

City of New York

Workforce DEVELOPMENT

QUARTERLY REPORT

April 2011 - June 2011



Introduction

After the most recent economic downturn, New York City's workforce development system is more important than ever in assisting in the recovery and helping the city emerge from economic hard times in a stronger position. The goal of the public workforce system is to help businesses meet their labor market needs and to help jobseekers find stable jobs with advancement potential. By investing in these areas, New York City can sharpen its own competitiveness in the global economy while improving the quality of life for its most important resources – our residents.

Cross-agency communication, data-driven programming and high levels of accountability are key to ensuring that the workforce development system is performing to meet the needs of New Yorkers. To this end, the *City of New York Workforce Development Quarterly Report* provides timely data on the performance of the City's public workforce system. By reporting on a common set of performance indicators, the report reflects the diverse work of each agency, while also providing an overview of the city's workforce system as a whole.

The New York City agencies included in the Workforce Development Quarterly Report are:

- Center for Economic Opportunity (CEO)
- City University of New York (CUNY)
- Economic Development Corporation (NYCEDC)
- Department for the Aging (DFTA)
- Department of Education, Office of Adult and Continuing Education (DOE OACE)
- Department of Health and Mental Hygiene (DOHMH)
- Department of Small Business Services (SBS)
- Department of Youth and Community Development (DYCD)
- Human Resources Administration (HRA)
- NYC Housing Authority (NYCHA)
- Workforce Investment Board (WIB)

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The Workforce Development Quarterly Report is an initiative of the NYC Workforce Cabinet, led by Deputy Mayors Linda Gibbs and Robert Steel, and Chancellor Dennis Walcott, and it stemmed from a workgroup cochaired by the NYC Workforce Investment Board and the Human Resources Administration. Members of the workgroup included representatives from the agencies listed above.

Quarter Highlights

System Highlights

- The New York City public workforce agencies included in this dashboard served over 139,000* New Yorkers in the second quarter of 2011. Of those served, the vast majority (81%) do not have more than a high school diploma or GED and are between the ages of 25 and 49 (56%).
- Of the 28,152 New Yorkers placed into jobs this quarter, the majority were in the following occupational areas, which were also growth sectors for our economy during this period of time: sales, retail, healthcare and administrative support services.
- 57,718 New Yorkers received training, job readiness and/or skills development this quarter, with the highest concentration in the following fields: healthcare, information technology, and construction.
- 2,775 New Yorkers participated in subsidized employment opportunities through the Human Resources Administration and the Department for the Aging.
- 4,226 businesses were served this quarter by participating agencies, placing New Yorkers into jobs with median wages ranging from \$7.25/hour by the Department for the Aging to \$28.45/hour for construction jobs with the New York City Housing Authority.

