

NYC WORKFORCE WEEKLY

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Vol. 7 | Issue 15



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E&TC**
New York City
Employment &
Training Coalition

The HOPE Program Launches Innovative Initiative GROCERY *works* trains individuals for careers in food retail

The HOPE Program has launched a dynamic new training program to prepare workers for food-retail jobs named GROCERY *works*. The first cohort began in October 2010 and HOPE is already in the midst of its third class of participants. GROCERY *works* is an eight-week, full-time job training program that offers a mixture of soft and hard skills, including instruction in customer service and conflict resolution, the Occupational Safety and Health Administration 10 (OSHA 10) certification, and preparation for the Food Handler Examination. There is also a sixty hour internship component at a food retailer that builds resume experience.

Josh Shepherd, the Deputy Director at The HOPE Program, explained that GROCERY *works* is a streamlined and industry specific version of the standard HOPEworks twelve-week training program. This full-time training program runs from 9:00AM to 5:00PM daily to mimic the world of work.

According to Shepherd, the food retail industry is a good fit for The HOPE Program client base, which is comprised of highly impoverished individuals who often have backgrounds in the criminal justice system and tend to have low levels of education attainment. The HOPE Program is targeting the grocery industry, because, according to Shepherd, "It's a growth industry – overall – there was 5% growth in grocery stores and 11% increase in the workforce in New York City from 2000 to 2008. As importantly, the industry offers career paths for New Yorkers without college degrees, and often without high school equivalency, and boasts opportunities for people with criminal histories, lower literacy levels, and minimal job history."

Danya Pastuszek, Director of Work Readiness Services, highlighted the opportunities for career advancement. While it is early to tout results, Pastuszek's research indicates that this highly unionized industry regularly promotes workers from within up the job ladder. The HOPE Program emphasizes maintaining ongoing relationships with clients after program

(GROCERYworks Profile, continued on pg. 2)



(GROCERYworks Profile, continued from pg. 1)

completion to support job retention and advancement and this is a core component of GROCERY *works*.

The HOPE Program is planning to offer five cohorts of GROCERY *works* per year and has enrolled 53 individuals across the three groups to date. Nearly three quarters of GROCERY *works* enrollees, 73%, have had criminal convictions. More than two-thirds of program participants are male and the average student age is 36. This has been a good profile for an industry that demands a flexible schedule on nights and weekends. The educational attainment of program participants is low with 61% of individuals having math scores below the 7th grade level.

For the two completed classes, 76% of enrollees have successfully graduated from the eight week program. Of these individuals, 79% are currently employed and 83% of those people are in full-time positions. The leading employer partners for internships and job placements have included upscale markets like Foragers, Brooklyn Fare, and Agata and Valentina, as well as more mainstream food retail establishments like Five Guys Burgers and Fries, Three Guys from Brooklyn, and D'Agostinos.

A recent GROCERY *works* graduate, Kay, noted that this eight-week program is a gateway to financial self-sufficiency: "I'm gainfully employed at the moment so GROCERY *works* has helped me gain independence."

The next sessions for GROCERY *works* are beginning May 16 and July 25. Spaces in the class will be filled on a first come, first serve basis, and interested applicants should come with a completed referral form to an information session on a Tuesday or Thursday at the HOPE office located at 1 Smith Street at Fulton Street in Downtown Brooklyn. The information session begins at 8:45AM and concludes at 1:00pm. Applicants must be 18 years of age or older, enjoy working with people, be able to work a flexible schedule, have a referral, and have identification that indicates eligibility to work in the U.S. For more information, visit www.thehopeprogram.org and access the referral form on the Training Program page or call 718-852-9307 x 22.

NYC Workforce Weekly is published weekly by the New York City Employment and Training Coalition, 11 Park Place, Suite 701, New York, NY, 10007-2812. © Entire contents copyright 2008 by NYCETC, Inc. All rights reserved. For questions regarding the newsletter, please contact Lincoln Restler, Editor, NYC Workforce Weekly at 212.253.6967 or lrestler@nycetc.org. For questions regarding distribution, or to subscribe, contact Charlotte Volage at 212.253.6811 or cvolage@nycetc.org.

NYCETC is an association of more than 200 workforce development providers - small and large community-based organizations, community colleges, and union training programs - that provide employment services to approximately 800,000 New Yorkers each year in concert with our city's business community.

Lincoln Restler, Managing Director
Charlotte Volage, Association Manager



Kathleen Brady, Editor of Workforce Weekly, Moves on from NYCETC

For more than three and a half years Kathleen Brady served as the Communications Director for the New York City Employment and Training Coalition and skillfully edited the Workforce Weekly publication. Ms. Brady's efforts built Workforce Weekly into a vital read for the workforce development community.

