a Bachelor's Degree
27	Stock Clerks and Order Fillers	340	Entry Level
28	Receptionists and Information Clerks	325	Entry Level
29	Janitors and Cleaners	320	Entry Level
(tie)	Supervisors of Construction Workers	320	Moderate On-the-Job Training or Previous Experience
31	Self-Enrichment Education Teachers	310	Moderate On-the-Job Training or Previous Experience
32	Network & Computer Systems Admins	295	At least a Bachelor's Degree
33	Computer Systems Analysts	290	At least a Bachelor's Degree
(tie)	Comp. Software Engineers, Applications	290	At least a Bachelor's Degree
35	Supervisors of Office/Admin Workers	285	Moderate On-the-Job Training or Previous Experience
36	Licensed Practical/Vocational Nurses	280	Some Post-Secondary, but Less than Bachelor's
37	Bookkeeping/Accounting/Auditing Clerk	270	Moderate On-the-Job Training or Previous Experience
(tie)	Management Analysts	270	At least a Bachelor's Degree
(tie)	Fitness Trainers/Aerobics Instructors	270	Entry Level
40	Supervisors-Food Prep/Serving Workers	265	Moderate On-the-Job Training or Previous Experience
(tie)	HVAC-R Mechanics and Installers	265	Some Post-Secondary, but Less than a Bachelor's
42	Sales Reps, Wholesale/Manufacturing	260	Moderate On-the-Job Training or Previous Experience
43	Police and Sheriff's Patrol Officers	250	Moderate On-the-Job Training or Previous Experience
44	Carpenters	235	Apprenticeship or Long-Term On-the-Job Training
45	Computer Support Specialists	230	Some Post-Secondary, but Less than Bachelor's
(tie)	Real Estate Sales Agents	230	Apprenticeship or Long-Term On-the-Job Training

Source: Author's analysis of Maryland Department of Labor, Licensing & Regulation "Workforce Investment Area (WIA) Industry and Occupational Projections - 2008-2018."

\*Category represents more than one specific occupation. Occupation-level projections are unavailable.

## Projected Top Jobs in Prince George's County, 2018

	<u>Occupation</u>	<u>Total Jobs</u>	<u>Education &amp; Training Needed</u>
1	Cashiers	10,560	Entry Level
2	Combined Food Prep/Serving Workers	9,885	Entry Level
3	Retail Salespersons	9,010	Entry Level
4	Office Clerks, General	8,675	Entry Level
5	Janitors and Cleaners	6,820	Entry Level
6	General and Operations Managers	6,415	Some Post-Secondary, but Less than a Bachelor's
7	Laborers & Freight/Stock/Mat. Movers	6,255	Entry Level
8	Elementary School Teachers	6,125	At least a Bachelor's Degree
9	Construction Laborers	5,895	Entry Level
10	Stock Clerks and Order Fillers	5,715	Entry Level
11	Secondary School Teachers	4,975	At least a Bachelor's Degree
12	Security Guards	4,935	Entry Level
13	Postsecondary Teachers*	4,485	At least a Bachelor's Degree
14	Truck Drivers, Light/Delivery Services	4,465	Entry Level
15	Landscaping/Groundskeeping Workers	4,310	Entry Level
16	Supervisors of Retail Sales Workers	4,260	Moderate On-the-Job Training or Previous Experience
17	Secretaries, Except Legal/Med/ Exec	4,190	Entry Level
18	Waiters and Waitresses	4,165	Entry Level
19	Customer Service Representatives	4,140	Entry Level
20	Registered Nurses	3,970	Some Post-Secondary, but Less than a Bachelor's
21	Electricians	3,875	Apprenticeship or Long-Term On-the-Job Training
22	Teacher Assistants	3,865	Entry Level
23	Managers, All Other	3,785	Moderate On-the-Job Training or Previous Experience
24	Executive Secretaries/Admin Assistant	3,735	Moderate On-the-Job Training or Previous Experience
25	Carpenters	3,685	Apprenticeship or Long-Term On-the-Job Training
26	Maintenance and Repair Workers	3,620	Moderate On-the-Job Training or Previous Experience
27	Truck Drivers, Heavy/Tractor-Trailer	3,545	Moderate On-the-Job Training or Previous Experience
28	Middle School Teachers	3,380	At least a Bachelor's Degree
29	Bookkeeping/Accounting/Auditing Clerk	3,375	Moderate On-the-Job Training or Previous Experience
30	Computer Specialists, All Other	3,320	At least a Bachelor's Degree
31	Sales Reps, Wholesale/Manufacturing	3,305	Moderate On-the-Job Training or Previous Experience
(tie)	Supervisors of Construction Workers	3,305	Moderate On-the-Job Training or Previous Experience
33	Business Operations Specialists	3,185	Apprenticeship or Long-Term On-the-Job Training
34	Plumbers, Pipefitters, and Steamfitters	3,135	Apprenticeship or Long-Term On-the-Job Training
35	Supervisors of Office/Admin Workers	3,105	Moderate On-the-Job Training or Previous Experience
36	Other Food/Beverage Serving Workers *	3,035	Entry Level
37	Receptionists and Information Clerks	3,030	Entry Level
38	Management Analysts	2,905	At least a Bachelor's Degree
39	Nursing Aides, Orderlies, and Attendants	2,755	Some Post-Secondary, but Less than a Bachelor's
40	Police and Sheriff's Patrol Officers	2,750	Moderate On-the-Job Training or Previous Experience
41	Construction Managers	2,615	Some Post-Secondary, but Less than a Bachelor's
42	Accountants and Auditors	2,510	At least a Bachelor's Degree
43	Computer Software Engineers, Systems	2,395	At least a Bachelor's Degree
44	Teachers and Instructors, All Other	2,385	At least a Bachelor's Degree
45	Supervisors of Food Service Workers	2,270	Moderate On-the-Job Training or Previous Experience

Source: Author's analysis of Maryland Department of Labor, Licensing & Regulation "Workforce Investment Area (WIA) Industry and Occupational Projections - 2008-2018."

\*Category represents more than one specific occupation. Occupation-level projections are unavailable.

