**MEMO**

TO: Robert Benson, Executive Director

FROM: Rebekah Nguyen, Director of Special Projects

DATE: February 15, 2017

SUBJECT: New Career Counseling Program

Based on a survey we conducted during the Greater Baltimore Job Fair last year, we discovered significant interest in career counseling services. Many job seekers do not pursue such services because of financial concerns or because they don’t know how to access them. However, we learned that 91% of survey respondents were interested in career counseling services—see the chart below. Some were interested only on a limited basis or only if the services were free.

After doing some research, I recommend that we offer career counseling services at our job fairs. We can hire several career counselors to meet with job seekers during job fair hours for short periods of time. If interested, job seekers can then hire the counselors for ongoing sessions after the fair. Counseling during the fair would be offered free-of-charge.

Not only would this be a significant value-add for job seekers attending the fair, it would help participating employers as well. The counselors would have information on all employers and their hiring needs and could help make the best match possible for the potential candidates.

I recommend that we audition career counseling services at this year’s Greater Baltimore Job Fair. If successful, we can offer counseling services at other job fairs. I have included a table listing this year’s job fairs and a PowerPoint presentation that provides more information about my proposal. I have also included a link to a file containing estimated counselor needs at each of our job fairs. After you review it, let’s plan to meet and discuss how we should proceed.