

# City Perspectives

NYC Department of Small Business Services

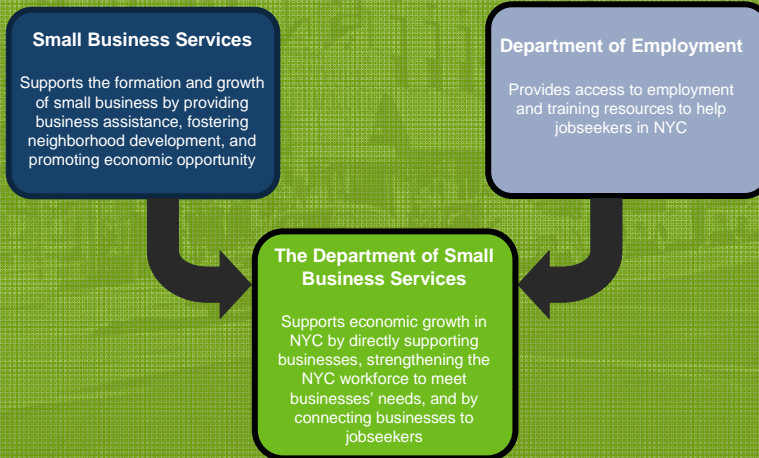
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December 1, 2009



## Improving the Effectiveness of Programs



In July 2003, Mayor Bloomberg eliminated the **Department of Employment** and consolidated the City's adult workforce programs with the **Department of Small Business Services** to make workforce development efforts more effective by linking them to economic development initiatives.



## 2009: Building on Success



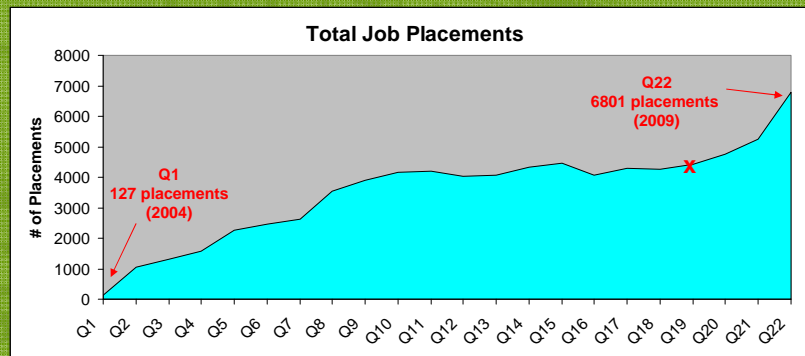
In 2009, Mayor Bloomberg set an ambitious agenda to address the worsening economic landscape in NYC. He launched over sixty initiatives aimed at:

- Job Creation
- Workforce Support
- Small Business Support



- ✓ Built on the strength of the Workforce1 Career Centers to increase job placements
- ✓ Doubled the number of New Yorkers receiving quality training
- ✓ Created new Sector Career Centers in industries with strong career pathways (eg. LPN, EMT, Patient Care technicians)

## 2009: Increasing Job Placements



- ✓ When SBS took over the City's adult Workforce Investment Act programs, **three** Workforce1 Career Centers were placing New Yorkers in **127** jobs per quarter
- ✓ Last quarter, the Workforce1 Career Centers placed New Yorkers in **6,801** jobs
- ✓ The Workforce1 Career Centers are projected to place New Yorkers in more than **22,000** jobs in 2009

## 2009: Training for High Demand Jobs



- ✓ Improved **transparency** and ability for jobseekers to make informed training decisions
- ✓ Enhancing the NYC Training Guide
  - Over **300,000** visitors since launch
  - Highlighted as a national best practice by USDOL
- ✓ Using **\$20 million** in WIA funds to invest in training New Yorkers for jobs in growing fields such as IT and customer service



NYC Training Guide  
[www.nyc.gov/trainingguide](http://www.nyc.gov/trainingguide)

## 2009: Entrepreneurship Training



- ✓ With support from the Kauffman Foundation and the Levin Institute, SBS partnered to launch FastTrac training courses in **entrepreneurship**
- ✓ 18 FastTrac courses completed with **414 graduates**
- ✓ Services supported by NYC Business Solutions included capital access, legal services, and navigating government



Program	Purpose	2009 Results
NewVentures	Help plan and launch small businesses	14 classes completed; 326 graduates
GrowthVentures	Help existing businesses evolve their model to deal with changing market demands	4 classes completed; 88 graduates

## 2009: Investing in Sector Strategies



- ✓ Workers engaged in sector initiatives are more likely to earn higher wages, experience greater career advancement, and hold jobs with benefits
- ✓ Businesses involved in sector initiatives report improvement in retention rates, productivity, and greater worker skills

The **Transportation Career Center** launched in Jamaica, Queens in June 2008 and, in its first year of operation, made **1,085 job placements**.