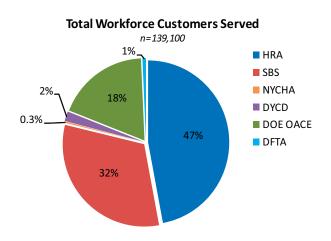
Agency Highlights**

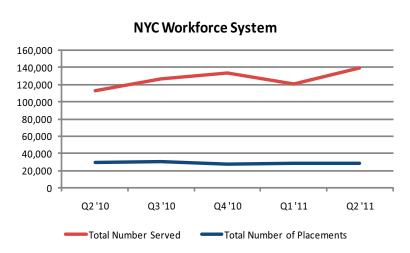
Agency		Quarter Highlights				
CEO	•	CEO's workforce development programs served over 4,300 individuals during April-June 2011. 936 participants gained job placements or promotions during the quarter. Last quarter, 514 individuals successfully completed one of the following programs: MillionTrees Training Program, Nursing Career Ladders RN & LPN Programs, NYC Justice Corps, and Young Adult Internship Program.				
CUNY	 In 2010-2011, CUNY colleges awarded an estimated 11,000 associate degrees and 19,000 baccalaureate degrees. CUNY is currently expanding a pilot college transition program, called CUNY Start, that serves CUNY applicants whose assertest scores indicate that they are not yet prepared to do college-level coursework. Students defer enrollment in credit cours enroll in the semester-long program. The program provides reading, writing and math instruction and preparation for taking lege credit courses, allows students to save their financial aid for college-level work, and has been shown to significantly recipants' required remedial coursework once they start college. 					
DFTA	•	Sixteen new training worksites opened this quarter, and 116 new participants were enrolled in the program. Nearly 300 participants attended job fair events during the same period, including the 6th Congressional District's Job Fair & Conference in Queens, as well as two job fairs held in Manhattan. DFTA also provided 15 participants to work with the New York Public Library Summer Meals Program.				
DOHMH	Co-sponsored a five-day Work Incentives Certificate Training funded through the New York State Office of Mental Health for 35 community-based mental health providers including supported employment providers on benefits for people with serious mental illness and how to work while maintaining their insurance coverage and other benefits through such programs as the Medicaid buy-in which offers Medicaid coverage to people with disabilities who are working and earning more than the allowable limits for regular Medicaid. During this quarter 1,115 individuals were enrolled in its Assisted Competitive Employment.					
DYCD	•	Over 131,000 applications for approximately 30,000 summer job placements were received from April 25 to June 3, the SYEP application period. Through a private fundraising campaign, DYCD and the Mayor's Fund to Advance New York City received more than \$6 million in donation commitments from over 30 companies and private parties, including the 4As, ABNY, American Airlines, Bank of America, Bloomingdale's, CVS, David Rockefeller, Goldman Sachs, JPMorgan Chase, Tishman Speyer, Verizon, Walmart, and West Harlem LDC.				
HRA	•	HRA is roughly halfway to its yearly job placement goal of 85,000 jobs; a goal that is higher than the 75,000 job placement goals of past years. To date, HRA has found employment for 41,742 New Yorkers.				
NYCHA	•	This quarter marks the final quarter for the first year of the NYCHA Resident Training Academy. Over the course of the pilot year, 178 residents enrolled in the program, 138 residents completed training, and 117 have secured employment to date at NYCHA or with NYCHA vendors. The Training Academy stands as a prime example of the ways in which NYCHA is leveraging its spending to support residents' economic success.				
NYCEDC	•	NYCEDC led Coney Island targeted hiring for amusement park operators: at Luna Park, Scream Zone, and the Cyclone. Outcomes included 171 new hires and 85 individuals re-hired from last year's employment season.				
OACE	•	In an effort to put New Yorkers back to work and create a stable economy, the City Council provided funding to OACE to partner with SBS and the WIB to develop the Bridge to Tomorrow (BTT) program, to improve the employment prospects of New York job-seekers without a high school diploma. During the April - June quarter, OACE provided supports to over 800 students to put them on the path to literacy pathways and since launching in February, OACE has provided services to more than 1,200 clients.				
SBS	•	SBS and the Workforce1 Career Centers continue to build expertise in serving mid-level employers, with median placements wages rising to \$10.00 an hour during the quarter. The opening of ten expansion career centers should also lead to substantial placement volume increases during the second half of 2011.				
WIB	•	The WIB collaborated with the Mayor's Office of Federal Legislative Affairs and other City agencies to actively shape the federal debate on workforce appropriations, the reauthorization of the Workforce Investment Act, and other jobs-related legislation. WIB staff met with federal policy-makers in Washington, D.C. and hosted several meetings and events in New York City for state and federal elected officials and other policy-makers.				

