



To: Workforce Investment Board
From: Jeanne B. Mullgrav, Commissioner
Date: September 26, 2011
Re: Youth Workforce Development Updates

I welcome this opportunity to present highlights from the Department of Youth and Community Development (DYCD) since the last meeting of the Workforce Investment Board on June 16, 2011.

Youth Workforce Development

Summer Youth Employment and the Campaign for Summer Jobs

On the July 5 launch of the 2011 Summer Youth Employment Program (SYEP), Mayor Michael R. Bloomberg announced Walmart's multi-million dollar pledge to the program at the Brownsville Recreation Center. Walmart's pledge to donate \$4 million directly to SYEP, which brought private sector support for the City's summer jobs program to its highest level ever, expanded the program by 4,200 jobs and helped mitigate cuts in State and Federal funding. Present at the announcement were Senior Director for the Walmart Foundation Michelle Gilliard, Brooklyn Borough President Marty Markowitz and City Council Members Peter Koo and Ruben Wills. This year SYEP had a total budget of \$43.5 million, which was comprised of \$20.6 million in City Tax Levy funds, \$6.7 million in Workforce Investment Act funds, \$1.6 million in Community Services Block Grant funds, \$8.5 million in State funds and \$6.1 million private donations, including Walmart's to the Mayor's Fund to Advance New York City. 131,119 applications were received this year, and 30,628 applicants were enrolled in the program through 68 community-based organizations.

Young Adult Internship

On July 18, representatives from the Center for Economic Opportunity (CEO) and I delivered the welcoming remarks at DYCD's kick-off forum for the new portfolio of Young Adult Internship Program (YAIP) providers, whose contracts began on July 1st. Over 90 youth workforce development professionals from the fifteen YAIP service providers attended. The day-long forum developed and hosted by the Mental Health Association (MHA) and the Workforce Professionals Training Institute (WPTI) featured workshops on facilitation, internship development, and case management strategies. Attendees also heard from a panel of disconnected youth experts as well as young people who have graduated from YAIP.

NYC Ladders for Leaders

On August 8, Mayor Michael R. Bloomberg recognized the 2011 class of NYC Ladders for Leaders at a graduation reception at Gracie Mansion. Launched in 2006 by Mayor Bloomberg, the program is a joint initiative between the NYC Commission on Women's Issues (CWI) and the DYCD to empower highly motivated New York City youth from diverse populations with the tools, resources, and professional experience to pursue a college education and explore future career opportunities. The 216 students participating in the 2011 class of Ladders for Leaders were given the opportunity to complete professional internships with 72 partnering organizations. The Mayor also announced the winners of the American Airlines College Tour Competition, which provides awardees round-trip airfare to visit the prospective colleges of their choice outside of the New York metropolitan area. Joining the Mayor during event ceremonies were the CWI Chair Anne Sutherland Fuchs and Executive Director Briana Collins, American Airlines- New York Vice President Art Torno, and program graduates Jessamine Fazli and Matthew Delfino.

USDOE Adult Education Great Cities Summit

On Thursday July 28th, I was one of five speakers at a reception for the U. S. Department of Education's (ED) Adult Education Great Cities Summit hosted by New York City. Other speakers included CUNY Senior Dean and WIB member John Mogulescu, DOE Office of Adult and Continuing Education COO Lianne Friedman and 2 alumni of adult education programs. Two years ago, New York was one of 11 cities selected by the USDOE to be part of a series of summits involving five urban centers with adult literacy programming. Face-to-face meetings were held in Chicago, Miami and New York; and virtual meetings were held in Los Angeles and Houston. The group also visited two CBOs (Highbridge and the Fortune Society), a CUNY campus to discuss college readiness, and the New York City Department of Education's main adult education site in Bedford Stuyvesant. My remarks centered on the unique role each member of the City's Out-of-School Youth and Adult Education programs plays to insure that each student can succeed at a DYCD CBO, a CUNY Campus, a DOE school, or a library site. I also pointed out that the CBOs are unique in that they are part of the communities they serve and therefore able to always reflect the nature and needs of that community.