## WORKFORCE SERVICES IN PRINCE GEORGE'S COUNTY

Prince George's County is home to a range of workforce service providers, operating through a mix of public funds, philanthropic dollars, and individual tuition. At the heart of the system are the Workforce Services Division of the Prince George's County Economic Development Corporation (PGEDC-WSD) – the operator of the county's Workforce Investment Act (WIA) programming – and the Prince George's Community College (PGCC). These organizations provide the majority of intensive workforce services and programming in the county, though some services are contracted out to partners.

There are also numerous nonprofits in the county that are engaged in workforce issues on some level. Of the 4,300 non-profits operating in the county,<sup>35</sup> the Human Services Coalition of Prince George's County estimates that there are approximately 275-375 active organizations operating in the health and human services field.<sup>36</sup> Most are small, with limited financial and staff capacity, and provide soft skill and auxiliary services rather than direct workforce placement or training.<sup>37</sup> Finally, there are a number of private training providers that operate in the county, though they vary in cost and reputation.

### PGEDC Workforce Services Division

The Workforce Services Division of the Prince George's County Economic Development Corporation (PGEDC-WSD) is the core entity providing public workforce services in Prince George's County. It operates two One-Stop career centers with services targeted towards unemployed and underemployed adults, and also provides a menu of programming focused on youth ages 16 to 21. It also has satellite services available at the Adams' House health and social service center, with a focus on people with criminal records.

To expand its reach to other areas of the county, PGEDC-WSD has a number of Community Access Partners, including the Judy Hoyer Centers, the library system, and the Magic Johnson Empowerment Center. Staff at these organizations are trained to assist clients with basic workforce needs, such as resume building and job search through the Maryland Workforce Exchange. Though no additional funding is available to these organizations, the training they receive from PGEDC-WSD helps them build their internal capacity and expertise.

The main county One-Stop is located in Largo, and the majority of the Workforce Services Division's 30+ staff are housed there. In September 2012, Prince George's, Howard, Anne Arundel and Montgomery counties partnered to open the new Laurel Regional Workforce Center. The center is staffed by about a dozen state workers and roughly a dozen workers from the participating counties.

At each of the One-Stops, customers can access a variety of services, which are largely determined by federal guidelines for WIA funding. WIA is a "jobs first" model, which means that workers are directed to the services that will most quickly connect them to employment, providing training and more intensive services only when basic services do not lead to a job. When adult or dislocated workers enter a One-Stop, they begin by exploring self-service offerings, where they independently conduct job search activities, access labor market information, and use computers. Customers have access to the internet,

job search resources, resume writing software, free faxing, copying and telephone services, and employment workshops.

A smaller sub-set of customers receive staff-assisted services, beginning with career counseling and placement assistance, and progressing to intensive counseling, case management, and pre-vocational services. There are numerous Career Consultants on staff, some with specific specialties including youth, re-entry, green jobs, veterans and Base Realignment & Closure. Finally, some customers are eligible to receive WIA funding for training. PGEDC-WSD uses WIA funds to support individual training accounts (ITAs), cohort training in high-demand fields, and on-the-job training in partnership with employers.

Customers of the One-Stop are largely African-American, with low to moderate levels of education. Although most customers entering the One-Stop system have a high school credential, and even some post-secondary education, operators report that literacy remains a major issue. Many job seekers lack the basic literacy skills needed to thrive in the labor market, and in occupational training programs.

One-Stop Customer Demographics	
Gender:	52% Female 47% Male
Age:	91.5% under 55
Race:	82% African-American
Education:	52% at Least Some Post-Secondary Education 40% High School Credential Only 3% Less than High School
Source: Interview with Patricia White, Executive Director, Workforce Services at the Prince George's Economic Development Corporation. April 19, 2013.	

### PGEDC-WSD Funding & Service Levels

While PGEDC is a nonprofit, the Workforce Services Division is funded almost exclusively through WIA. PGEDC-WSD receives no funding from the county. In recent years, it has received approximately \$4 million WIA dollars per year to fund its full range of workforce services including training.<sup>38</sup> Funding is completely formula-driven. Each state gets a formula-driven piece of the total WIA pie, then each state uses a formula to determine the share given to each Workforce Investment Area. A formula also determines how much each workforce area may spend on the three covered populations – adults, dislocated workers, and youth. Youth services generally receive about 40 percent of the county's total WIA allocation, leaving a little over \$2 million for adult/dislocated services in most years.

Prince George's County Workforce Investment Act Funding Allocations, Last 5 Years Including ARRA				
	TOTAL	Adult	Dislocated Worker	Youth
FY09/PY08	\$3,917,185	\$1,480,677	\$724,003	\$1,712,505
ARRA	\$3,307,712	\$716,810	\$720,453	\$1,870,449
FY10/PY09	\$3,391,711	\$1,247,597	\$689,212	\$1,454,902
FY11/PY10	\$4,175,184	\$1,453,015	\$1,030,034	\$1,692,135
FY12/PY11	\$4,016,048	\$1,351,978	\$1,088,294	\$1,575,776
FY13/PY12	\$3,773,912	\$1,302,871	\$963,119	\$1,507,922
Source: Maryland Department of Labor, Licensing & Regulation Workforce Investment Field Instructions				

Though funding has remained relatively stable, there has been a dramatic increase in customers served by the local WIA system in recent years. The total number served has nearly tripled from about 7,500 in 2006 to almost 22,000 in 2011. The majority of this increase has come from the adult population; 219 youth were served in 2006 and 289 were served in 2011.<sup>39</sup> The number enrolled in training has also increased, though still only a very small subset of customers receive training – about one percent of all customers in 2010 (the most recent year for which training data is available).<sup>40</sup>

A number of factors play into these increases. First, in FY 2006, the county’s WIA funds came under new management. The previous operator – the Workforce Services Corporation – was dissolved, and PGEDC was designated as the new administrative entity. Since then, the division has made strategic changes focused on better outreach, a stronger network of community partners, and strengthening of services targeting specific populations. Looking externally, the recession has significantly increased the need for employment services in the county. PGEDC-WSD has responded in a number of ways, offering foreclosure prevention clinics in partnership with the Department of Housing and Community Development, information on low-cost health insurance, and developing programs specifically for professional dislocated workers.

