



**MAYOR'S OFFICE
OF EMPLOYMENT
DEVELOPMENT**

MOED Healthcare Apprenticeship Recruitment Strategy

*From Recruitment to Placement: MOED Connecting Talent to
Healthcare Apprenticeships*

Presented by: Yvette Clark, Assistant Director, Chief of Employer Services
Mayor's Office of Employment Development

Building Strong Employer Partnerships

Phase 1: Employer Engagement & Program Design

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Meet With Employers

Partner with funded healthcare employers to understand and assess their apprenticeship program structure, including curriculum, training timelines, and delivery methods.

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Create Recruitment Plan

Develop and implement a targeted recruitment plan that includes hosting information sessions, outreach efforts, and pre-screening candidates based on each employer's specific requirements.



Building Strong Employer Partnerships

Phase 2: Targeted Recruitment & Outreach

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Interview, Hiring & Placement

Facilitate candidate matching and placement by coordinating referrals, interviews, and hiring decisions with employer partners, while providing onboarding support and follow-up to ensure retention and successful apprenticeship completion.

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Who We're Recruiting

- Unemployed & underemployed Baltimore City residents
- Career changers seeking stable healthcare careers
- Recent high school graduates (18+)
- "Earn while you learn" opportunity seekers



Building Strong Employer Partnerships

Phase 2: Targeted Recruitment & Outreach

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Priority Populations (Aligned with BACH)

- Refugees and immigrants (when eligible)
- Incumbent healthcare workers seeking advancement
- Residents from high-unemployment neighborhoods



SCREENING & READINESS

Phase 3: Screening, Readiness & Candidate Preparation

Basic Eligibility

- High school diploma / GED
- Maryland residency
- Work authorization
- Transportation & tech access
- Background/drug screening willingness

Workforce Readiness

- Interest in healthcare careers
- Availability for training & work schedule
- Soft skills: communication, reliability, professionalism

Pre-Apprenticeship Support

- Resume development & interview prep
- Digital literacy & basic skills refresh



IMPLEMENTATION TIMELINE

Four-Phase Rollout Plan

Phase 1 — Setup (Wks 1–2)

Finalize employer needs and cohort sizes. Develop recruitment materials. Schedule info sessions.

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Phase 3 — Placement (Wks 6–8)

Refer candidates to employers. Coordinate interviews. Support onboarding.

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Phase 2 — Recruitment (Wks 3–6)

Launch outreach campaign. Host info sessions and job fairs. Begin screening candidates.

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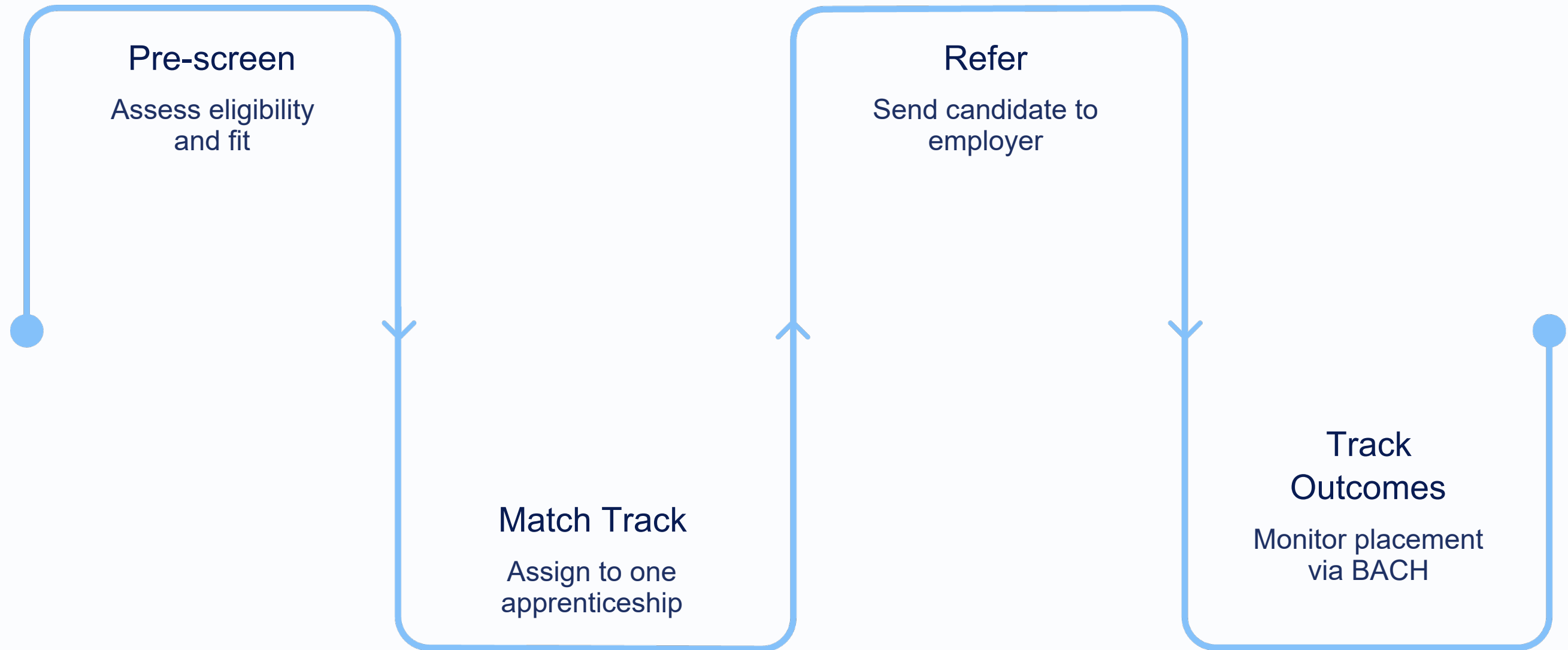
Phase 4 — Retention (Ongoing)

Provide wraparound services. Monitor progress and report outcomes to BACH.

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Referral Process: From Screening to Placement



MOED matches pre-screened candidates to all apprenticeship tracks: Environmental Care Supervisor, Surgical Technologist, Central Sterile Processing Technician, Licensed Practical Nurse (LPN), and Medical Assistant.

EMPLOYER VALUE

Why Partner with MOED?

→ Reduce Time-to-Hire

Access a ready pipeline of pre-screened, job-ready candidates.

→ Improve Diversity

Strengthen diversity in your hiring pipeline through targeted community outreach.

→ Increase Retention

Wraparound support services reduce turnover and improve employee stability.

→ Community Connections

Strengthen your organization's ties to the Baltimore City workforce ecosystem.





Together, We Build Baltimore's Healthcare Workforce

MOED Employer Services is committed to connecting Baltimore City residents with life-changing healthcare careers — while helping employers build the diverse, skilled, and stable workforce they need to thrive.

- 📄 Ready to partner? Contact MOED Employer Services to launch your next BACH apprenticeship cohort.