

WIB EMPLOYER ENGAGEMENT COMMITTEE:
Connecting employers with New York City's workforce system

Overview and Goal

In a demand-driven workforce development system such as New York City's, strong partnerships between employers and public workforce agencies are essential. These partnerships allow for value-adding relationships in which:

- Employers are well-informed about the capabilities of the public workforce system to support their hiring and training needs, and
- The public workforce system is well-informed about up-to-date employer needs and trends, so that workforce agencies can best design and tailor services to meet those needs.

The goal of the new WIB Employer Engagement Committee is to more systemically support the building and strengthening of strong partnerships between the City's employers and its workforce agencies.

“Our goal is to connect New York City businesses with our public workforce system. Many of them have no idea of the outstanding resources that are available.”

Les Bluestone,
Blue Sea Development;
Chair, WIB Employer
Engagement Committee



Mayor Michael R. Bloomberg addresses WIB members at the WIB quarterly meeting (March 2010)

Scope of Work

The composition of the committee membership and the City's own economic development priorities will influence the specific initiatives of the committee. In general, however, we anticipate that the committee will engage in activities relating to the following three objectives:

- Work closely with staff of the City's business-facing workforce agencies to develop strategy and conduct marketing and outreach for partnership-building with employers
- Support the work of City agencies in sector-focused initiatives, utilizing labor market information and other business intelligence
- Develop mechanisms for focused communication between employers and the City's workforce community, such as through roundtable events and other venues.



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It is expected that this work will lead to a number of benefits, including:

- Increased awareness and utilization of the public workforce system by employers for their hiring and training needs
- Enhanced coordination among City workforce agencies regarding services to employers being pursued by various agencies
- Improved access to relevant employer/industry data and intelligence to guide workforce system programming and decision-making.

Composition

The Employer Engagement Committee will be comprised of WIB Members both from the private and public sectors, with a majority from the private sector.

Criteria for New Committee Members

We are looking for dynamic and passionate new members from the business community, with a special emphasis on:

- Members who represent the diversity of New York City
- Increased outer borough representation
- Additional small businesses and entrepreneurs
- A focus on growth industries in New York City that are not currently well-represented on the WIB, such as media, fashion, and advanced manufacturing, among others
- Individuals with a deep commitment to improving the quality of and opportunities for our City's workforce

If you would like to learn more about membership on the WIB's employer engagement committee, please contact Lea Kilraine at lkilraine@sbs.nyc.gov.

WIB Overview

The NYC Workforce Investment Board (WIB) is a dynamic Board appointed by the Mayor to drive, coordinate and oversee workforce development services for adults and youth in New York City. New York City has the largest local workforce investment area in the nation, with nearly four million workers across the five boroughs.

Our Board members include leaders from the private sector, public agencies, and labor unions, who advance the Mayor's economic development and workforce agendas by ensuring that the City's workforce system can deliver the skilled workers that local businesses need to grow, compete and prosper in the 21st century economy. In pursuit of our goals, Board members meet quarterly as a full Board and periodically in smaller committees and work groups.

Our vision is for New York City to have the nation's leading workforce development system, characterized by *innovation*, *high standards*, and an intense focus on *outcomes*.

Representing Our City's Leading Economic Sectors

To ensure that our City's workforce system is fully responsive to business needs, the majority of our members are from the private sector. Current members include senior executives from companies that represent many of our City's leading economic sectors, including IBM, Macy's, Continuum Health Partners, Goldman Sachs, Bloomingdale's, Time Warner Cable, Accenture, and Marriott.