Prince George’s County WIA Enrollment & Employment Outcomes						
	Total Participants Served <sup>41</sup>	Number Enrolled in Training	Entered Adults	Employment Rates Dislocated Workers	Youth <sup>42</sup>	Performance Goals Met?
2000	2,555	N/A	83.3%	86.8%	77.8%	N/A
2001	1,355	N/A	93.1%	80.3%	100.0%	N/A
2002	1,899	N/A	94.1%	92.3%	84.6%	N/A
2003	2,588	275	87.8%	94.5%	68.4%	Exceeded
2004	1,887	412	61.9%	73.6%	66.7%	Not Met
2005	1,125	194	73.5%	78.3%	80.0%	Exceeded
2006	7,471	66	67.6%	77.8%	56.5%	Not Met
2007	9,654	59	77.9%	81.1%	67.9%	Met
2008	13,450	321	77.1%	83.6%	72.4%	Met
2009	17,287	281	73.9%	86.3%	86.4%	Met
2010	18,798	224	68.6%	87.1%	90.1%	Exceeded
2011	21,968	N/A	74.1%	89.3%	77.4%	Exceeded

Sources: 1) Annual Reports, Workforce Investment Act Title I-B, Program Years 2003-2010. Department of Labor, Licensing & Regulation. 2) FY 2003 - FY 2007 and FY 2006 FY - FY 2010 Report on Occupational Training Funded via the Federal Workforce Investment Act (WIA) in Maryland. Maryland Higher Education Commission. April 2008 and June 2011.

Though a limited number of customers receive occupational training, because it is significantly more expensive on a per-customer basis the cost amounts to a significant portion of PGEDC-WSD’s budget. PGEDC-WSD reports that they spend 30 to 45 percent of WIA funds on training each year.<sup>43</sup> They work to align training with targeted industry sectors facing high demand in the county. In most years, the majority of customers access training through an ITA – a voucher which allows them to select a program off of an approved provider list maintained by MHEC. ITAs can be approved for up to \$4,000 and may cover all or part of the cost of training. As of March 2013, there were 14 approved training programs in the county, offering a total of 33 program options. Approved providers include:

- Academy of Computer Education (ACE)
- Columbia Lighthouse for the Blind
- Dominion Academy
- Fomen Nursing Assistant Training Academy
- Fortis College
- Healthcare Training Solutions, LLC
- Maryland Dental Assistant School
- MISS Health Care Training Institute
- Montgomery Ministry for Economic Development
- Prince George's Community College
- Quality First Career Center, Inc.
- Rizeup Technology Training, LLC
- Sanford-Brown Institute
- University of Maryland College Park

About half of the approved training programs are in healthcare, with the remainder in business, information technology, and applied agriculture.<sup>44</sup> PGEDC-WSD reports that PGCC is the most used provider on the list, though referrals are regularly made to other providers. To be on the approved list, programs must meet certain metrics – most importantly, a 61 percent employment placement rate for program graduates in the past year. PGEDC-WSD works to ensure that programs are well-aligned with employer demand. For example, with the shift to electronic records, there is a critical need for healthcare professionals with basic information technology skills. PGEDC-WSD has worked with PGCC to ensure these competencies are part of their programming.

In addition to ITA funding, PGEDC-WSD has made training available in other ways. In 2012, for example, they partnered with local employers to provide on-the-job training to 35 individuals. PGEDC-WSD provided a time-limited 50 percent wage subsidy for new workers in targeted industries. In 2013 PGEDC-WSD also released an RFP to contract with local providers for cohort training services. A total of \$750,000 will be available for training between June 2013 and June 2014.

To supplement their WIA funding, PGEDC-WSD also seeks out grants for special initiatives. Recent examples include: the Maryland Energy Sector Partnership grant, which funded training through the International Brotherhood of Electrical Workers and the Plumbers and Pipefitters union; a BRAC grant with a focus on federal employment; the federal Workforce Innovations Fund grant in support of a multi-state Accelerating Connections to Employment initiative (ACE); the DLLR career pathways grant program; and a Department of Human Resources grant to work with non-custodial parents. Between PGEDC-WSD and PGCC, the county has taken part in most recent statewide workforce initiatives.

Starting on July 1, 2013, PGEDC-WSD **began oversight of the county's** new first source hiring registry. They will not receive additional funding to manage this process. As such, they plan to use the existing Maryland Workforce Exchange (MWE) registered job seeker list to connect businesses to skilled applicants. There are **currently about 30,000 Prince George's County residents enrolled in MWE.**<sup>45</sup> First source activities will be housed in the business services unit, where staff already work closely with employers to understand their needs and connect them to skilled workers.

#### *The Workforce Investment Board*

PGEDC-WSD is overseen by the local Workforce Investment Board (WIB). WIA requires all local areas to have a WIB for oversight and policy direction. WIB members are selected every two years. While

recommendations come from PGEDC-WSD, final membership approval is made by the County Executive. By law, at least half of the WIB member must represent local business. The WIB must also include representatives from local educational entities, organized labor, community-based organizations, and economic development agencies. **The Prince George’s WIB is made up primarily of representatives from the local business community.** Stakeholders from public agencies including the school system and the community college are represented, but there is a lack of participation from community-based organizations.

