

Mayor Announces: NYC Achieves Record Job Placements Through First Quarter of 2009



On April 15, Mayor Michael R. Bloomberg, Deputy Mayor for Economic Development Robert C. Lieber and Department of Small Business Services Commissioner **Robert W. Walsh** announced that nearly 5,000 New Yorkers were placed in jobs through NYC Workforce1 Career Centers during the first quarter of 2009 - a 23 percent increase compared to the first quarter of 2008. Due to longer hours of operation on nights and weekends and expanded training services at the Workforce1 Career Centers in all five boroughs, the City is on track to achieve the annual placement goal of 20,000 jobs in 2009. "Some might expect a recession to reduce job placements,

but we are determined not to let that happen", said Mayor Bloomberg. The increase in services to train New Yorkers seeking employment and help them get permanent jobs is part of the City's Five Borough Economic Opportunity Plan to create jobs for New Yorkers today, implement a vision for long-term economic growth, and build affordable, attractive neighborhoods. Mayor Bloomberg was joined at the announcement by Assemblyman Michael Benedetto and Bronx resident Melissa Perez, who was recently hired through the City's Workforce1 system as Assistant Manager at Jimmy Jazz, a retail clothing store in the Baychester section of the Bronx.

Labor Market Information:

The City's seasonally adjusted unemployment rate was 8.1 percent in March 2009 unchanged from February 2009 but up sharply from 4.6 percent in March 2008. Private sector employment in New York City fell by 82,600, or 2.6 percent, to 3,133,600 for the 12-month period ending March 2009.

Growth was largest in:

- Educational and health services (+14,600)

Financial activities lost jobs over the year (-24,000), as did manufacturing (-14,700), professional and business services (-19,100), natural resources, mining and construction (-12,400), trade, transportation and utilities (-23,100) and leisure and hospitality (-4,400).

Source: James Brown, NYSDOL Employment In New York State

WIB and SBS Host Congresswoman Yvette D. Clarke at Brooklyn Workforce1 Career Center

On April 8, the NYC Workforce Investment Board (WIB) and the Department of Small Business Services hosted Congresswoman Yvette D. Clarke at the Brooklyn Workforce1 Career and NYC Business Solutions Center in downtown Brooklyn. This visit provided an opportunity for the Congresswoman and her staff to better understand the services available to her constituents, how the City will be implementing Workforce Investment Act (WIA) funds associated with the American Recovery and Reinvestment Act, and how her office can serve as better advocates for the business-driven model of workforce development as Congress looks to reauthorize WIA in the upcoming session. Brenda Russell, the City's Senior Legislative Representative in Washington, DC joined this inaugural tour which will serve as a model for engaging the City's Congressional Delegation for educational visits. Over the coming year the WIB will seek to engage the entire NYC Congressional Delegation in similar visits. A special thanks to board member **Rex Davidson** for hosting us at the Brooklyn Workforce1 Career Center.



Case Study Taught at NYU

On April 8, **Commissioner Robert Walsh** of SBS joined Deputy Commissioner Angie Kamath to teach a case study about New York City's workforce development transformation story under the Bloomberg Administration. The case study, commissioned through the WIB and the New York Association of Training and Employment Professionals, was released earlier this year by Columbia's School of International and Public Affairs and was authored by board member **Ester Fuchs**. The case study features Mayor Bloomberg's innovative economic development strategy, including the decision to link economic and workforce development. Following the lecture, Angie Kamath and Commissioner Walsh entered into a productive dialogue with students surrounding the case study and how the City is now better prepared to weather the current economic climate and absorb Recovery Act funding.

