NEW YORK CITY'S RESPONSE TO THE ECONOMIC CRISIS

NYC Employment and Training Coalition
Workforce Policy Forum
December 8, 2008

NYC Small Business Services

CHALLENGES AHEAD

NYC'S RESPONSE TO THE ECONOMIC CRISIS

Mayor Bloomberg and the City Council with additional funding from the NYS Department of Labor responded quickly to the economic crisis by developing an aggressive Economic Relief and Recovery Plan focused on:

- Job creation
- Workforce support
- Small business support
- Homeowner support
- Targeted relief

SBS is managing 6 out of the 18 initiatives to support NYC's workforce and small business community.

6 SBS Initiatives

1. Expand Job Placement and Training Services at Workforce1 Career Centers
2. Upgrade Workforce1 Career Center Technology
3. Expand Services at Workforce1 NYC Transportation Center
4. Open Two Additional Sector-Based Career Centers
5. Develop Online Resources for Laid-Off Workers in Financial Services Sector
6. Expand Workforce Training Grant Program

SBS INITIATIVES:

Helping New Yorkers during the economic crisis

1 Expand Job Placement and Training Services at Workforce1 Career Centers

Workforce1 Career Centers: The Beginning

SBS began managing the City's WIA-funded adult workforce development programs in 2004:

- **Three** Workforce1 Career Centers were placing New Yorkers in **127** jobs per quarter
- The City issued millions of dollars in training vouchers with few performance outcomes

1 Expand Job Placement and Training Services at Workforce1 Career Centers

Workforce1 Career Centers: Today

7 Workforce1 Career Centers serve New Yorkers throughout the 5 boroughs

100,000 New Yorkers participate in workshops, pre-vocational skills training, on-site recruitment and job referral services every year

60,000 New Yorkers have been placed in jobs since 2004

4,000+ New Yorkers have been placed in jobs in each of the last 10 quarters

$10mm in grants were issued last year for training in high-growth industries

1 Expand Job Placement and Training Services at Workforce1 Career Centers

Goal(s):	**GOAL 1: EXPAND ACCESS** Workforce1 Career Centers will increase operating hours by approximately one-third, or an additional 16.5 hours per week, by: • Operating on alternative Saturdays from 10:00 AM to 3:00 PM. • Remaining open until 8:00 PM on Tuesdays, Wednesdays, and Thursdays **GOAL 2: INCREASE TRAINING INVESTMENTS** **$2 million** will be invested in training to prepare and re-train New Yorkers for jobs in high growth industries
Costs:	$4.25 million in State funds
Status:	Started in December
Impact:	**1,500 - 2,000 additional placement** **1,500 additional training opportunities**

DAILY NEWS

City offers free help to job seekers

BY FRANK LOMBARDI
DAILY NEWS CITY HALL BUREAU

Tuesday, December 2nd 2008, 7:48 PM

Finding a job can be tough work these days, so a little bit of help from job placement experts can be a big help - especially if the assistance is free.

Raul Figueroa, 24, of Tremont, the Bronx, got such help recently from one of the city's Workforce1 Career Centers, a job placement assistance program administered by the Department of Small Business Services.

2 Upgrade Workforce1 Career Center Technology

BACKGROUND:

In the past, Workforce1 Career Centers:

- Did not have a central database to link jobseekers with employers
- Could not share information
- Were unable to track performance

ACCOMPLISHMENTS:

SBS' Technology team developed Worksource1, an online application that allows Centers to:

- Access more information to better serve customers
- Track performance and generate reports to aid decision-making
- Search for candidates from all Workforce1 locations

2 Upgrade Workforce1 Career Center Technology

The Future:

Goal(s):	**Given the increased volume of both business customers and jobseekers, SBS outgrew its old system.** **Technology upgrades will enable SBS to serve more customers by allowing:** • Quicker matches between job ready customers and employers • Follow up with customers when the right job opportunities become available • Customers to access services directly
Costs:	$3 million in City funds
Status:	Completed by Summer 2009
Impact:	Additional 2,000- 4,000 placements to system per year

3 Expand Services at Workforce1 Transportation Center

BACKGROUND:

Workforce1 NYC Transportation Center was the first sector-based career center.

Location: Jamaica, Queens
Opened: June 2008
Sector: Transportation and Warehousing, with a focus on the following subsectors:

- Air Transportation
- Truck Transportation
- Ground Passenger Transit
- Support Activities (for Air Transportation)

Goals:

- Meet the hiring and training needs of businesses in the transportation sector to increase the sector's competitiveness
- Provide low-income workers with access to good jobs with career advancement opportunities within the transportation sector

Performance to Date:

- Placed or promoted 273 customers year to date
- Average wage of placements: $12.25 (Goal: Over $10)
- Average weekly income increase of those promoted: $219.68 per week

3 Expand Services at Workforce1 Transportation Center

Goal(s):	**SBS will invest an additional $600,000 in the Workforce1 NYC Transportation Center to:** • Invest money to place 250 more people in jobs • Increase access to industry-specific training opportunities
Costs:	**$600,000** funded by the Center for Economic Opportunity
Status:	Immediate
Impact:	Total of **800** to **1,000** placements for the Center in its first year of operation