Other Highlights***Amaré Stoudemire Visits DYCD Cornerstone Program***

On September 7, we held a back to school event at the NYC Housing Authority Polo Grounds Community Center with Amaré Stoudemire and Nike. Over 50 young people from the Cornerstone Program, operated by Children's Village, were surprised by the appearance of Amaré and participated in a ready for school discussion. In addition to Stoudemire emphasizing the importance of school in their lives, all the children in attendance received backpacks (embroidered with Amaré's signature and a "Knowledge Is Power" quote) stuffed with books, writing utensils and notebooks. The Polo Grounds Community Center also received brand new sporting equipment to help with their afterschool activity programming.

DYCD Day at the Theatre

On August 3, our Beacon and Cornerstone Campers partnered with Theatreworks USA for the 3rd Annual DYCD Day at the Theatre. Theatreworks USA provides youth and families with free, professional theatre to nearly 196,000 youth and families throughout the City. Last year nearly 500 campers from Beacon and Cornerstone attended the performance of *We The People*. This year 550 youth, 5 – 10 years old, will experience the musical *The Yellow Brick Road*, inspired by the classic story *The Wizard of Oz*, where a young woman by the name of Dora is caught between two worlds: her Latino family traditions and her desire to be a contemporary American teenager.

College Prep for Providers

DYCD, along with the Partnership for After School Education (PASE), launched its first-ever forum to encourage more nonprofits to include college prep activities in their youth programs on July 29. Over 140 people from nonprofits all over the city attended the forum with workshops on everything from helping kids find resources to working with disconnected youth. Nonprofit leaders were invited to come back with their youth participants to the larger family and youth college access event on August 13th titled “Getting into College: What you need to know.” The event attracted over 240 youth and families.

Summer of Service 2011 Kicks Off

On July 15, I joined NYC Chief Service Officer Diahann Billings-Burford to kick off the third annual Summer of Service Initiative at the 64th Street Community Garden in Sunset Park, Brooklyn. One of 16 service-oriented projects that took place throughout the city this summer, youth volunteers at this site began the work of planting this year’s crops, including the addition of a new pumpkin patch. The project, which was administered by Center for Family Life, a program of SCO Family of Services, engaged more than 500 young people and area residents over a five week period of time. Summer of Service was made possible by a generous grant from the Neuberger Berman Foundation. This summer, 16 community based organizations administered projects that engaged nearly 2,000 elementary, middle and high school youth volunteers and more than 1,300 area residents. Projects ranged in scope from organizing a farmer’s market on Staten Island to training young people to promote health and wellness in Northern Manhattan. The kick off event was covered by NY1, News 12, El Diario, WNYC and WFUV, in addition to World Journal and Singtao Daily.

LGBTQ Update

On July 13, DYCD reconvened members of the New York City Commission on Lesbian, Gay, Bisexual, Transgender and Questioning, and Runaway and Homeless Youth to commemorate the one year anniversary of the release of its report, titled “All Our Children,” at the Hetrick Martin Institute in Manhattan. Members of the Commission were updated on DYCD’s progress in implementing the Commission’s recommendations. Items presented included DYCD’s Family Therapy Intervention pilot program, the addition of crisis beds in Staten Island, the work of the LGBTQ Interagency Coordinating Council workgroup, and DYCD staff and contractor LGBTQ sensitivity training.

Combating Youth Violence

On July 12, I attended a press conference with New York City Council Speaker Christine C. Quinn and The Center to Prevent Youth Violence (CPYV) at MTV Studios to unveil a new digital billboard, designed by Bronx teen Nina Rivera. The billboard is to promote SPEAK UP NYC, a citywide youth violence prevention program funded by the City Council. SPEAK UP NYC is part of a nationwide initiative developed by the CPYV (formerly PAX) to empower young people to prevent violence by reporting threats. The program features a national hotline and a public awareness and education campaign. The celebration marked the culmination of a series of workshops conducted by CPYV at DYCD-funded Cornerstone Community Centers about SPEAK UP NYC's life saving message and hotline. Ms. Rivera, 18, participated in the program at BronxWorks Betances Community Center, where she serves as Youth Council Secretary.