Prince George’s County Workforce Investment Board Membership	
Name	Organization
Chair: Roy Layne	Clifton Gunderson LLP
Vice Chair: Charlene Wade	Workforce Resources Inc.
Wilson Aldunate	<b>Prince George’s County</b> Hispanic Chamber of Commerce
Karen Barnes	Career Development Services
Gloria Brown	<b>Prince George’s County</b> Department of Social Services
Dr. Charlene Dukes	<b>Prince George’s County</b> Community College
Joanne Goldsmith	Doctors Community Hospital
Larry Greenhill, Sr.	International Brotherhood of Electrical Workers
Michael A. Jacobs, Esq.	Dimensions Healthcare System
Beth Lash	MSDE Division of Rehabilitation Services
Mario Maye	CTTSCERT
Stephen W. Neal	K. Neal International Trucks, Inc.
Ronald Owens	Maryland Department of Labor, Licensing & Regulation
Fred Rosenthal	Jasper’s Restaurants
Conrad Samuels	Pepco Holdings, Inc.
Larry Spriggs	Soft-Con Enterprises, Inc.
Patricia White	PGEDC-WSD
Charnetia Young	CVS/Pharmacy
TBA, Chief of Staff	<b>Prince George’s County</b> Public Schools

The WIB holds monthly meetings where PGEDC-WSD reports out on their activities, the group reviews financial statements, and other relevant issues are discussed. They focus primarily on their oversight role, and are not significantly involved in local policymaking. The WIB also has a number of standing committees – Executive, Fiscal, One-Stop, and Business & Industry. Each committee also meets monthly.

In addition to the oversight provided by the WIB, PGEDC-WSD is being integrated into the **Prince George’s County Stat program**. Through County Stat, programs and departments are asked to regularly report on key statistics and outcomes measures to monitor performance. PGEDC-WSD received its first review in May of 2013.

## Prince George's Community College

PGCC is the core provider of sub-baccalaureate education and training services in the county. The college provides programming for residents at all levels – from adult basic education, to non-credit occupational training, to for-credit certificate, associate's degree and transfer programs. PGCC enrolled 14,647 undergraduate students in their for-credit programs for fall 2011.<sup>46</sup> In FY 2012, the Workforce Development and Continuing Education division (WDCE) enrolled approximately 22,000 students – about 11,000 in workforce/continuing education programs, 7,000 in senior community programs, and 4,000 in adult basic education programs.<sup>47</sup>

PGCC offers more than 150 for-credit programs in 17 different departments. Most students enrolled in these programs – 68.5 percent – are enrolled part-time. This is about average for community colleges in the state. The student population is predominately African-American and female. About one-third (36.5 percent) of PGCC students receive Pell grants; again very close to the statewide average.<sup>48</sup> Though financial aid is essential to helping low-income students access and succeed in PGCC's programs, tuition is relatively modest at \$98 per credit hour for county residents.

PGCC Student Demographics	
Female	63.4%
Male	36.6%
African-American	76.4%
Hispanic/Latino	6.3%
White	5.4%
Foreign	2.4%
Source: Maryland Higher Education Commission, 2013 Data Book.	

### Success at PGCC

The county's low literacy rates are reflected in the high need for remediation at PGCC. In the 2009-2010 academic year, 1,718 Maryland high school graduates enrolled at PGCC. Based on low scores on the ACCUPLACER placement test, 84.5 percent of these students were required to enroll in developmental education courses.<sup>49</sup> The high need for remediation has an impact on persistence, as many students never make it through the developmental pipeline for reasons of time, cost, and morale.

This is reflected in PGCC's low graduation and transfer rates. Only 25.1 percent of degree-seeking students who enrolled in 2007 graduated or transferred within four years. This is significantly lower than the statewide average for community colleges (35.8 percent), and ranks PGCC third lowest in the state. A portion of non-completers were still enrolled after four years (14.7 percent of PGCC's entering class of 2007, and compared to 12.9 percent at community colleges statewide), but the majority simply left the school.<sup>50</sup>

While many schools have significantly lower completion rates for African-American students and Pell recipients, this is not the case at PGCC, where these populations graduate or transfer at low but similar rates when compared with student body as a whole.<sup>51</sup>

Graduation and Transfer Rates, Entering Class of 2007						
	PGCC			Statewide		
	All Students	African-American Students	Pell Recipients	All Students	African-American Students	Pell Recipients
Graduation Rate	4.2%	3.4%	3.7%	9.2%	4.3%	7.7%
Transfer Rate	20.9%	19.6%	25.0%	26.6%	19.5%	22.2%
Combined Rate	25.1%	23.0%	28.7%	35.8%	23.8%	29.9%

Source: Maryland Higher Education Commission, 2013 Data Book.

Overall, 870 PGCC students transferred in 2010-2011 – one-third to the University of Maryland University College, twenty percent to Bowie State, nearly twenty percent the University of Maryland-College Park, and the remainder to other schools. In 2011-2012, PGCC awarded 1,106 degrees, including **202 lower division certificates, and 904 associate’s degrees.**<sup>52</sup>

### *Workforce Development and Continuing Education Programs*

With 22,000 served last year, there were **more** students enrolled in non-credit workforce development and continuing education courses at PGCC **than** in for-**credit** programs. **PGCC’s WDCE** division offers hundreds of courses at locations around the county. In addition to the main campus in Largo, PGCC offers workforce programming at the University Town Center in Hyattsville, the Laurel College Center, the Skilled Trades Center in Camp Springs, the Westphalia Training Center in Upper Marlboro, and Andrews Air Force Base. WDCE students tend to be older than traditional college students, with the average student in their late twenties or early thirties.<sup>53</sup>

WDCE offers comprehensive training programs for entry-level workers in specific fields – Phlebotomy, for example – as well as stand-alone courses to help incumbent workers improve job skills, from Grant Writing to Forklift Operation. WDCE offers 52 programs that can lead to a license or certificate. Data on enrollment and graduation at the program level are unavailable.

WDCE focuses their programming through six Workforce Development Institutes: Computer & Information Technology; Construction & Energy; Hospitality & Tourism; Human Services, Public Safety & Security; and Transportation & Distribution. Through each of these institutes, WDCE staff work collaboratively with industry to develop and implement programs that meet local recruitment and retention needs. In addition to open-enrollment programs, WDCE also offers customized contract training to the local employer community.

