



MEMORANDUM

To: Workforce Investment Board
From: Robert W. Walsh
Date: September 27, 2011
Re: Quarterly Workforce Development Update

I am pleased to present our most recent updates related to the Workforce1 Career Centers. During this challenging economic climate, we continue to push our partners to increase performance in program scale, job quality, and customer experience. The following updates illustrate operational performance and our efforts to advance the career center system.

Performance Updates:

- In the second quarter of 2011, the nine Workforce1 Career Centers achieved 6,363 job placements and promotions. This represents a seven percent decrease over 2010 levels, which can be attributed to a change in partners operating our Bronx, Brooklyn, and Staten Island centers. With these new partners in place and new locations opening, we expect performance to substantially increase in the second half of 2011.
- The career centers are also focusing on the quality of placements: job placement median wage increased to \$10.00 an hour in the second quarter of 2011 — a four percent increase compared to the 2010 median wage of \$9.62 an hour. Also, 1,941 (31 percent of total) job placements and promotions provided wages of \$15 an hour or more. With an increased focus on positions that pay at least \$15 an hour in 2011, we anticipate these figures to continue to rise.

Program Updates:

- On September 13, Mayor Bloomberg announced the latest round of NYC Business Solutions Training Funds awards at Terrafina LLC, a wholesale food manufacturer in Sunset Park, Brooklyn. The four awards – totaling more than \$180,000 – will be matched by employer contributions of more than \$100,000 and will be used to train 63 New Yorkers, resulting in 15 new hires and average wage increases of 10 percent for incumbent workers. Terrafina will use its award to train 12 incumbent employees in lean manufacturing, food safety and English as a Second Language. The award is projected to result in an average wage increase of 10 percent for all trainees. Pre-applications for the next round of funding are due on November 14.

- SBS is launching ten new Workforce1 Career Centers in 2011 that will allow us to extend our services to more locations across the five boroughs. The centers, which will be significantly smaller in size than a traditional Workforce1 Career Center, will focus on screening and matching New Yorkers to jobs. They will be operated by our existing providers, in partnership with organizations such as public libraries in areas that are accessible and where there is a high concentration of individuals looking for work.

Our first two centers opened in Manhattan in July. Four locations will open in the first two weeks of October: Brooklyn Public Library Central Library at Grand Army Plaza, Brooklyn Public Library in Sunset Park, Queens Library in Flushing, and Long Island City in partnership with the East River Development Alliance. We are actively seeking partners for locations in the Bronx and Staten Island, with expected opening dates this fall.

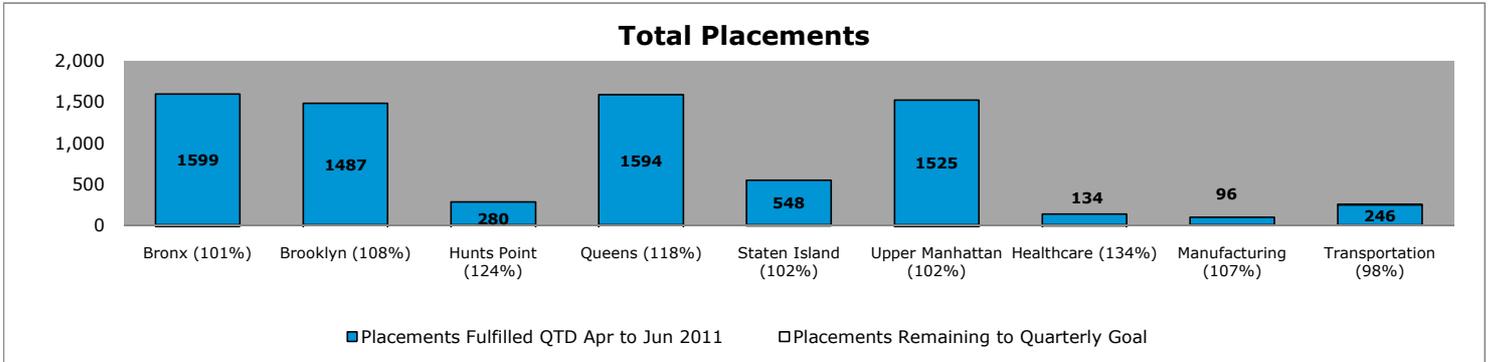
- SBS is also improving the customer experience through the use of technology. In August, we launched the new Workforce1 web site (www.nyc.gov/workforce1), which now allows New Yorkers to directly apply for jobs online. We also started the Workforce1 Career Blog (www.nycworkforce1.org), which provides job search tips and advice from employers, and the Workforce1 Career Bulletin, a weekly e-mail that details the latest job offerings available at the centers. These services mark the beginning of a greater push to extend our reach and increase our offerings while reducing wait times. More improvements, including online service registration and scheduling, will be rolled out in early 2012.

