

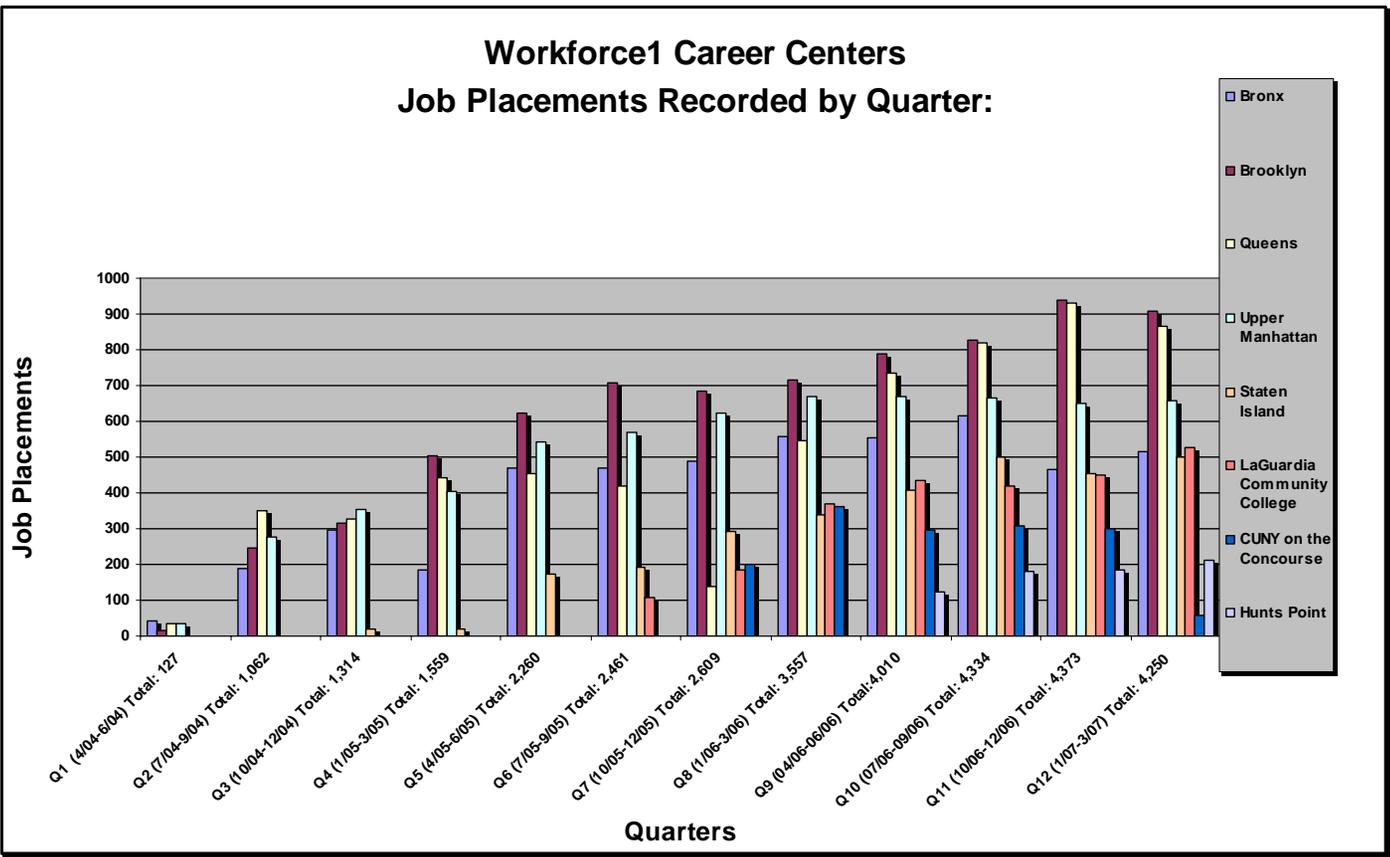


New York City Department of Small Business Services
www.nyc.gov/sbs

***Pre-RFP Conference for New Programs
August 2007***



- SBS's results-oriented approach to workforce development has gone from placing hundreds of unemployed job seekers to thousands; since 2004, more than 27,500 customers have been placed in jobs with 3,000 companies
- Building upon our success and volume, SBS will provide retention and advancement services as the next critical step in ensuring career growth for jobseekers and meeting employer demand.



Strengthening NYC's Workforce System



Based on SBS's success in integrating economic development and workforce development, Mayor Bloomberg has charged SBS with the implementation of programming targeted at the working poor through the Center for Economic Opportunity.



" Even though today more New Yorkers are working than at any time in our city's history...the fact remains that more than 1.5 million New Yorkers confront conditions that meet the national definition of poverty."