^{**}See following pages for agency overviews

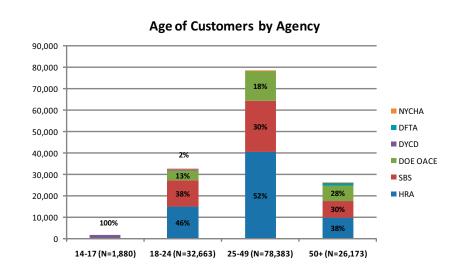
The NYC Workforce Development System

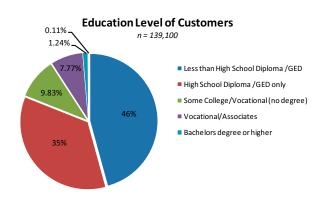
Systemwide Demographics: Q2 of Calendar Year 2011

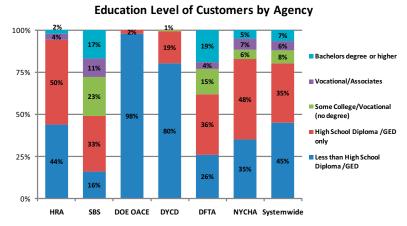




Age of Customers n = 139,100 14-17 18-24 19% 56% 50+





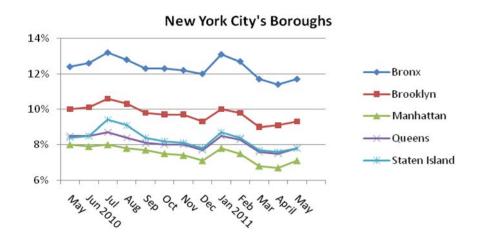


The NYC Workforce Development System (continued)

Labor Market Information Data

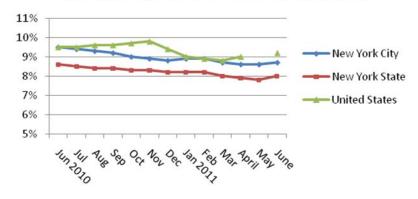
• The New York City unemployment rate* increased to 8.7% in June 2011 from 8.6% in May 2011, but well below the 9.5% unemployment rate one year ago.

Unemployment Rates



	MAY 2011	MAY 2010			
not seasonally adjusted					
Bronx	11.7%	12.4%			
Brooklyn	9.3%	10.0%			
Manhattan	7.1%	8.0%			
Queens	7.8%	8.5%			
Staten Island	7.8%	8.4%			

New York City, New York State, and the Nation



	JUN 2011	JUN 2010				
seasonally adjusted						
NY City	8.7%	9.5%				
NY State	8.0%	8.6%				
U.S.	9.2%	9.5%				

SOURCE | New York City Labor Market Information Service (NYCLMIS) analyses of New York State Department of Labor, Local Area Unemployment Statistics Program; Bureau of Labor Statistics labor force statistics from the Current Population Survey. For more information about the NYCLMIS visit http://www.nyc.gov/html/sbs/wib/html/data/nyclmis.shtml.

^{*}Rates seasonally adjusted

Quarter Outcomes

METRICS*	HRA	SBS	DOE OACE	DYCD	DFTA	NYCHA	TOTAL	
Job Placements								
Total # customers served in workforce programs	65,431	44,091	25,465	2,677	975	367	139,100	
Total # job placements	18,957	7,918	n/a	121	893	263	28,152	
Total # in subsidized jobs	1,917	n/a	n/a	0	858	n/a	2,775	
Median wage for customers placed into jobs	\$9.62	\$10.00	n/a	\$12.26	\$7.25**	\$28.45	-	
Total # businesses served	330	3,645	n/a	n/a	152	99	4,226	
Top three placement industr	ries							
#1 Industry	Sales Related 13%	Retail Trade 18%	n/a	Healthcare & Social Assistance 22%	Senior Center*** 80%	Construction 68%	-	
#2 Industry	Home Health 11%	Healthcare 16%	n/a	Retail Trade 16%	Government Offices 9%	Administrative Support & Waste Mgmt & Remediation Services 11%	-	
#3 Industry	Food & Drink Services 9%	Accommodation & Food 15%	n/a	Administrative Support & Waste Mgmt & Remediation Services 13%	Education 5%	Government 10%	-	
Job Retention								
	770/			700/	. /-			
Job retention rate	77%	n/a	n/a	72%	n/a	n/a	-	
Training and Skills Developm	52, 251	297	2,906	1,899	262	103	57,718	
Total # in training/work readiness	52, 251	291	2,900	1,099	202	103	31,116	
Total # in literacy programs	2,014	n/a	22,559	n/a	51	9	24,633	
Education attainment (% who completed program)	n/a	92%	42%	81%	67%	41%	-	
Top three training industries	•							
#1 Industry	n/a	Bookkeeping, Accounting, & Auditing Clerks 47%	Computer & Networking Technology 45%	Construction 28%	Computer Skills 100%	Environmental (remediation/ energy auditing) 34%	-	
#2 Industry	n/a	Bus Drivers, School 46%	Office Information System 22%	Healthcare & Social Assistance 22%	Customer Service 100%	Administrative Support & Waste Mgmt & Remediation Services 30%	-	
#3 Industry	n/a	Nursing Aides, Orderlies, & Attendants (CNA) 43%	Construction/ Engineering Technology 11%	Information 14%	Home Health Aide 9%	Construction 26%	-	