Appearance on Inside City Hall

On July 1, Deputy Commissioner Suzanne Lynn appeared on Inside City Hall with Jonathan Bowles, Executive Director of Center for an Urban Future, Anthony Ng, Director of Policy and Advocacy at United Neighborhood House and host Errol Lewis. The topic was DYCD's Summer Youth Employment Program (SYEP) and the tough job market that young people face. Walmart's donation to SYEP was discussed, but the main theme of the conversation was the need for increased support at the Federal level.

News, Articles and Announcements

- *Mayor Bloomberg and Walmart Announce Agreement to Contribute and Raise Up to \$5 Million to Support the City's Summer Youth Employment Program*, Press Release (July 5, 2011)
- *A Summer of Service for Northern Manhattan*, Manhattan Times (August 2, 2011)
- *City Teens Embark On "Summer Of Service"*, NY1 (August 12, 2011)
- *Cyndi Lauper Opens Housing for LGBT Youth*, WNYC (August 24, 2011)

[CLOSE WINDOW](#)**FOR IMMEDIATE RELEASE****PR- 238-11****July 5, 2011****MAYOR BLOOMBERG AND WALMART ANNOUNCE AGREEMENT TO CONTRIBUTE AND RAISE UP TO \$5 MILLION TO SUPPORT THE CITY'S SUMMER YOUTH EMPLOYMENT PROGRAM*****Donations Will Add Up to 3,400 Summer Jobs for NYC Youth******Most Private-Sector Support Ever Raised***

Mayor Michael R. Bloomberg, Department of Youth and Community Development Commissioner Jeanne Mullgrav and Senior Director for the Walmart Foundation Michelle Gilliard today announced a \$5 million pledge to the Summer Youth Employment Program, which launches its 2011 season today. Walmart's pledge, which bring private-sector support for the City's summer jobs program to its highest lever ever, will expand the program by up to 3,400 jobs and help mitigate cuts in State and Federal funding. The Mayor announced the donation at the Brownsville Recreation Center in Brooklyn where he also was joined by Brooklyn Borough President Marty Markowitz, City Council Minority Leader James Oddo, Council Member Peter Koo and Council Member Eric Ulrich.

"Walmart's generous donation creates the most job slots the Summer Youth Employment Program has ever raised with private money," said Mayor Bloomberg. "This timely investment in our city's youth comes at a moment when many young people are struggling to find employment and will give thousands the opportunity to take that critical first step toward their career goals."

"A summer job prepares a young person for a working life," said Commissioner Mullgrav. "In the short term, these jobs mean extra money for tuition, books and household expenses. But in the long term, this experience in the world of work is the first open door to a lasting career. I want to thank Walmart for investing in our young people and the future of our city."

"For years, the Walmart Foundation has supported programs that strive to make a difference in the lives of New Yorkers," said Senior Director for the Walmart Foundation Michelle Gilliard. "The City's Summer Youth Employment Program is an initiative that's obviously important to kids and families across the five boroughs, especially during these tough times. We've talked a lot about jobs and this donation was an opportunity to deliver during a time of real need."

"Young Brooklynites, particularly those in Central Brooklyn, are ready, willing and able to get the job done - all they need is the opportunity," said Brooklyn Borough President Marty Markowitz. "When we help youth find jobs through programs like the City's Summer Youth Employment Program and Summer H.E.A.T, which

my office organizes, we make an important investment in our kids by improving their self-esteem, teaching them the value of hard work and giving them real skills for when they enter the adult workforce. So kudos to Walmart for not just improving the lives of thousands of kids today-but helping them realize their dreams tomorrow."