The **Healthcare Career Center** launched with LaGuardia Community College in Queens in October 2009; over **120 trainees enrolled**

The **Manufacturing Career Center** will launch in Downtown Brooklyn in December 2009



## 2009: Stimulus Programs



Initiative	Funds	Outcomes	Populations Served
Job preparation and placement by community organizations	\$13 million	6,000 New Yorkers served; 2,600 placed in jobs	<ol style="list-style-type: none"> <li>1. Low literacy/low skills</li> <li>2. Veterans</li> <li>3. Individuals with criminal records</li> <li>4. Recently laid-off</li> <li>5. Cultural barriers</li> </ol>
Increased investments in training	\$16 million	3,000 New Yorkers trained; at least 1,600 placed in jobs	<ol style="list-style-type: none"> <li>1. Unemployed and underemployed in Workforce1 Career Centers and NYSDOL Offices</li> <li>2. Partnerships with DOE, CUNY, FDNY, Cultural Affairs, Parks</li> </ol>
Expansion of Workforce1 Career Center programs	\$2.7 million	750 job placements or promotions	<ol style="list-style-type: none"> <li>1. Unemployed and underemployed in Workforce1 Career Centers</li> </ol>

## 2009: Sharing the NYC Model



- ✓ SBS hosted US Department of Labor Secretary Hilda Solis for site visit in May 2009 at Queens Workforce1 Career Center, Transportation Career Center, and Employment Works
- ✓ NYC Workforce Investment Board (WIB) is leading NYC efforts to advocate for policy changes in Washington, D.C.



- ✓ In June 2009, the WIB and NYC Global Partners hosted a Global Summit with 30 cities to share the NYC model and learn from cities such as London, Barcelona, Toronto, and Shanghai
- ✓ The WIB hosted the national Workforce Innovators' Network in October 2009

## 2010: Focus on Job Quality



- ✓ Goal in 2010 to make 25,000 job placements with a system average wage of \$10.25
- ✓ Target business development in growing sectors: small, medium, and large businesses in all five boroughs
- ✓ Focus on new location openings (nearly 30 new locations in 2009 placing nearly 1,000 workers)
- ✓ RFP for Workforce1 Career Centers is expected to be released Jan/Feb 2010



## 2010: Expanding Training Options



- ✓ Expand training beyond Individual Training Grants and employer-focused NYC Business Solutions Training Funds
- ✓ Increase flexibility for businesses and improve access to training for workers
- ✓ Move from a “retail” approach to a “wholesale” approach in meeting the needs of more businesses
- ✓ Use a sector focus to develop industry specific training
- ✓ Focus on wage increases for all training recipients



## 2010: Partnering for Results



- ✓ SBS is working closely with the Department of Education’s Career and Technical Education schools in a pilot to place 30 high school graduates in transportation-related careers
  - Workforce1 Transportation Career Center is leading initial pilot
  - SBS and DOE are funding staff and internships to support program
  - 3 High Schools involved (Aviation, Automotive, Transit Tech)
  - Expansion to Healthcare and Manufacturing Career Centers in 2010/2011

*“Long overlooked and underfunded, New York City’s career and technical education high schools might hold the key to improving... and ensuring a steady flow of skilled workers for local employers”.*

*- Center for An Urban Future,  
May 2008*



## Turning Our Vision into Reality



- ✓ Make **100,000** job placements over the next four years
- ✓ Increase average **wages** of job placements
- ✓ Invest in infrastructure, operations, and **customer service** for all Workforce1 Career Centers
- ✓ Focus on **strong partners** who share our vision



## Learn More



To learn more about SBS  
visit us at:

[nyc.gov/sbs](http://nyc.gov/sbs)