Virginia Cruickshank, Board Chair of the New York City Employment and Training Coalition, thanked Ms. Brady for her significant contribution to NYCETC. "On behalf of the Board of Directors and all the members of NYCETC, I would like to recognize Kathy for dedicating her acumen, diligence and innovation to NYCETC. Kathy's quality articles, breadth of knowledge, and astute real time analysis made Workforce Weekly."

Prior to joining NYCETC, Ms. Brady worked for the Garment Industry Development Corporation, served as a Senior Writer in the Communications Office of the New York City Department of Education, and reported for Time Magazine for nearly a decade. Ms. Brady has also published biographies of the journalist Ida Tarbell and Lucille Ball.

"I would like to wish Kathy all the best in her future endeavors," added Ms. Cruickshank. "I know that she will continue to make important contributions to the workforce development field in New York City."



Across the Great Divide: Report on Skills Gap

Even with a national unemployment rate approaching 9%, the majority of employers (53%) have difficulty hiring qualified people according to a new report entitled Across the Great Divide: Perspectives of CEOs and College Presidents on America's Higher Education and Skills Gap. The report was prepared by Civic Enterprises, Corporate Voices for Working Families, Institute for a Competitive Workforce, U.S. Chamber of Commerce, and Peter D. Hart Research Associates.

Both groups, educators and employers, stress the importance of college completion as opposed to just college access. The findings indicate education leaders place much greater emphasis on academic knowledge than career skills.

The report summarizes emerging policies that contribute to better workforce preparedness. <http://www.civicenterprises.net/pdfs/across-the-great-divide.pdf>

Be Counted!

Where are New York's green jobs and who is training for them?

In what sectors and in what locations are New York's green jobs? What skills do people need to be employed in this high-profile field? The New York State Department of Labor and the New York City Labor Market Information Service at the CUNY Graduate Center are conducting research to find out the answers to these questions. New York City's job training providers are essential to the research. Current education and training institutions are critical to preparing the "green" skills workforce that will be needed by New York's employers. If you are a provider of "green" or sustainability-related training or education, NYCETC asks that you access the green jobs survey and complete it by using this link:

www.surveymonkey.com/s/LMISGreenTraining

This will mean that your "green" education and training offerings can be included in this research and can be listed on New York State's green careers portal

www.greencareersny.com

If you have questions about this data collection instrument, phone 212-253-6967 or e-mail: lrestler@nycetc.org



NYC Labor Market Snapshot

Unemployment continues to trickle down; 5,000 new private sector jobs in March

The New York City workforce is continuing to add jobs, but not at the pace of last year. While the private sector workforce increased by 17,700 jobs in March of 2011, the seasonally adjusted figures indicate that about 5,000 private sector jobs were added. Over the course of the first three months of 2011, the New York City private sector workforce has added more than 30,000 jobs after taking into account seasonal adjustments.

The City has added jobs in the advertising industry and in the construction sector in 2011. Over the course of the past year, the public sector workforce in the five boroughs has declined by approximately 13,400 people.

See Chart on Page 5 for a breakdown by industry and NYC Labor Snapshot for March.



Fiscal Year 2011 Continuing Resolution Cuts \$1 Billion from Workforce and Adult Education

A Federal Government shutdown was avoided for the remainder of Fiscal Year 2011 when President Obama signed the Continuing Resolution into law, which will cut \$38.5 billion this year. More than \$1 billion has been cut for workforce development and adult education programming. Though these cuts are steep, they are a fraction of the approximately \$4 billion in cuts advocated by the House Republicans. A more detailed breakdown of the bill is below:

- \$90.5 million of cuts WIA Adult Program
- \$120 million of cuts to the WIA Dislocated Worker Program
- \$96.5 million of cuts to the WIA Youth Program
- \$125 million Workforce Innovation Fund will be disbursed via a competitive process
- \$22.5 million of cuts to YouthBuild
- \$22.9 million of cuts to Reintegration of Ex-Offenders
- \$75 million in capital cuts to JobCorps
- \$375.4 million in cuts to Community Service Employment for Older Americans
- \$5 million reduction to Dislocated Worker National Reserve
- \$250 million of cuts to Career Pathways Innovation Fund, combined FY2010 and 2011 cuts
- \$40 million in cuts to the Green Jobs Innovation Fund
- \$138 million reduction in funding for Career and Technical Education
- Students engaged in year-round schooling will only be able to receive up to one Pell Grant annually