"I'd like to thank Walmart for this generous \$4 million investment in New York City's future," said Minority Leader James Oddo. "This is a lot of money, even for a large corporation, and it is being put to good use supporting thousands of city teens in their first foray in the workforce. I have always supported the Summer Youth Employment Program and encouraged kids in my district to apply, and I would like to thank Walmart for ensuring that more of them are placed this summer."

"I would like to thank Walmart for partnering with New York City and saving thousands of summer jobs for our young people," said Council Member Koo. "As we all know, the Summer Youth Employment Program provides an excellent opportunity for businesses to not only have great energetic workers, but to also give young people real-world work experience, networking opportunities and career lessons about New York City businesses. I hope that more corporations will follow and invest in the future work force of New York City. I also want to thank Mayor Bloomberg for his work with Walmart to ensure that the youth of our city are engaged in positive work-related activities during the summer. "

"In today's economy, it's hard to find a job," said Council Member Ulrich. "Thanks to Walmart's generous donation, thousands of teenagers and young adults will be able to make a little extra money this summer. Walmart is setting a fine example by helping keep our kids off the streets and giving back to the community."

New York City is spending \$20 million on the Summer Youth Employment Program (SYEP) programs this summer. And in response to substantial cuts in State support this year, combined with the expiration of Federal stimulus funding, left big gaps in the program's current budget, in May Mayor Bloomberg created "Summer Youth Employment Partners" to push for private donations to the program through the Mayor's Fund to Advance New York City. That current total of private donations for summer jobs that the Mayor's Fund has raised now stands at more than \$6 million - the most ever - with more expected from Walmart's pledge.

SYEP has provided summer jobs to hundreds of thousands of New York City residents, ages 14 to 24, since its launch in the early 1960s. Participants, who earn minimum wage, are placed at camps, parks, government agencies, local non-profits, hospitals, senior centers, daycare centers and small businesses throughout the city. SYEP also provides career exploration, post-secondary education information and life skills training, including health education and financial literacy. Research shows that early work experience greatly benefits young people. Students who work during high school tend to stay in school and graduate at higher rates. Early work experience is also linked to higher rates of employment and higher earnings: for every year that teens work, income in their twenties increases by an average of 14 percent to 16 percent.

Using only public dollars, theCity have been able to provide about 24,000 summer youth jobs this year. With the Walmart

Foundation's commitment, and with donations from more than 30 other companies, the City has been able to increase the number of summer youth jobs to more than 28,000 jobs. This is fewer than last year, but more than it would have been without the private-sector help.

Approximately forty percent of SYEP participants work in summer camps and daycare centers, vastly expanding the capacity of these programs to serve New York City's working families. The wages earned by SYEP participants also stimulate the local economy. Last summer, participants earned \$36 million in wages, much of which they re-circulated in their neighborhoods through purchases at local businesses.

In 2010, SYEP served over 35,000 young people working at approximately 5,800 sites across the five boroughs. This year, the City reaffirmed its commitment to the program with a \$20 million allocation. The State added another \$10 million. Reductions at the state level and the loss of federal stimulus money, however, reduced SYEP slots to 24,000 slots - less than two-thirds last year's number and well under half the more than 52,000 young people SYEP placed in 2009. This year, the Department of Youth and Community Development received 131,000 applications from residents in every corner of the City. With demand far exceeding placements, the City launched Summer Youth Employment Program Partners, a public-private partnership to help fund summer jobs for thousands of young New York City residents.

Today's pledge from Walmart celebrates the initiative's success in raising more than \$6 million for SYEP, increasing the total number of slots to more than 28,000.

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ManhattanTimes

A Summer of Service for northern Manhattan youth

The bilingual newspaper of Washington Heights and Inwood

Written by Gloria Pazmiño, Tuesday, August 02, 2011



Antonia Duran, 17, part of the Summer of Service youth program spent her Friday morning informing Northern Manhattan residents about the Your Upper Manhattan (YUM) Fresh Food Program, which brings access to fresh food and awareness about the importance of keeping a balanced diet.

For five weeks, Antonia Duran, 17, resident of Washington Heights has been learning about the important of service, and she's doing so in her own community.