^{*}Please see Metric Definitions on page 8.

**This number reflects both unsubsidized and subsidized median placement wages. The median wage for only unsubsidized placements is \$8.25.

***Training placement numbers reflect the rate for subsidized placements only. Unsubsidized placements include: 37% Healthcare, 34% Administrative Support, and 14% Transportation.

Spotlight

When Mario Batali, Lidia and Joe Bastianich and Oscar Farinetti, opened Eataly, a gourmet food hall near Madison Square Park, on August 31, 2010, the City's Workforce1 Career Centers helped over 200 people find jobs – as managers, sommeliers, cooks, butchers, customer service representatives and other positions.

We recently went back to Eataly and talked to the Director of Human Resources, Carol Lopera, who gave us the inside scoop on acing an interview.

What advice do you have for getting past the interview and into a job?

On an interview, ask for the job. There is a way to be confident without being boastful. Close the interview and talk about some of the things that you were asked: "We talked about what you are looking for. I've done this." Give some specific examples. And, ask the interviewer if they have any hesitations. Chances are – if there are any hesitations, they'll let you know. And, that can be your opportunity to reinforce your skill set and your interest.

What else can people do to stand out in an interview?

Understand the company. Understand the department. Understand the interviewer. These days you can access anything on the Internet. You can go online. Run a search on Eataly. Run a search on Carol Lopera. You'll find my profile on LinkedIn. If you see any articles, it is a great icebreaker: "Oh hey, I just saw you guys on Time Out New York" or "I just saw you guys have this market at Madison Square Garden going on this week." It really shows us that you are invested in the company and are really interested.

What percentage of candidates do any research?

For every 5 candidates, 2 have done their research. And, we only hire candidates who are passionate about our company. It's really hard to get to know a candidate who didn't take the time to get to know you. Even if we don't have a position, but you came in and interviewed with us and we saw your passion, we will absolutely keep you in mind for another position. But it is really about showing us that you are passionate.

Demonstrating that you have done some research sounds like an easy way to stand out if only 2 out of every 5 candidates do it.

And, I'll tell you, it doesn't take a lot of time. If you don't have the Internet, go to a Workforce1 Career Center. It's available.

What about things not to do on an interview? What are some common faux pas?

Some of the common faux pas are not even knowing where you are going, not knowing what position you've applied for. I've had candidates come in and not even know who to ask for. Or, if I ask them why they want this job, they say, "what job did I apply for again?" Another thing is dressing the part. Not every job interview requires you to come in a full three-piece suit, but do your homework. Know the company. Know the job you're applying for. Dressing the part will help us see that you'll be a good fit for not just the job but the culture as well.

Have you seen some funny outfits?

I once had someone come in Hawaiian shoes, flip flops, and a suitcase. He said, "excuse my appearance, but I'm going on vacation because I plan to get a job soon." Needless to say, he didn't get the job. That really showed us he wasn't interested in what he was coming in for. I had someone else interview for a line cook position. As you know, Mario Batali is one of our partners here. [The candidate] came in wearing orange Crocs. It was funny. And to this day I'll never forget him because of it.