## PGCC WDCE Programs that Prepare for a License or Certificate

A+ Certification	Hospitality Management
American Society for Quality (CMQ)	Human Resource Management (SHRM)
Apple Final Cut Pro Certification	Insurance
Assisted Living Manager	International Public Management Assoc.
Automotive Service Technology	Law Enforcement (Police Academy)
Building Maintenance Engineer	Lifeguard Certification
Cable Installation (BICSI Certification)	Medical Office Assistant
Case Mgr/Delegating Nurse in Assisted Living	Medicine Aide
Certified Nursing Assistant	Net+ Certification
Child Care	Payroll Professional (APA Cert.)
Cisco Certified Networking Associate (CCNA)	Pharmacy Technician
Commercial Driver's License (CDL)	Phlebotomy Technician
Communication Skills, Spoken and Written	Photography
Computer Training	Principles of Adult Education
Construction Management	Real Estate Appraisal
Cosmetology/Hair Braiding	Real Estate Sales
CPR and First Aid	Security Officer
Dental Assisting	Security+ Certification
Driver Education	Stationary Engineer/Boiler Operator
Electrical Training	Swimming Pool Operator's License
EMT-B Emergency Medical Technician-Basic	Teacher Training
Food Service Management	Travel Agent/Travel Services
Graphic and Web Design	Video Production
HVAC/R	Weatherization
Help Desk Technology	Web Designer/Webmaster
Home Health Aide	Welding

## Other PGCC WDCE Programs & Courses

Accounting	GED Preparation
Acting and Entertainment Arts	Languages, Foreign and Sign
Adult Education	Locksmithing/Security
Carpentry	Management, Leadership and Supervision
Computer-Aided Drafting	Masonry
Cooking/Culinary Arts	Medical Billing
Culinary Arts	Notary Public
EKG Monitoring	Paralegal
English for Speakers of Other Languages (ESL)	Plumbing
Event Planning Management	Small Business/Entrepreneur
Floral Design	Veterinary Assistant

Source: Prince George's Community College, Workforce Development and Continuing Education Courses and Programs, June 2011.

**Most of WDCE's programming is supported by PGCC's general state funding allocation and modest program fees.** The department also seeks grants that allow them to expand their footprint and create

specialized trainings. They recently completed a pilot career pathways bridge program through a Maryland Integrated Basic Education & Skills Training grant, where the college combined Certified Nursing Assistant training with ESL instruction and A+ computer training with GED preparation. PGCC is currently involved in the ACE initiative along with PGEDC-WSD to expand similar bridge programming.

WDCE also offers two programs that target low-income and disadvantaged workers. First is the TeamBuilders Academy, which combines job readiness and life skills programming with hard-skill occupational training. The program targets underemployed adults with barriers to employment.

Second is the Next Step program; **a partnership with the Prince George's County Department of Social Services** targeting current and former Temporary Cash Assistance recipients. The goal is to help low-income heads of household achieve self-sufficiency. Participants receive a variety of supports, including career counseling, child care, and transportation assistance while enrolled in either credit or non-credit programs with an occupational focus. The program takes in about 100 students per year, with a total of 180-200 enrolled at any given time.<sup>54</sup>

**While PGCC's non-credit** programs are open-access and do not require ACCUPLACER testing or developmental education, there are still barriers to enrollment, completion, and labor market success. First, in terms of eligibility, many individual programs have their own tailored academic and literacy requirements which screen out some of the lowest-skill workers. Cost can also be a barrier, despite the fact that programs fees are relatively modest, simply because non-credit programs are not financial-aid eligible. Finally, program completion does not guarantee employment. Even after training, PGCC sees some students struggle due to a lack of basic soft skills and the work experience needed to be competitive in the labor force.<sup>55</sup>

WDCE also offers an extensive menu of ABE and ESL programs, supported with federal and state funding **granted through DLLR. In FY 2012, PGCC's adult education** program served a total of 4,093 students – 2,460 through their ESL programs and 1,633 through their ABE programs (including GED prep and the National External Diploma Program [NEDP]).<sup>56</sup> **In 2013, PGCC's capacity grew significantly when they took over services previously offered by the Literacy Council of Prince George's County. In FY 2012, the Literacy Council** served 850 students. Though this leads to a total capacity of about 5,000 seats, demand for services still outstrips supply. The Adult Education program maintains a waiting list that has at times held as many as 700 names, but does not have the funding to further expand programming.<sup>57</sup>

To enroll in the ABE/GED program, students begin by taking a placement test. Students may place into basic reading, pre-GED level 1, 2 or 3, or GED preparation. Courses are offered weekdays and Saturdays at the PGCC Largo campus, and on weeknights at nine community locations across the county. Programs are free, though students must pay a \$45 fee to take the GED test itself. Those with significant life and work experience can also choose to pursue the NEDP, where they develop a personal portfolio demonstrating mastery of key competencies. The program takes about **six** months to complete. The fee to enroll in the NEDP is \$170. PGCC plans to enroll about 80 NEDP students in the coming year.<sup>58</sup>

WDCE offers an extensive ESL program with numerous sites across the county. Classes can be taken at high schools and other community locations, with registration and testing offered on-site. While basic programming is free, students at the intermediate and advanced levels can also enroll in transitional courses for a small fee.

WDCE works to connect adult education students to other college offerings. College navigators make class visits to talk about next steps with students at the intermediate level and above. WDCE also arranges for students to make campus visits and attend a transition fair. Last year, approximately 400 students who began in adult education were enrolled in other PGCC programs.<sup>59</sup>

## Nonprofits and Other Providers

Prince George's County is home to numerous nonprofits, but most are small and have limited capacity. Only a few have budgets of over \$1 million, and the vast majority have budgets of under \$25,000.<sup>60</sup> Moreover, only a few local organizations have an explicit focus on workforce development. More common are organizations with a broader social services lens, providing safety net services, mentoring, and services to people with disabilities. While employment is a priority for many organizations, it is not their area of expertise, and they do not generally offer workforce training.

One notable exception is The Training Source, an organization that has played an active role in local workforce development since 1993. They offer a core program that helps prepare underemployed residents for employment in an office setting, a hospitality training program in partnership with PGCC and the AFL-CIO, youth development programming, and more.

The Maryland Multi-Cultural Youth Center (MMYC) – the local branch of the Latin American Youth Center – is a major provider of youth workforce development in the county. Using a WIA sub-grant from PGEDC-WSD, MMYC offers job readiness training, GED preparation, and job search assistance to out-of-school youth ages 16-20. They also offer services to low-income high school seniors to help them transition to either college or work. The Empowerment Institute also serves youth with a job readiness and customer service training program, and the Hillside Work-Scholarship Connection provides mentoring, support, and work experience to at-risk in-school youth.