"I feel that I'm bringing important information to the neighborhood and telling them about something that could really benefit them," she said.

Duran, and 65 other teenagers, are part of a group of northern Manhattan high school students that took to the streets this past Fri., July 29th to survey community residents about their accessibility to fresh fruit and vegetables, and informed them too about the Your Upper Manhattan (YUM) Fresh Food Program, all as part of their Summer of Service program.

During the summer months, when school is out, the city's Summer Youth Employment Program (SYEP), as administered by the City's Department of Youth and Community Development (DYCD), provides youths with useful work- and gainful employment. Youths who apply are eligible for employment throughout the five boroughs.

This year marks the third for the Summer of Service program which runs for five weeks and is intended to encourage young Northern Manhattanites to directly service the community they live in.

Administered by the Isabella Geriatric Center, the service project will engage over 200 youths and community residents in a public awareness and street outreach campaign that looks to target the community's access to fresh foods and distribute information.

"A huge factor behind the obesity rates of our young people can be traced to the fast food marketing campaigns that target our communities," said DYCD Commissioner Jeanne Mullgrav. "But the antidote to that strategy is to get our youth behind the cause of healthy eating, and that's exactly what this Summer of Service program is all about," she said.

Shaday De La Rosa, 17, who walked up and down St. Nicholas Avenue alongside the rest of the SYEP workers, said that she could relate to not always having direct access to fresh fruits and vegetables.

"The bodega is closer to our home than the supermarket, so it's easier to go to the bodega, but they don't always have everything we need," said De La Rosa. "I'm happy to be letting people know about the YUM program; [I think] it will be very beneficial and healthy for them."

Commending the work of the young summer workers, Mullgrav said that when young people take to the streets and talk to their neighbors about the need for a well balanced diet, their enthusiasm affects both their household and community.

"Block by block, these young people will help get fresh food where it belongs- in the kitchens of Northern Manhattan."

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08/12/2011 03:53 PM

City Teens Embark On "Summer Of Service"

By: NY1 News

New York teens are coming together for another Summer of Service in the Bronx.

For five weeks, teens from around the city are volunteering to clear up public space and transform it into parks and gardens.

Officials say the program opens doors for young people to become more active in their community.

"Where young people can really take back their communities. They can identify the issues and the problems in their community, but more importantly identify the solutions," said New York City Youth & Community Development Commissioner Jeanne Mullgrav.

"When this opportunity was given to me it was a blessing because I could give something back to my community, which is something a lot of people around here don't do," said youth volunteer Fanta Kaba.

More than 100 people have volunteered at this project since it started last month.

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Cyndi Lauper Opens Housing for LGBT Youth

Wednesday, August 24, 2011

By [Abbie Fentress Swanson](#) : Interactive Content Producer

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Next month, [Cyndi Lauper's](#) 1986 hit "True Colors" takes on new meaning when the [True Colors Residence](#) for homeless lesbian, gay, bisexual and transgender (L.G.B.T.) youth opens in Harlem on September 1.



Cyndi Lauper speaks to a crowd at the True Colors tour on May

31, 2008 in Boston, Massachusetts. (Photo by Mary Schwalm/Getty)

In New York City, a very disproportionate number (up to 40 percent), of homeless youth identify as L.G.B.T. Even more disturbing are reports that these young people often face discrimination and at times physical assault in some of the very places they have to for help. This is shocking and inexcusable!

— Cyndi Lauper

The idea behind the 30-bed facility, which is on W. 154th St. near Frederick Douglass Blvd, was conceived by Lauper, her manager and the [West End Intergenerational Residence](#), a non-profit that provides housing and support for homeless families and seniors.

The True Colors Residence will be the first permanent housing facility in New York for homeless L.G.B.T. youth.

"In New York City, a very disproportionate number (up to 40 percent) of homeless youth identify as L.G.B.T.," the Queens singer, actress and writer said [in a letter urging donors to support the project](#). "Even more disturbing are reports that these young people often face discrimination and at times physical assault in some of the very places they have to for help. This is shocking and inexcusable!"