4 Open two Additional Sector-Based Career Centers

Goal(s):	**SBS plans to open two new sector-based career centers by Spring 2009:** Location of centers and targeted sectors will be determined through an RFP due December 22nd. **Proposed sectors include:** • Accommodation and Food Services • Construction • Health Care and Social Assistance • Professional, Scientific and Technical Services
Costs:	$1.6 million funded by the Center for Economic Opportunity
Status:	Centers to open in Spring 2009
Impact:	Each new Center will be expected to place or promote **250 to 300** individuals in the first year of operation and **500 to 600** individuals in the second and third years

5 Develop Online Resource for Laid-Off Financial Services Workers

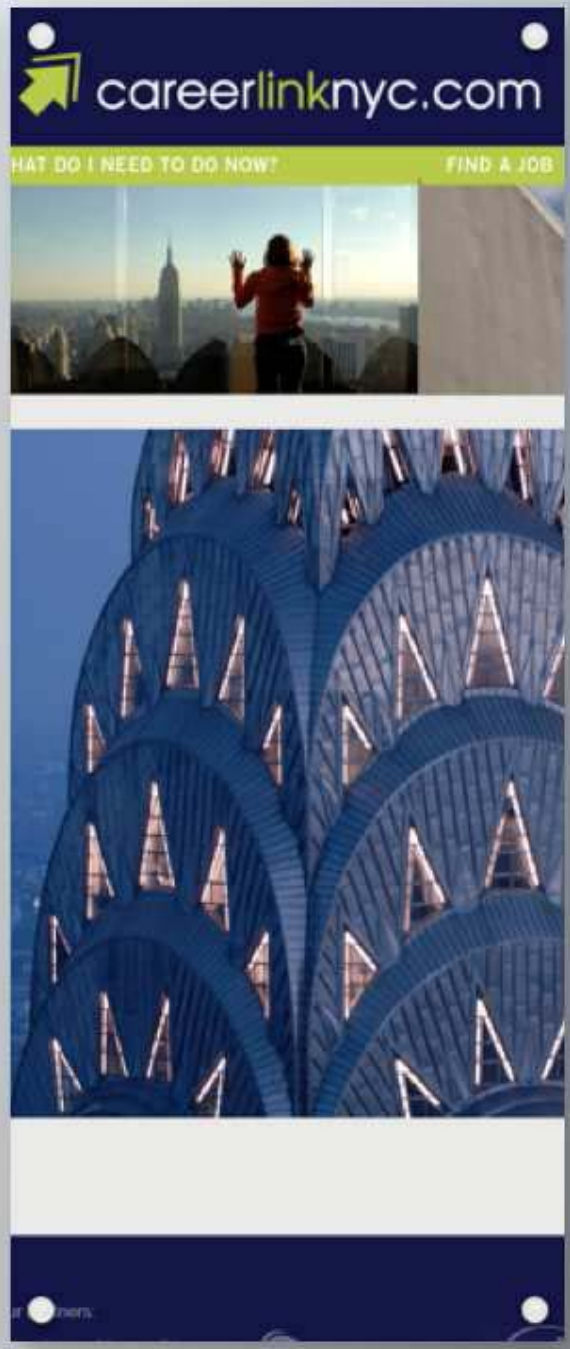
BACKGROUND:

New York State Department of Labor projects:

- The City will lose 165,000 private-sector jobs over the next 24 months
- Of those job losses, 35,000 come in the financial services industry

5 Develop Online Resource for Laid-Off Financial Services Workers

GOAL(S):	careerlinknyc.com **SBS**, the **Workforce Investment Board** and the **Economic Development Corporation** are creating **CareerLinkNYC**, an online resource for entry to mid-level financial services and information technology professionals who recently lost their jobs. **CareerLinkNYC will offer tools targeted to this population, including:** • Job listings and resources • Information regarding independent consulting / entrepreneurship opportunities • Continuing education / training resources • Options for switching careers • Recruitment firm information • Access to health and unemployment insurance options
STATUS:	Operational by December 15
IMPACT:	Outreach to 35,000 financial services and IT professionals



6 Expand Workforce training Grant Program

BACKGROUND:

NYC Business Solutions Training Funds provides New York City employers with funding and support to develop their employees skills to:

- Increase wages
- Gain promotions
- Create more good jobs
- Grow in New York City

Up to $400,000 provided to fund 70% of eligible training costs, with the employer paying the balance

A wide range of training accepted:

- Occupational skills
- English as a Second Language
- Adult literacy and math education

Performance to date:
SBS has trained over **3,600 New Yorkers** to help **dozens of employers** through a **$5.6 million** investment since 2005. Employers have contributed an additional **$7.6 million**

6 Expand Workforce training Grant Program

Goal(s):	Reposition the **NYC Business Solutions Training Funds** program to serve businesses that: • Need to change their strategy / business model to reduce waste and operate in more cost- and process efficient ways • Require new training for their employees in order to remain competitive
Costs:	**$500,000** in State funds
Status:	Operational in 1-2 months
Impact:	Issue grants to train **500** employees over the next 6 months

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