CASA de Maryland is the main local provider of workforce services targeted towards immigrants. They operate a welcome center in Langley Park where workers can connect to day labor opportunities and receive other types of employment assistance. In addition to job placement, CASA offers occupational training, ESL, and legal services.

As the local Community Action Agency, United Communities Against Poverty (UCAP) is also an important hub for disadvantaged workers. In recent years, UCAP has provided a variety of employment services including occupational training, job readiness and placement, computer training, and adult education. For example, through a Women in Apprenticeship and Nontraditional Occupations grant, they were able

to put 100 women through pre-apprenticeship training. Unfortunately many of these programs were contingent on funding that is no longer available.

While there are many organizations that play some role in workforce development, stakeholders feel there is a need for increased coordination, information sharing, and collaborative planning. Moreover, **local organizations feel strained by a lack of resources. Prince George’s County does not have a strong philanthropic presence, which makes it difficult to bring successful programs to scale, and to strategically plan new programming.**

### *Private Training Schools*

In addition to the nonprofits operating in the county, there are about 30 private training schools that **add capacity to the county’s workforce infrastructure. These institutions vary in size, cost, and reputation. Their programs enrolled more than 4,500 students in 2011. The largest programs are in healthcare, cosmetology, and bartending.**<sup>61</sup>

Largest Private Training Programs in Prince George’s County, 2011

School	Program	Industry	Cost	2011 Enrollment
Sanford-Brown Institute	Medical Assistant	Healthcare	\$14,525	985
Hair Academy - New Carrollton	Cosmetology Operator	Cosmetology	\$14,170	733
Sanford-Brown Institute	Medical Billing/Coding	Healthcare	\$13,285	426
Cambridge Nursing Assistant Academy	CNA Training	Healthcare	\$975	298
Authentic Bartending School of Maryland	Mixology/Bartending	Retail, Hospitality & Tourism	\$495	274
Quality First Career Center, Inc.	CNA Training	Healthcare	\$1,010	270
Bartender of America Bartending School	Bartending 101	Retail, Hospitality & Tourism	\$550	207
Sanford-Brown Institute	Pharmacy Technology	Healthcare	\$10,525	201
Bethel Healthcare Institute, Inc.	CNA/GNA Training	Healthcare	\$1,090	198
NurseOne, Inc.	CNA/GNA Training	Healthcare	\$1,025	191

Source: Maryland Higher Education Commission, Maryland State List of Occupational Training Programs. Available online at <https://www.mhec.state.md.us/career/WIA/index.asp>. Accessed March 15, 2013.

## County Workforce Spending & Policy

In 2011, Maryland Nonprofits released a report finding that Prince George’s County government makes only minimal local investment in health and human services. The county relies heavily on federal and state funding.<sup>62</sup> The same holds true for workforce development, where services through the county One-Stops rely almost exclusively on federal WIA funds. PGEDC-WSD does not receive general fund support from the county.

The county does invest in its own youth employment program known as the Summer Youth Enrichment Program (SYEP). SYEP was developed as a six-week, entry-level introduction to public service for the youth of Prince George’s County. The initiative offers constructive summer work experiences in various assignments throughout local government.

In 2012, the program employed 383 youth with a budget of \$627,745. In 2013, the program expected to employ 272 youth with a budget of \$664,938. Due to additional financial support from the Department of Social Services and the Maryland National Capital Parks and Planning Commission, the program was ultimately able to employ 504 youth.<sup>63</sup> In 2013, the County Council moved to expand the program further with legislation (CB-32-2013) that creates a dedicated Youth Jobs Fund and expands the program to positions in the private sector.

In addition to SYEP, the county supports workforce development through grants to local nonprofits. The county granted about half a million dollars to local nonprofits that provide at least some workforce services in FY 2013.<sup>64</sup> Some grant recipients have an explicit focus on employment – such as the Training Source and the CASA de Maryland Prince George’s Welcome Center – while others received general support for a range of services, of which employment assistance is only one.

Prince George’s County Grants to Nonprofits with Workforce Programs, FY 2013		
Organization Name	Amount	Purpose
CASA de Maryland	\$150,000	CASA will use funds for programs at the Prince George’s Welcome Center: Vocational Training; Employment Placement & Job Readiness; ESOL; Financial Literacy; and Legal, Health and Social Services.
End Time Harvest Ministries Pathways to Career Success	\$75,000	ETHM will use funds to provide students at Bladensburg High School with career and college development services.
Hillside Work - Scholarship Connection, Inc.	\$10,000	Hillside Work - Scholarship Connection will use funds for expenses related to its nationally-recognized dropout prevention program, including the Mentoring, Advocacy and Youth Development Program; Jobs Institute; and College/Post-Secondary Support Services Program.
Latin American Youth Center	\$90,000	LAYC will use funds for the on-site counselor & general operating support for services including: school-based prevention; out-of-school time programming; and prevention programs for drop-out youth.
Laurel Advocacy and Referral Services	\$40,000	LARS will use funds to support the Laurel shelter, supplement the food pantry, provide eviction prevention assistance, provide stipends for utility cut-off prevention, supplement staffing of its employment services and make up an annual transitional housing program deficit.
Men Aiming Higher, Inc.	\$20,000	Men Aiming Higher will use funds for expenses related to job fairs, mentoring, community outreach & economic development programs.
Prince George’s Child Resource Center	\$40,000	PGCRC will use funds for expenses related to its Family Support Center Healthy Families Program, and its various Community Programs.
Still I Rise, Inc.	\$40,000	Still I Rise will use funds for expenses related to domestic violence awareness seminars; job readiness training; financial assistance; and supplemental staff to assist with processing of clients.
The Training Source, Inc.	\$50,000	The Training Source will use grant funds to conduct the following programs: office automation training; youth leadership program, life and employability skills training; and community supportive services.
United Communities Against Poverty, Inc.	\$75,000	UCAP will use funds to provide emergency shelter for 100 women and children daily, case management, food, emergency financial assistance, childcare and after care services.
<b>TOTAL</b>	<b>\$515,000</b>	

Source: **Prince George’s County** Maryland, FY 2013 Non-Departmental Grant Awards - Council Website Summary, <http://www.princegeorgescountymd.gov/Government/LegislativeBranch/CountyCouncil/grants/fy2013.asp>. Accessed 5/28/2013.