—Mayor Michael Bloomberg

Guiding Principles for SBS's CEO Programs:

- Launch innovative programming that has not been previously implemented at scale in NYC
- Move the working poor out of poverty through interventions tailored to the needs of working individuals
- Leverage the existing Career Center system where possible
- Use a demand-driven approach that works closely with business in all program strategies and implementation.



Program Objectives

- ***Help low-income workers* qualify for higher wages, receive employer-sponsored benefits, access work supports, and provide opportunities to advance**
- **Strengthen the competitiveness of New York City businesses by *helping firms* meet workforce skill needs, address shortages of qualified workers, and increase worker productivity**



National Advancement Models

- **National Work Advancement and Support Center**
 - National demonstration program model created by MDRC, a social policy research organization, to advance low-wage workers out of poverty and increase employee retention
 - Subject of a rigorous evaluation to test effectiveness
 - Four WASC locations: 1) Dayton, OH; 2) San Diego, CA; 3) Bridgeport, CT; and 4) Fort Worth, TX
- **The Achieve Program (Cleveland, OH)**
- **The Advancement Project (Seattle, WA)**
- **The SOURCE (Grand Rapids, MI)**
- **San Francisco Works (San Francisco, CA)**



Target Population

➤ **Workers**

- **At least 18 years old**
- **Earning \$14.00 or less OR have a family income at or below 200 percent of the Federal Poverty Level**
- **Employed** at the time of enrollment



Target Population

- **Any employer within New York City**
 - Interested in engaging WASC to address retention and advancement issues for its low-income workers
 - Employing a significant number of low-wage workers
 - Existing opportunities for advancement



Business-Driven Model

Locate *retention and advancement activities at employers* with the following goals:

- Increase retention rates by providing workers with intensive job coaching
- Increase productivity through worker motivation and increased skill levels
- Lower training costs by providing on-site, cost-effective workforce preparation



Community Outreach

The selected contractor will:

- Outreach to and recruit Bedford-Stuyvesant employers
- Provide services specifically to Bedford-Stuyvesant program participants (both employers and their low-wage workers) within the prescribed employer-based service approach of the WASC

WASC will be located within the Bedford Stuyvesant community

The Mayor's Office of Comprehensive Neighborhood Economic Development (CNED) has targeted communities to pilot intra-governmental approaches to local economic development; Bedford Stuyvesant is one such community.



Expected Outcomes

- Goal 1: Reduce poverty and increase income for employees
 - **200** participants secure income upgrades in the first year
 - **500** upgrades annually thereafter

An upgrade is defined as an increase in household income

Short-term results (6-12 months): Participants are expected to increase household income through a combination of increased earnings and temporary or permanent increased use of work supports.

Long-term results: Increase household incomes through earnings alone to the point that they no longer require financial work supports.



Expected Outcomes

- Goal 2: Provide employer-based advancement services to targeted employers
 - Increased retention rates
 - Increased productivity
 - Increased “employee engagement” for businesses
 - Increased ability for businesses to fill advancement positions internally

Different employers define and measure these indicators differently. For this reason, final definitions and measurements for these outcomes will be negotiated between the Agency and the WASC contractor.



WASC Components

- Staff will work with each participating employer to arrive at a service design that is compatible with the needs of the employer and the advancement goals of the employees
- Core services will include: 1) *education and training*, 2) *individual career coaching*, and 3) *connection to work supports*, and 4) *financial literacy and asset-building*



WASC Services

I) Education and Training

- Identify opportunities to provide education and training that contributes both to employer and employee outcomes.

Examples:

- Job related skills training (including contextualized literacy, customer service skills, process improvement, communication)
- Training for a group of current entry level workers at firm to move into higher level and often hard-to-fill positions
- Supervisory skills training for existing or potential supervisors



WASC Services

2) Individual Coaching

- Provide retention and career coaching to eligible and interested employees within a firm
- Work with each participant to develop an individual plan for advancement
- Identify goals for employment retention and advancement, and for income improvement (including access to work supports)

Some participants will move up within their current employer and others will access a more skilled job at another employer in the same industry or an entirely new occupation or industry



WASC Services

3) Connecting to work supports

- Screen employees using ACCESS NYC for over 20 work supports and benefits (such as food stamps, childcare, healthcare benefits, and tax credits) to strengthen job retention and ensure financial security

4) Financial Literacy and Asset-building

- Connect employees to bank accounts, credit repair, savings programs, financial literacy workshops, and retirement accounts

ACCESS NYC website: home2.nyc.gov/accessnyc



Budget & Contracting

- Anticipated three year contract, with an option to renew
- Budget of \$4.5 million over three years, with \$500,000 start-up costs budgeted into Year 1
- Award one contract for the RFP
- Expectation for applicants to leverage additional resources/funding to support this project



Concept Report for the Work Advancement & Support Center is available at : www.nyc.gov/sbs

Comments may be submitted through:

September 21, 2007

Q & A