Lastly, I am pleased to share below our performance review for April – June 2011. This review highlights our primary metrics and provides greater detail on the types of job placements achieved by the Workforce1 Career Centers.

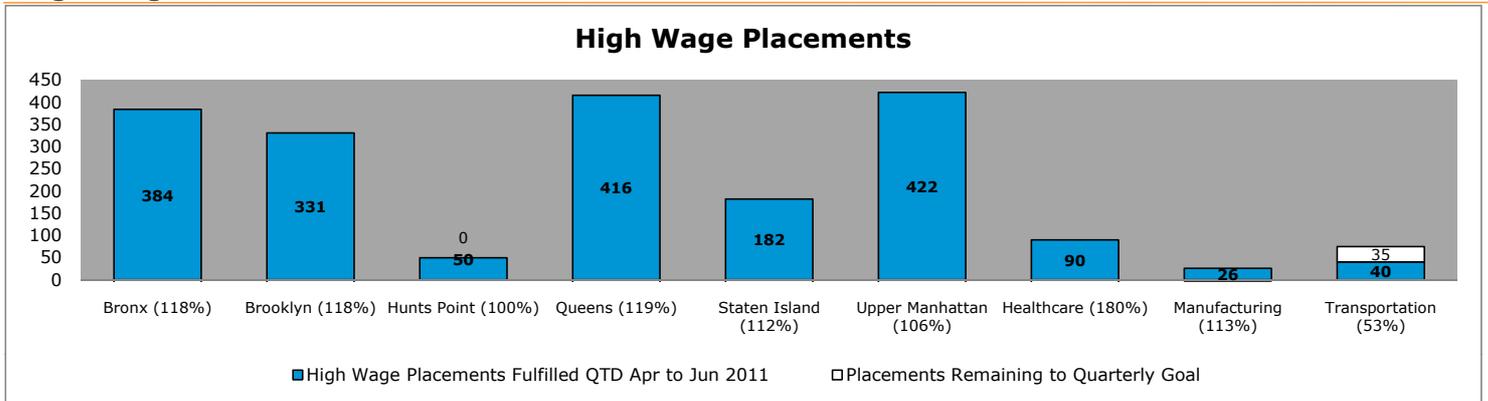
June 2011

April-June 2011

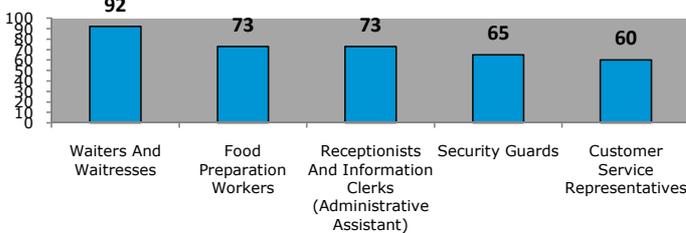
Total Placements



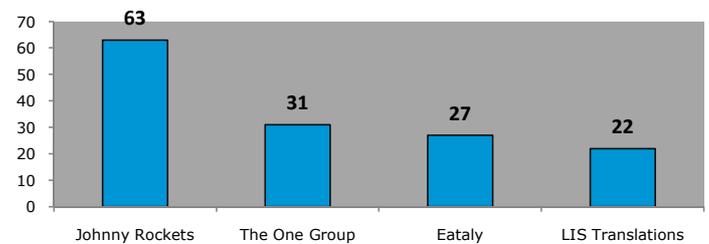
High Wage Placements



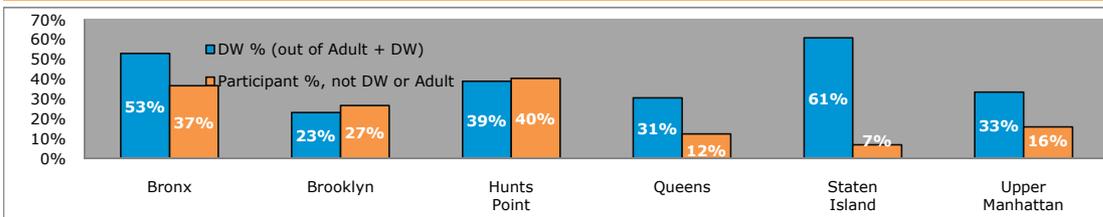
Top 5 Occupations



Top 5 Employers



Enrollments



Note: Centers are no longer held to 30% DW enrollment goal.



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FOR IMMEDIATE RELEASE

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**MAYOR BLOOMBERG DISCUSSES CONCRETE STEPS NEW YORK CITY IS TAKING
TO HELP SMALL BUSINESSES IN ALL FIVE BOROUGHES CREATE JOBS AND
INCREASE WAGES IN WEEKLY RADIO ADDRESS**

The following is the text of Mayor Michael R. Bloomberg's weekly radio address as prepared for delivery on 1010 WINS News Radio for Sunday, September 18, 2011

“Good Morning. This is Mayor Mike Bloomberg.

“The solution to getting the economy back in high gear: Plain and simple, it’s more jobs. That’s why we’re highly focused on creating more jobs, putting more New Yorkers to work in them, and, in the bargain, helping employees gain the skills that make them more valuable workers, and better paid, too.

“In meeting those goals, our small businesses make a big difference. They’ve accounted for a lot of our job recovery. They’ve employed many of the record 31,000 New Yorkers that the City’s Workforce1 Centers placed in jobs last year – a record we intend to break with 35,000 job placements in 2011. To keep the momentum going, last year our Department of Small Business Services helped nearly 640 entrepreneurs secure \$21 million in the financing that will keep businesses and payrolls growing.