In addition to these financial investments, the county also plays an important workforce policy role. The County Council recently passed legislation intended to help local residents get to work. Passed in 2011, the Jobs First Act established a first source hiring program and 51 percent local hiring goal for county-funded projects. The policy went into effect as of July 1, 2013, and it will be critical for local stakeholders to monitor the implementation and outcomes of the policy.

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## NEXT STEPS

This report provides foundational information on the **Prince George's County** workforce and labor market, and gives an overview of the workforce development infrastructure in place to support them. While it provides a basic framework, there are still a number of questions to be answered, and a collaborative process will be critical to determining action items for local stakeholders. Here we provide a few suggestions for next steps:

- Create a regular forum for communication, information sharing, and collaborative planning amongst local workforce providers and planners, including the One-Stop and PGCC
- Conduct focus groups with local residents to better understand the challenges they are facing and the unmet needs on which local programs should focus
- Review the information on health and human service nonprofits in the county currently being gathered by the Human Services Coalition, and use it as first step towards building a detailed matrix of which providers are **offering** specific workforce services
- Involve agency staff at the county and state level in ongoing conversations to keep them engaged, establish a central point of contact, and ensure resources are being maximized
- Undertake capacity building activities focused on strengthening the local nonprofit infrastructure
- Expand professional development opportunities, including workshops and forums highlighting promising programs and best practices
- Develop outcome measures that can be used to evaluate the effectiveness of local providers and demonstrate impact to potential new funders
- **Work with the county's public school** system to ensure that students graduate college-ready, and to address literacy and workforce preparation for at-risk students and recent drop-outs
- Engage the community college, workforce providers and planners, and employers in developing education and training solutions focused on career pathways
- Create a centralized forum for business engagement in workforce development and build industry partnerships that strengthen the employer role in training

These are just a sampling of potential next steps. By taking on some of these activities, stakeholders in the county can begin to build capacity and increase collaboration. **Prince George's County** has a strong economy on which to build, and a workforce with great potential. Working together, we can build a healthier county that maximizes the potential of all residents and helps them move toward self-sufficiency.

- <sup>1</sup> U.S. Census Bureau, 2011 American Community Survey
- <sup>2</sup> Ibid
- <sup>3</sup> Maryland Department of Labor, Licensing & Regulation. "Employment, Unemployment and Unemployment Rate by Place of Residence (LAUS)." <http://www.dllr.state.md.us/lmi/laus/lausexcel/> Accessed August 16, 2013.
- <sup>4</sup> Ibid
- <sup>5</sup> U.S. Census Bureau
- <sup>6</sup> Sum, Andrew, et al. *Developments in the Teen and Young Adult Labor Market in Maryland, 2000-2007: Implications for Workforce Development Policy*. Prepared for the Job Opportunities Task Force, March 2008.
- <sup>7</sup> U.S. Census Bureau
- <sup>8</sup> Ibid
- <sup>9</sup> U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>
- <sup>10</sup> U.S. Census Bureau, 2011
- <sup>11</sup> Ibid
- <sup>12</sup> Diana M. Pearce. *The Maryland Self-Sufficiency Standard for 2012*. Maryland Community Action Partnership, 2012.
- <sup>13</sup> U.S. Census Bureau, 2011
- <sup>14</sup> Ibid
- <sup>15</sup> Ibid
- <sup>16</sup> Ibid
- <sup>17</sup> Maryland Department of Labor, Licensing & Regulation. "Prince George's County WIA Labor Force, Demographic and Jobs Overview, June Report – 2013. July Edition, 2013." <http://www.dllr.state.md.us/lmi/joboverview/princegeorgescounty.pdf>. Accessed 8/22/2013.
- <sup>18</sup> U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics. "2003 National Assessment of Adult Literacy – State and County Estimate of Low Literacy." <http://nces.ed.gov/naal/estimates/StateEstimates.aspx>. Accessed 5/23/2013.
- <sup>19</sup> Maryland Higher Education Commission, 2011, 2012, and 2013 Data Books.
- <sup>20</sup> U.S. Census Bureau, 2011 American Community Survey and U.S. Census Bureau, 2005 American Community Survey
- <sup>21</sup> U.S. Census Bureau, 2011
- <sup>22</sup> Personal communication with Mary Lou McDonough, Director of the Prince George's County Department of Corrections. February 25, 2013.
- <sup>23</sup> Maryland Department of Public Safety and Correctional Services, *200 Years of Corrections in Maryland, Division of Correction Annual Report, Fiscal Year 2011*.
- <sup>24</sup> Personal communication with George Mitchell, Office of Grants, Policy, and Statistics, Department of Public Safety and Correctional Services. June 25, 2013.
- <sup>25</sup> Maryland Department of Public Safety and Correctional Services. "Community Supervision Statistics." [http://www.dpsscs.state.md.us/publicinfo/pdfs/stats/final/comm\\_sup\\_stat.shtml](http://www.dpsscs.state.md.us/publicinfo/pdfs/stats/final/comm_sup_stat.shtml). Accessed 5/2/13.
- <sup>26</sup> Maryland Department of Labor, Licensing & Regulation. "Employment and Payrolls - County Industry Series - Prince George's County, Fourth Quarter 2012." <http://www.dllr.state.md.us/lmi/emppay/tab4prin42012.shtml>. Accessed 8/19/2013.
- <sup>27</sup> Federal employment represents civilian employees only, and a few installations are exempt because of national security. For this reason, federal employment in the county is underestimated in this table.
- <sup>28</sup> National Center for Smart Growth. *Challenges and Opportunities for Economic Prosperity in the 21<sup>st</sup> Century: Sustainable and Equitable Economic Development in Maryland*. October 8, 2012.
- <sup>29</sup> Maryland Department of Labor, Licensing & Regulation. "Employment and Payrolls - County Industry Series - Prince George's County, Fourth Quarter 2012."
- <sup>30</sup> Ibid

<sup>31</sup> Maryland Department of Labor, Licensing & Regulation. "Workforce Investment Area (WIA) Industry and Occupational Projections - 2008-2018." <http://www.dllr.state.md.us/lmi/iandoproj/princegeorges/>. Accessed 4/26/2013.