The orange crocs were at least in the right theme.

They were kind of in the right theme. Ultimately he didn't get the job, but not because of that. It was a quirky interview.

You want to stand out in wavs that highlight your skills.

That is exactly it. We want to see your individuality. We're not looking for robots. We want to see someone that has personality and can be a part of our team. But we are looking for someone who is going to highlight their skills as opposed to just stand out.

Switching gears slightly, how many rounds of interviews do you have?

Two. And, a lot of candidates get thrown off by the interview process. A lot of times they're not expecting to meet someone else [after meeting with me]. Sometimes because of time constraints we have them meet a hiring manager the same day. So I always tell people to be prepared to meet more than one person and bring extra copies of their resume.

Is there any other advice you would like to give?

One thing I want to offer: the job search doesn't just end at the interview. [The candidate] should also exercise follow-up. Take the time to write a thank you note. I would suggest that after the interview, the candidate take some notes on what was talked about while it is fresh in their mind. When they write the thank you note, refer to those points. Reaffirm some of the things that you discussed. It is really about a well-written thank you note.

Can the thank you be an email? Or should it be a written letter?

I've always encouraged the handwritten thank you note – if you have nice handwriting. In this day and age nobody handwrites a thank you note so that is a personal touch. But take the time to pick a nice thank you card – nothing over the top. Make sure you write it very clearly. If not, an email is acceptable. And I always like for the candidates to make sure they spell my name right and the company's name right! It is about paying attention.