“In Sunset Park last week, I also saw another example of what we’re doing to expand the economic pie for small businesses and their workers, too. A dried fruit and nut packaging company there called Terrafina is flourishing and primed to increase its workforce by 50 percent over the next 18 months. To help them grow, we’ve provided a job-training grant of about \$28,000 that the employers are matching with about \$16,000 of their own. Workers will learn skills that will help Terrafina market their products to major retailers. And as a result, their paychecks will go up about 10 percent – a win for the owners, workers, and taxpayers, too. SBS is currently awarding nearly \$700,000 in such grants to companies across the city, and come November, employers can start pre-applying for another round of funding. To find out more, visit the SBS web page at nyc.gov, or call 311 and ask about ‘training funds.’

(more)

“One of the City’s major employers, our tourism and hospitality industry, also continues to put up strong job creation numbers – and not just in Midtown Manhattan. Case in point: Last week, I took part in grand opening ceremonies for two hotels in Downtown Brooklyn, the Brooklyn Sheraton and its Starwood sister hotel, the Brooklyn Aloft. Together, they’ve created more than 200 new jobs. In fact, Brooklyn will see a total of eight new hotels open during 2011 – more proof that cultural venues, stores, new parks and other attractions are making Brooklyn a destination in its own right. In addition, seven new hotels have also opened in one Queens community – Long Island City – in just the past two years.

“Public investments are fostering private growth in all five boroughs – and like our small business assistance efforts, they’re helping put New Yorkers in all five boroughs to work, too. There’s nothing we’re doing that other cities couldn’t do, too. And for the good of the nation, we’d love to see them try.

“This is Mayor Mike Bloomberg. Thanks for listening.”

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