



MARYLAND HISPANIC WORKFORCE COUNCIL

QUESTIONS AND ANSWERS

JOB FAIRS, CONFERENCES AND EVENTS FOR THE RECRUITMENT OF HISTORICALLY UNDERUTILIZED COMMUNITIES

1. Who is the Maryland Hispanic Workforce Council?

The Maryland Hispanic Workforce Council is an organization of employers interested in providing employment opportunities to underutilized communities, and in identifying and finding solutions to workforce issues.

The Maryland Hispanic Workforce Council is 501(c3) a community-based charitable and educational organization.

2. How many candidates are expected in each MDHWC job fair?

We have held job fairs two job fairs annually for the past three years in a row. We have a working relationship with over 60 repeat corporate sponsors that exhibit at our job fairs attracting over 250 job seekers at each event and reaching a couple thousand job seekers over time. At our last job fair on July 17, 2008 we had over 250 candidates and 35 employers, a 7 to 1 ratio. We expect our 2008 – 2009 season to be even more successful and experience an increase in the number of job seekers and employers. Testimonials are available from job applicants that found a new and better job, and from employers that found great bilingual employees at our job fairs.

3. What is the ethnic background for expected candidates at MDHWC job fairs?

We expect mostly Hispanic/Latinos. We work closely with other ethnic groups such as Asians, Africans and Native Americans. Additionally, we have developed close ties to Maryland's disabled community, veterans, women, youth, and other underutilized communities.

4. What are the educational levels of expected candidates at MDHWC job fairs?

Our events are open to the public which means that our job seekers represent a cross-section of Maryland's population. Additionally, we have relationships with all colleges particularly with Hispanic / Latino students and make sure that they participate.



5. Which job seekers will be invited and expected to attend MDHWC job fair?

We specifically target bilingual individuals by working closely with Latino Spanish language media including radio, TV and print. We also work with English language media especially print media to announce our job fairs.

6. An extensive promotional campaign will be executed 2 months in advance of each job fair. The campaign may include but is not limited to:

- Media such as newspapers, radio station, television spots.
- Public exposure through billboards, in career centers.
- On line marketing including targeted E-mail campaigns.
- Personalized mail out.
- Phone call invitations.

7. Which employers will be invited and expected to exhibit at MDHWC job fairs?

- Health companies
- Banks
- Local, State, and Federal Government agencies
- Media
- Lawyers
- Medium and small local organizations
- Construction companies

8. How many employers are expected to exhibit in each MDHWC job fair?

We expect between 40 through 50 employers depending of the location of the job fair. We usually have a 7:1 ratio between job seekers and employers.

9. How do I sign up my company?

Download the Sponsorship / Exhibitor package from our website: www.mdhcc.net; or, call us and we will email, fax or mail a packet. Then, just fill out the Sponsor Registration Form and send it back to us.

We accept payment from your marketing / recruitment budget or as a donation. Also, you may pay by credit card through our website or with a check or purchase order. The details are available on the Sponsorship Form.



10. What benefits will your company receive as a sponsor?

Sponsorships include an exhibitor table at the job fair, tickets to the conference and/or luncheon, and advertising for your company on our publications. We also accept job postings on our website, www.mdhcc.net. You can also purchase additional tickets to attend the conference and the luncheon only.

All sponsorships include:

- One year advertisement gallery on www.mdhcc.net
- One year membership to the Maryland Hispanic Workforce Council.
- Company listing on the Sponsor Board and large-screen PowerPoint Presentation during the event.
- TrabaJOB Magazine

11. Which employers have exhibited in previous MDHWC job fairs?

Many companies have already participated in our 2006, 2007 and 2008 job fairs series.

1st. Mariner Bank
Amtrak
Anne Arundel Co. Public Schools
Baltimore County 911
Bank of America
BB&T Bank
Bradford Bank
Carefirst Blue Cross/BlueShield
Chevy Chase Bank
Community College of Baltimore County
Department of Transportation of Maryland
Department of Labor Licensing and Regulation – DLLR
Erickson Retirement Communities
Hayles & Howe, Inc.
IKEA
Johns Hopkins Health System
Loyola College
Mace Electric
Madrid Construction
Maryland Automobile Insurance Fund
Maryland National Capital Planning
Maxalea, Inc.
Mayor & City Council of Baltimore
Broadcasters' Association
Montgomery County



State Farm Insurance
SunTrust
Verizon
Wachovia
Buck ware
Caldwell Banker – Resource Real State Services
Cyrus Company
Comcast
Elder Health
Howard County General Hospital
Kennedy Personnel Services
Maryland Department of Safety
Maryland State Department of Education
Monumental Life
Nakamoto Group
Service Coordination, Inc.
State Department of Maryland – Department of Budget & Management
AFLAC
Department of Public Safety
EzCertify.com
Genesis Health Care
Johns Hopkins Hospital
Motor Vehicle Administration
Mercy Hospital
Nationwide Insurance
Pepeco Holdings Inc.
Prince George County
Social Security Administration
The Columbia Bank
Wegmans Food Company, among others.

THANK YOU FOR YOUR INTEREST IN THE

Maryland Hispanic Workforce Council

