

## Columbia University Releases NYC Workforce Case Study

On November 5, Columbia University's School of International and Public Affairs (SIPA) launched its Case Study Series in Global Public Policy program by releasing its pioneer case study which was focused on the NYC workforce development system. The case study, *Innovations in City Government: The Case of New York City's Workforce Development System*, examines the transformation of the public workforce system under the leadership of Mayor Bloomberg and the key challenges that the system faces in the future. The case study was authored by WIB Member and Columbia professor, **Ester R. Fuchs**, and two research assistants.

On November 5, Ester and **Commissioner Robert Walsh** taught the case study to over 100 first year Master of Public Administration students at SIPA. This was an exciting opportunity for students to gain first hand information from those involved on-the-ground in the transformation of the system—learning how public innovators apply policy to practice. WIB Members were also

invited to sit in on the class. Following the class, SIPA Dean John Coatsworth, **Commissioner Robert Walsh**, **Ester Fuchs** and John Twomey, Executive Director of the New York Association of Employment and Training Professionals, the funder of the case study, officially launched the Case Study Series in Global Public Policy with a celebratory reception. The case study is an excellent resource for promoting our demand-driven system of workforce development and we anticipate that the study will be taught in universities around the country.

We extend out sincere thanks to WIB Members **Rocco Damato**, **Deirdre Scott**, **Rae Linefsky**, **Robert Battista**, **Rex Davidson**, **Joe McDermott**, **Ester Fuchs** and **Commissioner Robert Walsh** for their attendance at this exciting event, and to the many others who contributed to the case study itself.



### Labor Market Information:

Private sector employment in New York City rose 5,300 or 0.2 percent, to 3,226,900 for the 12-month period ending October 2008.

### Growth was largest in:

- Trade, transportation and utilities (+4,600)
- Educational and health services (+6,700)
- Information (+3,400)
- Leisure and hospitality (+5,700)
- Professional and business services (+2,000)

Manufacturing lost jobs over the year (-6,600) as did financial activities (-13,100).

Source: James Brown, Employment In New York State

## Queens Workforce1 Career Center Celebrates Placing 10,000 New Yorkers in Jobs

On November 19, Grant Associates hosted an awards breakfast to celebrate having placed 10,000 New Yorkers in jobs over the past three years. Grant Associates is a for-profit organization that runs the Queens Workforce1 Career Center. In addition to celebrating its placement milestone, Grant Associates gave an overview of two recently launched SBS and Center for Economic Opportunity initiatives – the Workforce1 NYC Transportation Center, New York City's first sector-based career center, and Employment Works, a job development initiative for New Yorkers with criminal records. During the event, Grant Associates honored its Career Center staff and

three key business partners – Banana Republic, Lockman, Inc., and AHRC – for their contributions to the Center's success. In addition WIB Executive Committee members **Rocco Damato**, **Mark Elliott**, **Reg Foster**, **Kathleen Kearns**, and **Stuart Saft** were recognized for their extraordinary leadership and commitment to the New York City workforce system.

We also thank WIB members **Robert Battista** and **Charles Calahan** for making their way out to Queens to help us celebrate.

## SBS Releases RFP for Sector-Based Career Centers

On November 10, SBS released a Request for Proposals (RFP) to solicit proposals from vendors to operate two new sector-based career centers. These new centers will meet the hiring, training, and other needs of businesses in specific sectors, while also providing low income workers with access to quality jobs with career advancement opportunities. Over a three-year period, the sector-based career centers will place or promote a total of 1,800 jobseekers into positions that pay \$10 or more per hour and offer full-time work. SBS

launched its first sector-based career center – the Workforce1 NYC Transportation Center – in June 2008, and the center achieved 133 job placements or promotions during its first quarter of operations. The Transportation Center and the two new centers are supported by funding through the Center for Economic Opportunity. Proposals are due on December 22 and SBS expects to select the winning RFPs by the end of January.

## WIB Quarterly Meeting on December 11

The next WIB Quarterly Meeting will be held on December 11 at SBS at 110 William Street, on the 7th floor. The meeting will feature a guest speaker, John Colbert from The National Center on Education and the Economy (NCEE). He is Senior Counsel and Director

of Federal Affairs at NCEE. He also served as Chief of Staff of the U.S. Department of Labor's Employment and Training Administration. He will provide the WIB with insider information on what the incoming administration could mean for workforce development.

