

## **WIB Hosts Quarterly Meeting**

On March 19, the New York City Workforce Investment Board (WIB) hosted its quarterly board meeting. The meeting focused on the implementation of the Workforce Investment Act (WIA) funds included in the American Recovery and Reinvestment Act (ARRA). WIB staff described NYC Department of Small Business Services and the Department of Youth and Community Development plans for the ARRA stimulus funds, which will be used to expand current programs and pilot new programs in workforce development. The Board also heard from Bruce Herman, Deputy Commissioner for Workforce Development at the New York State Department of Labor, regarding the State's vision for ARRA dollars and plans for the recently awarded National Emergency Grant (NEG). The NEG, a federal tri-state grant awarded to New York, New

Jersey, and Connecticut, will provide \$5.5 million to serve over 7,000 New Yorkers affected by the financial services downturn. In addition, the Board welcomed several new members (see page 2). Finally, the appointment of the new WIB Executive Director, Phil Weinberg was announced. Prior to joining the WIB, Phil held leadership roles at a number of organizations, serving as a General Manager with Kaplan K12 Learning Services, a Vice President with Victory Schools, and at the Illinois Department of Human Services, where he assisted in implementing an overhaul of the state's welfare-to-work system. He holds an MBA from Wharton and a BA from Northwestern University, and is a graduate of the Broad Residency in Urban Education. The next quarterly board meeting will be held on June 11.

### **Labor Market Information:**

The City's seasonally adjusted unemployment rate jumped to 8.1 percent in February 2009, up from 6.9 percent in January 2009. Private sector employment in New York City fell by 76,700, or 2.4 percent, to 3,126,300 for the 12-month period ending February 2009.

### **Growth was largest in:**

- Educational and health services (+11,300)

Financial activities lost jobs over the year (-23,300), as did manufacturing (-12,200), professional and business services (-17,100), natural resources, mining and construction (-13,800), trade, transportation and utilities (-19,300) and leisure and hospitality (-4,000).

**Source:** James Brown, Employment In New York State

## **WIB Policy Committee Passes Two Resolutions**

On March 5, the Workforce Policy Committee of the New York City Workforce Investment Board (WIB) held its quarterly meeting, during which two key resolutions were passed. The first resolution approved a policy paper regarding Individual Training Grant processes. This document consolidates previous Workforce Policy Committee resolutions to present a comprehensive model of Individual Training Grant processes. This is the first of a series of resolutions the Board intends to pass, each of which will condense and clarify past resolutions to create a comprehensive policy doc-

ument. The second resolution passed during the meeting provides guidance on the expansion of program delivery using federal stimulus funding. In this resolution, the Board reaffirms the qualifications any new vendor must possess, along with the importance of focusing on growth industries when expanding current programming. Before passing this resolution, the Board heard from key staff regarding agency plans for the funds. The next Workforce Policy Committee Meeting will be held on June 19.

## **WIB and SBS Host Delegation**

On March 16, the WIB and SBS staff discussed the City's workforce development programs with a delegation from the Japanese Ministry of Economy, Trade and Industry (METI). The delegation visited the Brooklyn Workforce1 Career Center to learn more about New York City's workforce development efforts and

the WIB's role and responsibility. The interest of this delegation is another example of the international attention received by New York City's business-driven workforce development system.

## **Operator Consortium Meets**

On March 12, the Operator Consortium (OC) of the WIB met. Members debriefed from the One-Stop Operators prior meeting and briefly discussed the impacts of the impending Individual Training Account Approval Policy and the changing economy under the Workforce Development System Technical Advisory #09-2. The group reviewed the Workforce1 Career Centers (WF1CC) traffic that Mary Kelly of the New York State Department of Labor (NYS DOL) and Shanna Gumaer of NYC Depart-

ment of Small Business Services (SBS) collected in order to better understand volume and traffic. In efforts to continuously improve assistance to Center staff, the WIB will be developing a short survey on behalf of the OC in order to obtain feedback from the WF1CCs, including both vendor staff and NYS DOL staff. The feedback will be used to inform the OC on how to better serve individuals. The next OC meeting will take place in late April – early May.

**Welcome New WIB Members**

We are thrilled to announce three new members to the WIB, Richard J. Mast, Ricardo Morales, and Lilliam Barrios-Paoli. **Richard J. Mast** is the Senior Vice President and General Manager of the Bloomingdale's New York City Flagship Store with responsibility for 150 Executives and 2,500 Selling and Sales Support Associates. Richard came to us as a referral from WIB member Ed Goldberg of Macy's, and the work of the Business Engagement and Member Recruitment Workgroup.