NYC LABOR MARKET SNAPSHOT, MARCH 2011

Monthly Payroll Employment for Industries Providing Substantial # of Entry & Semi-Skilled Jobs			
Industry	Monthly Change	Quarterly Change	Employment Trendline
	Feb.11 - Mar. 11	Dec. 10 - Mar. 11	Aug. 08*- Mar. 11
Construction			
Construction of Buildings	-200	-600	-8,900
Specialty Trade Contractors	900	-1,200	-18,800
Wholesale Trade			
Merchant Wholesalers, Durable Goods	-100	-200	-6,400
Merchant Wholesalers, Nondurable Goods	500	2,100	-1,400
Apparel, Piece Goods, and Notions Merchants	-100	300	-2,300
Grocery and Related Product Merchants	0	-100	-200
Retail Trade			
Furniture and Home Furnishings Stores	0	0	-1,900
Food and Beverage Stores	600	2,300	6,000
Health and Personal Care Stores	0	100	900
Clothing and Clothing Accessories Stores	1,300	1,800	2,500
Sport. Goods, Hobby, Book, & Music Stores	0	-300	-2,900
General Merchandise Stores	-100	2,400	4,000
Miscellaneous Store Retailers	-100	0	-1,300
Transportation, Warehousing, & Utilities			
Air Transportation	500	1,500	0
Transit and Ground Passenger Transportation	0	100	400
Support Activities for Transportation	100	100	-2,000
Couriers and Messengers	0	-1,200	-5,000
Administrative and Support Services			
Employment Services	500	300	2,000
Business Support Services	0	-100	-1,900
Investigation and Security Services	0	400	-1,400
Services to Buildings and Dwellings	200	-800	-600
Health Care and Social Assistance			
Home Health Care Services	300	500	15,800
Hospitals	200	-200	1,000
Nursing and Residential Care Facilities	-100	100	2,100
Individual and Family Services	400	200	1,000
Child Day Care Services	-100	0	1,000
Leisure and Hospitality			
Other Amusement and Recreation Industries	0	0	500
Accommodation	-400	-600	300
Full-Service Restaurants	100	600	8,900
Limited-Service Eating Places	-100	1,100	6,100
Other Services			
Personnel and Laundry Services	400	1,500	3,100
Government			
U.S. Postal Service	0	-100	-4,100
Subtotal, All of the Above Industries	4,800	10,000	-3,400
All Other Non-Agricultural Industries	-400	18,800	-72,500
All NYC Non-Agricultural Industries	4,400	28,800	-75,900

Note *Changes are rounded to the nearest hundred; **August 2008 was the peak month for New York City private sector employment
Source: New York State Department of Labor, seasonal adjustment by the Fiscal Policy Institute



WORKFORCE MARKETPLACE

www.nycetc.org

Workforce Marketplace is the gathering place for act-on news such as funding opportunities, RFPs, job postings, training program recruitment, and event announcements. For other job announcements, visit www.nycetc.org. For information on submitting items to Workforce Marketplace, contact Charlotte Volage at cvolage@nycetc.org or 212-253-6811.

Jobs

The State University of New York Advance Technology Training And Information Networking (ATTAIN) Lab at Henry Street Settlement seeks an Instructional Technology Coordinator. To view the full announcement and submit an application, please go to <http://www.ucawd.suny.edu>.

ITAC is seeking a Growth Services Practice Leader to develop and manage delivery services aimed at assisting their clients to achieve measurable growth of their top line. For more information visit <http://ITAC.org>

New Books

What Works in Work-First Welfare: Designing and Managing Employment Programs in New York City by Andrew R. Feldman. This performance analysis of New York City's welfare-to-work programs from the mid-2000's uses both qualitative and quantitative methods to examine operations of 26 nonprofit and for-profit programs.

The Working Life: The Labor Market for Workers by Nan L. Maxwell highlights the knowledge and skills that employers require in low-skill jobs and offers policy solutions aimed at facilitating the career development of low-skilled individuals.

In the News



New report from the Skills2Compete-New York: *New York's Forgotten Middle Skill Jobs: Meeting the Demands of a 21st Century Economy*. Report finds nearly one million "middle-skill" job openings - positions that require more than a high school diploma, but less than a four-year degree - are projected for NY state by 2018. **Read more:** http://www.nationalskillscoalition.org/pdf.html?file=http://www.nationalskillscoalition.org/assets/reports-/skills2compete_forgottenjobs_ny_2011.pdf

A *New York Times* article "A 45-Year-Old Apprentice, Holding Her Own" by Robin Finn profiles Monique Faatimah Lee, a client of Non-Traditional Employment for Women. She is in the third year of her union apprenticeship to become a mechanic of her trade. **Read more:** <http://www.nytimes.com/2011/04/07/nyregion/07entry.html?partner=rss&emc=rss>

Executive Changes

Jeremy Waldrup, Deputy Commissioner for the Business Development Division at the Department of Small Business Services, has accepted a new position as President and CEO at the Pittsburgh Downtown Partnership.

Space Available

2,100 square feet of office space available for immediate sublease to an organization just one block from City Hall. Includes four furnished private offices (2 large enough for 2-3 workstations) and two cubicles within a 6,700 square foot suite. Also includes access to shared 40-person conference room, small kitchen, photocopier, reception area and adjacent restrooms. Rent is \$36 per square foot and includes all rent-related expenses and electric, heat, A/C, cleaning, elevator, and 24/7 building security and access. Subtenant will share phone, Internet, and photocopy services. Convenient to all downtown subway lines and buses.

Contact James Parrott,
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