

IMPROVING ECONOMIC INCLUSION IN THE COMMUNITY

Johns Hopkins University and Health System | Baltimore, MD

TRENDWATCH CASE STUDY

Johns Hopkins improves economic inclusion in its community through a commitment to hire, buy and build in Baltimore.

Overview

Johns Hopkins University and the Health System launched HopkinsLocal in 2015 to accelerate economic growth, employment and investment in Baltimore. HopkinsLocal is a goal-focused initiative to “hire, buy, and build in Baltimore to accelerate economic growth, employment, and investment in the City as well as to expand inclusionary economic opportunities.” HopkinsLocal prioritizes transparency in goal-setting and progress.

HopkinsLocal includes a commitment to hire first from Baltimore City, with a focus on the city’s most distressed ZIP codes, as well as those abutting its campuses, and works with community partners to place returning citizens (those who were in the criminal justice system). Through the program, Johns Hopkins primarily hires individuals interested in entry-level and mid-level jobs, including mechanics, emergency medical technicians, pharmacy technicians, clinical technicians and certified medical assistants.

The program meets local applicants where they are in terms of training and education. It then places them on a development path through career laddering and credentialing. When a department has a hiring need, they work through the program, which then identifies local candidates through its partnerships with community-based and faith-based organizations as well as with local community colleges. Over time, the partner organizations have developed an understanding

of the jobs and related skills needed by the Health System. The initiative directs and supports candidates through the hiring process.

Impact

The program set an initial target of increasing local hiring from a baseline of 30% to 40%. They exceeded this goal in 2018. In its first three years, the program also hired 402 returning citizens and worked with 66 small, local, minority-owned, women-owned or disadvantaged businesses in the design and construction industries.

In addition to the direct economic benefit to the community, HopkinsLocal helps to strengthen the Health System’s workforce. The employees consider their jobs as opportunity to enhance their lives and feel loyal to the Health System.

Future Goals

The university and the Health System expect to build on the program’s successes with new goals for building, hiring and buying in its local community. The greatest challenges to the program are the external factors (housing, food, etc.) that impact those hired through the initiative, and Johns Hopkins is working to build wrap-around supports, such as the employee assistance program, necessary to stabilize their employment.

Questions regarding this initiative may be directed to Kylie Patterson, Director of Economic Inclusion at hopkinslocal@jhu.edu. More information is available at hopkinslocal.jhu.edu.