Policy Corner

New Policy Section on WIB Website

On April 9, the WIB launched an exciting new section to its website entitled, "For Policymakers". This section, located in the "About the NYC Workforce System" section of the website is designed to serve as one of the WIB's communication tools to Local, State and Federal policymakers and their staff. This section features our local Congressional Profiles for the system, as well as other tools and information for Members of Congress and other local areas interested in best practices for engaging their local area's own Congressional Delegations. As you may know, these Profiles have been successfully used by the City's DC liaison Brenda Russell with the NYC Congressional Delegation, and we expect that they will serve as a strong tool as Congress looks to reauthorize the Workforce Investment Act (WIA). Other local areas are already replicating our efforts in this regard—with Philadelphia, Chicago and San Diego being the most recent local areas to adopt our model. Going forward, this section of the website will continue to grow with added tools and information to better inform policymakers on the great work of our system.

WIB Policy Director Attends US Conference of Mayors Board Meeting

On April 20-21, the WIB's Policy Director, Stephanie Martinez, attended the US Conference of Mayors (USCM) Workforce Development Council (WDC) Board Meeting in Louisville, KY. At this meeting the WDC focused on the Recovery Act and how each local area will be implementing their funds. Key areas of concern regarding the Recovery Act included policies and procedures for needs based payments and supportive services. Based on these conversations and other internal meetings with SBS and DYCD, the WIB Executive Committee will be presented with resolutions that address these issues at the next meeting. Additionally, the WDC discussed its priorities for the 111th Congress as well as heard from other local areas regarding innovative partnerships with the I-BEST model, Wagner-Peyser services and an innovative public/private partnership between the City of Louisville and UPS. At this meeting, Stephanie Martinez was appointed Chair of the WDC's Policy and Advocacy Committee; a position that will allow NYC to have a prominent voice in the USCM's advocacy agenda.

WIB Attends Innovators Network

On April 6 – 7, WIB Deputy Director Melinda Mulawka attended the Innovators Network in Louisville, KY. The Innovators is an elite group of workforce development professionals that meet several times a year to discuss key workforce issues. The meeting featured an in-depth discussion on social networking as a new form of organizational management, where an organization's power is based on the information flow, not hierarchy. She also heard from the Louisville Adult Education Partnership, where Louisville has successfully

developed a continuum of services and referral network from adult education programs operated through the workforce system and the community college. Finally, the group received a presentation from UPS and Metropolitan College, which has developed a public/private partnership to recruit and train high quality candidates for UPS, as well as assist UPS in advancing current employees. The next Innovators Network meeting will be hosted in New York City by the WIB in mid-August.

WIB Deputy Graduates from NYC Workforce Leaders Academy

We are excited to announce that Melinda Mulawka, WIB Deputy Director, has successfully completed the NYC Workforce Leaders Academy program. Hosted by Public/Private Ventures, the Workforce Leaders Academy is a yearlong, peer-learning community engaging executive and senior practitioners in New York City in a combination of retreats, seminars and action-based projects. The Academy provides

opportunities for learning, reflection and exposure to prominent leaders from around the country who are advancing the workforce development field. Over the course of the year Melinda brought back countless best practices, and began utilizing the skills and information she learned in her day to day work.

MEMBER SPOTLIGHT:

Robert Battista Vice President- Gracious Homes



Why are you a member of the WIB?

I am a WIB member because, truthfully, I am genuinely interested in the fate of the City. I have been a New Yorker my whole life and I like to

stay connected to what is happening, especially during this very interesting time. I think now more than ever it is important to invest in your community and being on the WIB is a means to do this.

Why are the services offered through the system important to businesses?

The services offered through the system are important to businesses because they are demand driven. At Gracious Homes, our business lives because of the customers. We've recognized that businesses need to become more customized and more responsive to the customers needs, whether it is goods or services, and at the Workforce1 Career Centers this is the case as well. It is all about the customer service. The ability for the Centers to customize its service delivery to the businesses needs, as well as to the jobseekers, and making that connection, is important.

What is your favorite place in New York City?

My favorite place in New York City is the middle of Central Park. We have two store locations on opposite ends of the park and sometimes I walk from store to store. Right at the "heart" of Central Park, there's a pathway where there's a break in action from the busy city life and it's very peaceful. It is especially nice in the evenings walking by the Bethesda Fountain. I appreciate both aspects of the City, the hustle and bustle and the peaceful elements of the Park.