<sup>32</sup> **Author's analysis of Maryland Department of Labor, Licensing & Regulation "Workforce Investment Area (WIA) Industry and Occupational Projections - 2008-2018,"** using Bureau of Labor Statistics measures of education and training (see [www.bls.gov/emp/ep\\_education\\_tech.htm](http://www.bls.gov/emp/ep_education_tech.htm)) as matched to SOC codes by DLLR for Maryland 2010-2010 state occupational projections. Category definitions: 1) Entry Level – Education: High school diploma or equivalent or Less than high school; Experience: None; Training: Short-term on-the-job training. 2) Moderate On-the-Job Training or Previous Experience – Education: High school diploma or equivalent or Less than high school; Experience: Any; Training: None, Short-term, or Moderate-term. 3) Apprenticeship or Long-Term On-the-Job Training – Education: High school diploma or equivalent or Less than high school; Experience: Any; Training: Apprenticeship or Long-term on-the-job training. 4) Some Post-Secondary, **but Less than a Bachelor's** – Education: Associate's degree, Postsecondary non-degree award, or Some college, no degree; Experience: Any; Training: Any. **5) At Least a Bachelor's Degree** – Education: Doctoral or professional degree, Master's degree, or Bachelor's degree; Experience: Any; Training: Any.

<sup>33</sup> Ibid

<sup>34</sup> Ibid

<sup>35</sup> Maryland Nonprofits. "Nonprofits by the Numbers." <http://mdnonprofits.simplicitymetrics.com> Accessed 5/30/2013

<sup>36</sup> Interview with Donna Mason, Executive Director of the Human Services Coalition of Prince George's County. September 5, 2013.

<sup>37</sup> The Human Services Coalition is currently conducting an in-depth environmental scan of human services nonprofits in the county. Once complete, this database will provide more detail on the types and locations of local providers.

<sup>38</sup> Maryland Department of Labor, Licensing & Regulation. "Workforce Investment Field Instructions." <http://www.dllr.state.md.us/employment/wifi/>. Accessed 4/26/2013.

<sup>39</sup> Department of Labor, Licensing & Regulation. Annual Reports, Workforce Investment Act Title I-B, Program Years 2003-2010.

<sup>40</sup> Maryland Higher Education Commission. *FY 2006 - FY 2010 Report on Occupational Training Funded via the Federal Workforce Investment Act (WIA) in Maryland*. June 2011.

<sup>41</sup> In PY 2006, a new performance measurement system was adopted to more accurately count the total number of people served through WIA. Individuals must still be WIA-eligible to qualify as a participant, but they are counted as soon as they begin self-service activities rather than when they move on to staff-assisted services. This caused participant counts to increase dramatically, and means that total participant counts are not comparable for the years before and after 2006. This coincides with the time at which PGEDC became the administrative entity for the **county's workforce services, after the previous Workforce Services Corporation was dissolved.**

<sup>42</sup> Youth measures differ slightly from adult measures. Before 2006, the entered employment measure applied only to older youth ages 19-21. Starting in 2006, youth outcomes were assessed differently, and the measure reflects placement in either employment or education for all youth ages 14-21.

<sup>43</sup> Interview with Patricia White, Executive Director Workforce Services at the Prince George's Economic Development Corporation. April 19, 2013.

<sup>44</sup> Maryland Higher Education Commission. "Maryland State List of Occupational Training Programs." <https://www.mhec.state.md.us/career/WIA/index.asp>. Accessed March 15, 2013.

<sup>45</sup> Interview with Patricia White.

<sup>46</sup> Maryland Higher Education Commission. *2013 Data Book*.

<sup>47</sup> Personal communication with Barbara Denman, Dean of Adult and Continuing Education, Prince George's Community College. May 31, 2013.

<sup>48</sup> Maryland Higher Education Commission. *2013 Data Book*.

<sup>49</sup> Ibid

<sup>50</sup> Maryland Higher Education Commission, *Retention, Graduation, and Transfer Rates at Maryland Community Colleges*. December 2012.

- <sup>51</sup> Maryland Higher Education Commission. *2013 Data Book*.
- <sup>52</sup> Ibid
- <sup>53</sup> Interview with Yvette Snowden, Dean of Workforce Development and Community Partnerships, Prince George's Community College. May 16, 2013.
- <sup>54</sup> Interview with Cecilia Knox, Director, Next Step Program, Prince George's Community College. May 16, 2013.
- <sup>55</sup> Ibid.
- <sup>56</sup> Personal communication with Barbara Denman, Dean of Adult and Continuing Education, Prince George's Community College. September 18, 2013.
- <sup>57</sup> Interview with Jacqueline Walpole, Director of Adult & Continuing Education Programs, Prince George's Community College. May 16, 2013.
- <sup>58</sup> Ibid
- <sup>59</sup> Ibid
- <sup>60</sup> Interview with Amina Anderson, Senior Program Officer, the Community Foundation for Prince George's County. May 24, 2013.
- <sup>61</sup> Maryland Higher Education Commission. "Maryland State List of Occupational Training Programs." <https://www.mhec.state.md.us/career/WIA/index.asp>. Accessed March 15, 2013.
- <sup>62</sup> Nathanson, Joe. *Funding for Health and Human Services: Comparative Budget Analysis for Prince George's County*. Maryland Nonprofits, April 2011.
- <sup>63</sup> Personal communication with Nena McNeil, Program Coordinator, Prince George's County Office of Human Resources Management. September 27, 2013.
- <sup>64</sup> Prince George's County Maryland. "FY 2013 Non-Departmental Grant Awards - Council Website Summary." <http://www.princegeorgescountymd.gov/Government/LegislativeBranch/CountyCouncil/grants/fy2013.asp>. Accessed 5/28/2013.

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