Lauper has long been an advocate for lesbian, gay, bisexual and transgender rights. In 2007, she created the True Colors Tour, in which she performed and talked about L.G.B.T. issues with Erasure, The B-52s, the Indigo Girls, Deborah Harry and Joan Jett & the Blackhearts. She founded the True Colors Fund in 2008, a non-profit for the advancement of L.G.B.T. equality.

The True Colors Residence was subsequently constructed. The new energy-efficient building contains 30 studio apartments for youth aged 18 to 24 to live in, and indoor and outdoor community space. Residents will pay rent based on their income and receive job placement help, [according to the facility's Web site](#).

Lauper will be the honorary chair of the shelter's board, and her manager, Lisa Barbaris, will be the board's honorary vice chair.

"Our primary goal is to provide a physically and emotionally safe and supportive environment that will empower our young residents to be the self-loving, happy and successful individuals they were meant to be," Lauper wrote.

The [Lesbian, Gay, Bisexual & Transgender Community Center](#) has already started referring homeless and disconnected youth to the True Colors Residence.

"We have about 1,000 people a year come here," said Carrie Davis, the director of community services at The Center. "And at least 20 to 25 percent of those individuals face an issue of homelessness or are under-housed at some point in their adolescence."

Carl Siciliano, the founder and executive director of the [Ali Forney Center](#), agreed that the new shelter was a much-needed facility.

"There are fewer than 200 beds for homeless youth in New York City, and fewer than ten beds for homeless L.G.B.T. youth," he said. "So every new bed aimed at this new population is really a matter of life and death that could get kids off the street."

9/22/2011

Cyndi Lauper Opens Housing for LGBT...

He said the Ali Fomey Center had also already referred and placed youth in studio apartments at the True Colors Residence.

Lauper's new shelter is part of a slowly growing movement that's calling attention to the plight of homeless L.B.G.T. youth in New York. In 2009, Mayor Bloomberg's office created a 25-member [Commission for Lesbian, Gay, Bisexual, Transgender and Questioning Runaway and Homeless Youth](#). The director of the commission is Jeanne B. Mullgrav, the commissioner of the Department of Youth and Community Development.

"We are ecstatic that, with the opening of the True Colors Residence, more housing and services will be available to help our most vulnerable youth succeed and thrive," said Mullgrav. "In 2010, Mayor Bloomberg's Commission on L.G.B.T.Q. Runaway and Homeless Youth [report highlighted that LGBTQ youth](#) are particularly at risk of leaving home. In response, the Commission recommended the addition of beds and specialized services for this population, so we are especially pleased to see this vision becoming a reality."

Lauper, who was raised in Ozone Park, will also be performing at [a 9/11 tribute at the U.S. Open](#) on Sept. 10.

Celebrities Get in on the Game at the US Open

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James from California

She has done so much for the LGBT community already and her heart keeps growing. thank you, Cyndi!

Aug. 31 2011 12:27 PM

  Score: 0/0 

Stephen from san diego

What a great lady! Cyndi truly rocks! WE LOVE YOU CYN!! Thank YOU for ALL your hard work!

Aug. 26 2011 11:56 PM

  Score: 0/0 

The Milkman from Madison, WI

If Cyndi Lauper had done nothing else in her life, she'd be worthy of great praise for doing only this. Her generosity will save lives.

Thank you, Cyndi.

Aug. 26 2011 03:25 PM

  Score: 0/0 

barent

she's a great lady.....

Aug. 25 2011 10:33 AM

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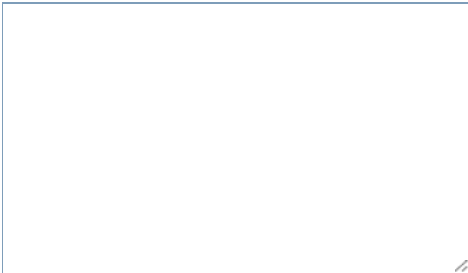
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