Agency Overviews

Agency	Overview	Programs
CEO	The Center for Economic Opportunity (CEO) was created to implement and evaluate innovative new anti-poverty programs in New York City. The Center works collaboratively with City agencies to design, implement, and advocate for a range of programs, policy proposals, and research projects that represent nationwide best practices and cutting-edge ideas. CEO oversees the evaluation of each initiative and shares results with colleagues across the country. Visit www.nyc.gov/ceo for more information.	*CEO programs are included in the program lists of a number of participating City agencies.
CUNY	The City University of New York (CUNY) comprises 24 institutions and provides post-secondary learning opportunities at every level, from basic literacy, to non-credit training, to associate, bachelors and advanced degrees. CUNY has over 260,000 degree program students, and offers 1,918 degree programs to a highly diverse student body that is mostly women, immigrants, racial minority groups, and students from households with less than \$30,000 in yearly income. Continuing education programs are also an important locus of workforce development activity at CUNY; there were over 217,000 registrations in adult and continuing education programs with a vocational or basic skills focus in 2010-2011. Visit www.cuny.edu for more information.	Degree Programs Workforce and Professional Development Programs in Continuing Education Numerous Grant-funded Initiatives: NYC Justice Corps, Green Buildings Initiative with Local 32BJ, etc.
DFTA	The NYC Department for the Aging (DFTA) supports the empowerment, independence, dignity and quality of life of New York City's diverse older adults and their families through advocacy, education and the coordination and delivery of services. DFTA fosters independence, confronts ageism and promotes opportunities for older New Yorkers to share their leadership, knowledge and skills. Visit www.nyc.gov/dfta for more information.	Senior Community Service Employment Program (SCSEP)
DOHMH	The Department of Health and Mental Hygiene (DOHMH) is responsible for protecting and promoting the physical and mental health of all New Yorkers. DOHMH focuses on public policies that improve environmental, economic, and social conditions impacting health; improving access to and quality of care; and informing, educating, and engaging New Yorkers to improve their health and the health of their communities. Visit www.nyc.gov/doh for more information.	Assisted Competitive Employment
DYCD	The NYC Department of Youth and Community Development (DYCD) supports youth and adults through 2,572 contracts with community-based organizations throughout New York City. DYCD funded programs promote and support the development of healthy, educated youth and work to strengthen and revitalize the communities of New York City. DYCD implements and oversees the City's youth workforce development initiatives, providing summer employment and year-round services to introduce youth and young adults to the job market and help them develop the skills to succeed. Visit www.nyc.gov/dycd for more information.	Young Adult Internship Program Immigrant Opportunity Program NYC Ladders for Leaders Out-of-School Youth Program In-School Youth Program Summer Youth Employment (SYEP)
HRA	The NYC Human Resources Administration (HRA) provides temporary help to individuals and families with social service and economic needs to assist them in reaching self-sufficiency. This goal is accomplished through a work-first approach that emphasizes personal responsibility. HRA offers a variety of workforce development programs to meet these individual needs. After employment, HRA provides retention services for the first six months and essential work supports such as food stamps and public health insurance. Visit www.nyc.gov/hra for more information.	Back to Work (BTW) Begin Employment Gain Independence Now (BEGIN) Wellness, Comprehensive Assessment, Rehabilitation, and Employment (WeCARE) Subsidized Jobs Work Experience Program
NYCEDC	The NYC Economic Development Corporation (NYCEDC) is the City's primary engine for economic development charged with leveraging the City's assets to drive growth, create jobs and improve quality of life. It uses their expertise to develop, advise, manage and invest to strengthen businesses and help neighborhoods thrive. NYCEDC is dedicated to investing in both human and economic growth and capital. Visit www.nycedc.com for more information.	HireNYC Kingsborough Community College Training Program Willets Point Worker Assistance Program
NYCHA	The NYC Housing Authority (NYCHA) provides decent and affordable housing in a safe and secure living environment for low- and moderate-income residents throughout the five boroughs. NYCHA's Board created the Office of Resident Economic Empowerment and Sustainability (REES) in August 2009 to develop programs, policies and collaborations to support residents' increased economic opportunities with a focus on asset building, employment, advancement and business development. Visit www.nyc.gov/nycha for more information.	Resident Employment Services (RES)
OACE	The NYC Department of Education's Office of Adult and Continuing Education (OACE) is the largest provider of adult literacy education services in the state, and is part of DOE's District 79 – Alternative Schools and Programs. Each year, OACE serves more than 41,000 adult New Yorkers throughout the five boroughs of New York City. OACE offers classes at 175 sites, including 4 comprehensive adult Learning Center, over 100 public school, and many community based organizations. Visit www.schools.nyc.gov/ ChoicesEnrollment/ AdultEd for more information.	General Education Development (GED) Test Preparation Adult Basic Education (ABE) English for Speakers of Other Languages (ESOL) Career and Technical Education (CTE)
SBS	The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, compete, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce. As the recipient of New York City's workforce Investment Act Adult and dislocated Worker funds, SBS oversees the operations of nine Workforce1 Career Centers throughout the city. Visit www.nyc.gov/sbs for more information.	Advance at Work NYC Business Solutions Workforce1 Career Centers
WIB	The NYC Workforce Investment Board (WIB) is a volunteer Board appointed by the Mayor to drive, coordinate and oversee workforce development services for adults and youth in New York City. New York City has the largest local workforce investment area in the nation, with nearly four million workers across the five boroughs. The WIB's vision is for New York City to have the nation's leading workforce development system, characterized by innovation, high standards, and an intense focus on outcomes. Visit www.nyc.gov/wib for more information.	*WIB does not directly operate or administer workforce programs; it is an oversight and policy-setting body.