**Ricardo Morales** is the Chairman of the New York City Housing Authority (NYCHA), the largest public housing authority in North America, providing housing for low- and moderate-income New Yorkers within the five boroughs. To enhance the quality of life of NYCHA's residents, the Authority also provides a multitude of community, educational and recreational programs as well as employment and training initiatives.

**Lilliam Barrios-Paoli** was appointed Commissioner of the New York City Department for the Aging (DFTA) in December 2008, following a long career in both City government and the nonprofit sector. Ms. Barrios-Paoli is responsible for working for the empowerment, independence, dignity and quality of life of the City's diverse older adults through advocacy, education and the coordination and delivery of services. Welcome Richard, Ricardo and Lilliam, we look forward to working with you!

**Policy Corner**

At the March 19 quarterly meeting, the WIB's Policy Director, Stephanie Martinez, presented an update memo on the American Recovery and Reinvestment Act of 2009 (ARRA) and how the City's workforce development system intends to utilize the funds. ARRA funds are expected to flow to New York City by April 17 and, according to allocations released to the WIB from the New York State Department of Labor, the City is planning to spend the following through June 30, 2011:

	Funding Estimate
Adult	\$15,237,222
DW	\$16,537,107
Youth	\$32,246,944
Total	\$64,021,273

Adult and Dislocated Worker (DW) funding will fall into four major areas of programming: investments in training, sector work, increasing the workforce system's current capacity and providing opportunities for entrepreneurs and small businesses. Youth funding will also fall into four major areas of programming focusing on investments in the Summer Youth employment program, programming for disconnected youth and programming which serves young people through the age of 24. For any questions related to the *Policy Corner*, please contact the WIB's Policy Director, Stephanie Martinez at smartinez@sbs.nyc.gov.

**WIB Deputy Director Attends National Conferences**

On March 6 - 9, Deputy Director Melinda Mulawka attended the National Center for Education and the Economy (NCEE), the National Association of Workforce Boards (NAWB) and USAWorks! meetings in Washington, DC. On March 6 - 7, NCEE debriefed a select group of high level workforce development leaders from across the country, including Chicago, Los Angeles, Boston and Houston on the impact of the American Recovery and Reinvestment Act (ARRA). Specifically, participants heard directly from Ray Uhalde and Alina Walker, members of the ARRA implementation team at US Department of Labor, on policies and procedures related to the expenditure of the ARRA funds. Staff for Senator Murray (D-WA), Senator Baucus (D-MT), Rep. McKeon (CA-R), and Rep. Obey (WI-D) also spoke on the intent of the ARRA funding, and what Congress will be focused on when the funds are implemented.

On March 8 - 9, Mulawka attended the NAWB annual conference. The Forum is NAWB's signature event, attracting nearly 2,000 business leaders and workforce professionals from across the nation. She attended workshops on green jobs, youth services, changes to reemployment programming, and heard best practices from Maryland, Washington DC, and Oklahoma, among others.

On March 9, Mulawka also attended a dinner hosted by USAWorks! for a discussion with Congressional leaders Rep. Tierney (D-MA) and Rep. Courtney (D-CT) about the impact of the ARRA funds, and the future of workforce programs under the Obama Administration. Speakers John Colbert and David Bradley from USAWorks! stressed the importance of spending the ARRA funds quickly and responsibly. Notes from these meetings were circulated to staff at SBS and DYCD.

**MEMBER SPOTLIGHT:**

**Rex Davidson, President & CEO - Goodwill Industries of Greater New York & Northern New Jersey**

**Why are you a member of the WIB?**

First of all I was asked by the Mayor's office to serve and who can turn down the Mayor? The reason I think he selected me was my many years of workforce development experience on the jobseeker side, preparing people with the power of work focusing on self sufficiency instead of dependency. In that vein, I also have an understanding of the employer side of the equation due to the fact that Goodwill Industries currently



runs seven socially responsible business ventures: contributed goods, goodtemp, janitorial business and housing to name a few and our overall mission is to put people to work! I am very proud to serve on a Board with the finest workforce development system in the country.

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

The WIB is important because it allows private sector businesses to inform the City's business-driven workforce strategy. The WIB reaches out to these businesses to financially assist them in developing a highly trained and motivated workforce through the Training Grants program, hiring services through the Workforce1

Career Center system and successfully attracts them to stay and grow in New York City with the wealth of services provided through the Business Solutions Centers. Through all of these pieces the WIB is helping businesses connect to employees.

**What is your favorite place in New York City?**

My favorite place in New York is right in the middle of Central Park. There's this nice little restaurant by the boathouse that overlooks the lake. I like to sit there and watch the sunset and beyond the trees you see the buildings and the vibrant, hardworking city. It's a wonderful Park.