**SBS and WIB Host Delegation**

On November 6, SBS and Workforce Investment Board (WIB) staff discussed the City's workforce development programs with a delegation from the Singapore Ministry of Manpower and Ministry of Trade and Industry. The delegation visited to learn more about how New York City's workforce development efforts are tied to employer needs in the retail and hospitality industries, as Singapore is preparing a large effort to increase employment in these sectors. The interest of this delegation is another example of the international attention received by New York City's business-driven workforce development system.

**SBS Participates in Economic Crisis Roundtable**

On November 10, SBS staff participated in the New York City Employment and Training Coalition (NYCETC) Economic Crisis Roundtable. Featuring leaders from the New York State Department of Labor, City University of New York, and local community-based organizations, the roundtable was an opportunity to share information about impacts of the current economic downturn throughout the City's workforce development community. SBS staff discussed how the Workforce1 Career Centers have experienced a 20 percent year-over-year increase in customers coming through the door, and that business requests for NYC Business Solutions Training Funds have also increased. NYCETC is compiling the information that was shared at the roundtable and will make recommendations as to how workforce development providers can continue to meet the needs of New Yorkers as the economy tightens.

**WIB Takes Lead on Developing CareerLinkNYC**

On October 30th Mayor Bloomberg announced a refocusing of City resources to support initiatives aimed at responding to the current and worsening economic situation in New York City. As part of this announcement Mayor Bloomberg outlined six aggressive initiatives that will be directly managed by the NYC Department of Small Business Services (SBS). One of the six initiatives includes the development of a dynamic online resource for recently unemployed individuals in the Financial Services and Information Technology sectors. The project team, the WIB, SBS, and NYC Economic Development Corporation, have made significant progress on the site, CareerLinkNYC, build out and content development over the past two weeks. The site is slated to include information about:

upon losing your job? For example, applying for unemployment insurance, and health benefits, managing debt and securing your 401K.

- Where and how to search for new employment? For example, tips on developing a resume, connection to job search sites (most likely a search aggregation site), and networking events
- How to start your own business? For example, connection to the NYC Business Solutions and Business Express tools, market research resources, etc.
- What you need to do if you want to go back to school? For example, connection to One Campus, tips on applying for financial aid, etc.

CareerLinkNYC, is on target for a mid-December launch.

- What you need to do immediately

**WIB Workforce Policy Committee and Executive Committee Recap**

On November 13, the NYC Workforce Investment Board's (WIB) Workforce Policy Committee approved modifications to the NYC Business Solutions Training Funds program. The program is being repositioned to provide funding for businesses that need to change their strategy or business model to reduce waste and, to do so, require new training for their employees. The Committee also approved a new pricing model for the Individual Training Grant (ITG) program. This innovative, tiered pricing model allows SBS to equate the price that the City pays for training with the value that the training provides for jobseekers in terms of increased wages and access to high growth jobs. SBS will

now be able to invest more in occupations that improve earnings and employment. The next WIB Workforce Policy Committee Meeting will be held on March 5.

On November 14, the NYC WIB Executive Meeting met. NYC Small Business Services Department (SBS) Deputy Commissioner Angie Kamath presented a draft Workforce1 Career Center Concept Paper. The presentation outlined the vision for the next iteration of the Workforce1 Career Centers. The next WIB Executive Committee Meeting will be held on February 5, 2009.

**MEMBER SPOTLIGHT:**

**Richard Boyle, Senior Vice President and Chief Lending Officer of Victory State Bank**



*Why are you a member of the WIB?*

Membership on the WIB has provided me a unique opportunity to become involved in addressing the key workforce challenges in

New York. It is impressive to see the knowledge and dedication of fellow board members and the entire SBS staff. Seeing the tremendous number of jobs that the system fills month after month - and knowing that people's lives are

being improved in the process - makes serving on the WIB very gratifying.

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

As a community banker I have dealt with hundreds of small businesses through the years. Invariably, the primary issue for small business owners is how to attract and retain qualified workers while at the same time run their operation. The New York City workforce system provides tremendous resources to provide and train qualified and job-ready workers. The tendency of most

small business owners is to not look to city government for help. I think the challenge is to increase awareness of the system's services that are out there to aid and assist them.

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

The FDR Boardwalk along South Beach on Staten Island, which just a few years ago was a rundown eyesore, is now a thriving destination especially for families. The view of lower New York Bay and the Verrazano Bridge is magnificent.