Metric Definitions

Metric Definitions	HRA	SBS	DOE OACE	DYCD	DFTA	NYCHA
Job Placements	Total number of peo- ple who were placed in a job during the quarter (unduplicated for the quarter) who were applying for or receiving benefits.	Count of placements into unsubsidized jobs with twenty hours a week or more of employment.	Not applicable.	The number of youth participants who are in employment (including the military) or enrolled in post-secondary education and/or advanced training/occupational skills training in the first quarter after the exit quarter.	SCSEP participants who entered subsidized or unsubsidized employment.	Total number of customers reporting job placements (calculated by date received).
Education Attainment	Not available.	Of those customers projected to complete during the quarter, those whom SBS confirmed completed their training course.	Percentage of students achieving educational gain, as outlined by the National Report- ing System (NRS). Under NRS, a student achieves educational gain if they advance one or more NRS educational level per program year.	The number of youth participants who attain a diploma, GED, or certificate by the end of the reporting quarter after the exit quarter divided by the number of youth participants who exit during the quarter.	The number of sub- sidized trainees who complete SCSEP train- ing during the quarter, relative to all those in training during the quarter.	Total number of unique customers who completed occupational training (i.e. not work readiness or adult literacy programs).
Businesses Served	Total number of busines	ses who actively engaged	in posting or filling job	ppenings through agency i	referrals.	
Literacy Programs	Total number of people served in the quarter in the Begin Employment Gain Independence Now (BEGIN) program.	-	Students enrolled in OACE's ABE, ESOL, GED preparation, Distance Learning, and Math classes who were active students enrolled in classes from October 2010 – December 2010.	Number of participants served in Adult Basic Education and English for Speakers of Other Languages (ESOL) literacy programs. *This reflects an annual number.	The number of subsi- dized trainees in Eng- lish as a Second Lan- guage programming. Some trainees might be included in more than one quarterly measure- ment because trainings can extend beyond one quarter.	Total number of unique customers enrolled in adult literacy through partner organizations or funded-directly by NYCHA.
Median Wage	The median hourly wage for all job placements with wage information in the reporting quarter.	The median hourly wage for all job placements with wage information in the reporting quarter.	The median hourly wage for all job placements with wage information in the reporting quarter.	The median hourly wage for all job placements with wage information in the reporting quarter.	The median hourly wage for job placements with wage information in the reporting quarter.	The median hourly wage for all job placements with wage information in the reporting quarter.
Retention Rate	Percent of job placements six months prior to the reporting quarter who did not return to cash assistance by the reporting quarter. This reflects all job placements for applicants and for those receiving benefits.	Of those who are employed in WIA Adult programs in the 1st quarter after exiting the WIA program, the number of participants who are employed in both Q2 and Q3 after the exit quarter divided by the number of participants who exited during Q1.	Not applicable.	Number of youth participants who are in employment (including the military) or enrolled in post-secondary education and/or advanced training/occupational skills training in the first quarter after the exit quarter divided by the number of youth participants who exit during the quarter.	Of those unsubsidized participants who are employed in the first quarter after the exit quarter, the number employed in both the second and third quarters after the exit quarter divided by the number of participants who exit during the quarter.	Not applicable.
Subsidized Jobs	Total number of people who participated in a subsidized job during the quarter (unduplicated for the quarter).	Not applicable.	Not applicable.	The number of youth that received a subsidized internship through federal stimulus American Recovery and Reinvestment Act (ARRA) funding.	Total number of people who participated in a subsidized job during the quarter (unduplicated for the quarter).	Not applicable.
Total Number Served		who applied for and receiv oth subsidized and unsub		programs, accessed at lea	st one service, or were enro	olled in classes during the
Training and Work Readiness	Total number of people served in work-force programs who participated in training and/or work readiness activities (unduplicated). Does not include subsidized jobs (with no training component), substance abuse, or vocational rehabilitation.	Unique count of jobseekers who are projected to complete a short-term occupational training course funded by an Individual Training Grant (ITG) issued by SBS programs and a unique count of jobseekers who received any service categorized as "job readiness" from any SBS program.	Students in OACE's Career and Techni- cal Education (CTE) classes who were active students enrolled in classes during the quarter.	An unduplicated count of youth receiving work readiness services during the quarter.	The number of subsidized trainees participating in work readiness activities during the quarter.	Total number of unique customers served in workforce programs who participated in training and/or work readiness activities (through partner organizations or funded-directly by NYCHA).