

# NYC WORKFORCE WEEKLY

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*NYC's One Stop for Workforce and  
Economic Development News.*



## NYCETC has a New Home! Office Relocated to Fund for City of New York

The New York City Employment and Training Coalition has relocated its offices to the Fund for the City of New York at 121 6th Avenue on the 6th Floor. For over four decades FCNY has worked in partnership with government agencies, nonprofit institutions and foundations to develop and implement innovations in policy, programs, practices and technology in order to improve the quality of life for all New Yorkers. NYCETC is currently one of over 30 incubator projects that FCNY supports.

"We could not be more pleased to be based in the Fund for the City of New York's beautiful space in SoHo," said Lincoln Restler of NYCETC. "It is a convenient location for our citywide membership and we have large meeting spaces to hold our various events. Special thanks to Mary McCormick of the Fund for the City of New York for her steadfast and generous support of NYCETC."

NYCETC staff members now have new contact information, which is listed below and can also be found online at [www.nycetc.org](http://www.nycetc.org).

Lincoln Restler, Managing Director – (212) 925 6675 x501  
Charlotte Volage, Association Manager – (212) 925 6675 x235  
Angelina Garneva, Program and Communications Associate – (212) 925 6675 x508

Future committee meetings hosted by NYCETC will be held at this new location.

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For questions regarding the newsletter, please contact Lincoln Restler, Editor, *NYC Workforce Weekly* at 212.925.6675 or [lrestler@nycetc.org](mailto:lrestler@nycetc.org). For questions regarding distribution, or to subscribe, contact Charlotte Volage at 212.925.6675 or [cvolage@nycetc.org](mailto: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  
Angelina Garneva, Program and  
Communications Associate



## Major Updates at STRIVE

STRIVE is gearing up to bring the workforce development field to a mainstream audience through the upcoming Sundance Channel docu-series “Get To Work.” The eight-episode original series will show an in-depth look at participants going through STRIVE’s four week back-to-work boot camp designed to help individuals that are “the hardest to employ” – the chronically unemployed, formally incarcerated individuals, at-risk young adults, recovering addicts, the homeless and near homeless, and public assistance recipients. The series showcases the work of instructors and employment specialists at Second Chance in San Diego, a nonprofit and one of the largest and most successful STRIVE partners. Through this unfiltered look at the difficulties faced by job seekers and the workforce development providers and staff seeking to help them, STRIVE hopes to energize the workforce development field and bring a deeper understanding of its impact to a mainstream audience. The show will premiere on August 13th at 10pm on the Sundance Channel. The trailer and information about the show can be found at [www.sundancechannel.com/get-to-work](http://www.sundancechannel.com/get-to-work).

STRIVE is also planning on expanding its job readiness services to low-income communities in Boston, New York City, and Washington DC through a \$620,000 grant it received from the Walmart Foundation. The grant will support the Walmart Skills Training Initiative, which will provide 200 individuals with sector-based skills training in high growth, high-demand industries. The grant aims to help at-risk populations, with a focus on women and formerly incarcerated individuals, improve their occupational skills and their prospects for long-term employment.

“In this economy, relevant job skills are vital to good-paying careers,” said Philip Weinberg, Chief Executive Officer of STRIVE. “This investment from the Walmart Foundation will help hundreds of STRIVE participants and their families get on a path to a brighter future.” To learn more about STRIVE, visit [www.striveinternational.org](http://www.striveinternational.org).

## Unemployment Rate Shows Decline in Most Metropolitan Areas

New national and state unemployment data released by the New York State Department of Labor and the USDOL Bureau of Labor Statistics show mild economic improvement over the last year. Examining unemployment throughout the country’s metropolitan areas, BLS reported that unemployment rates were lower in June than a year earlier in 328 of the 372 metropolitan areas, higher in 32 areas, and unchanged in 12 areas. A comparison of 6 metropolitan areas can be seen below. The national unemployment rate in June was 8.4 percent, not seasonally adjusted, down almost a full percentage point from 9.3 percent in June last year. Among the 49 metropolitan areas with a Census 2000 population of 1 million or more, however, the New York-Northern New Jersey-Long Island region recorded the largest over-the-year unemployment rate increase (+1.0 percentage point). When looking at New York City alone, data shows that the unemployment rate increase is even greater at 1.4 percentage points. This year’s June unemployment rate stood at 10.3 percent, in comparison to 8.9 percent a year ago. In its June report NYSDOL emphasized that the percentage of job seekers re-entering the labor force, or entering the labor force for the first time, increased by 7 percent over the last year in the state. By comparison, the nation showed a 2 percent increase during the same period. This suggests that the notable change in the unemployment rate was affected by this surge in job seekers entering the labor force. To read the BLS Metropolitan Area Summary: <http://1.usa.gov/RdVECH> To read the NYSDOL June 2012 Area Unemployment Rates: <http://bit.ly/PpDhEn>

	June 2011	June 2012
New York City	8.9	10.3
Chicago	10.6	9.3
Los Angeles	11.7	10.3

	June 2011	June 2012
Philadelphia	8.9	8.9
Washington DC	6.2	5.7
Houston	8.8	7.5



## Workforce1 Veterans Career Center Opens In Manhattan

The Department of Small Business Services opened a new Workforce1 Veterans Career Center in Manhattan dedicated to helping veterans and their spouses find employment, education and training opportunities. The new Center will focus on fostering relationships with veteran-serving organizations and with employers committed to hiring veterans. The Center will staff veterans – who have a deep understanding of the distinct needs of veterans and how to best position and translate military experience for the civilian workforce – to provide clients with employment services. Customized services will also be offered at the 15 career centers around the city, where staff will receive special training on how to better serve veterans. With the new Workforce1 Center and programs beginning this summer, the City hopes to increase the number of veterans placed in jobs by more than 50 percent, to 1,250 by the start of next year. Last year, Workforce 1 worked with 3,700 veterans and found jobs for more than 800 of them. There are currently more than 8,600 unemployed veterans in New York City. This initiative is supported by a grant from the Robin Hood Foundation to the Mayor’s Fund to Advance New York City. The Workforce1 Veterans Career Center is located at 60 Madison Ave., between East 26th and East 27th streets.

## City Approves Financial Assistance For Columbia University’s Institute for Data Sciences and Engineering

Columbia University is set to create a new Institute for Data Sciences and Engineering after a recent agreement of financial assistance between the university and the City of New York. The City will provide \$15 million in financial support to Columbia – which includes discounted energy transmission costs and partial debt forgiveness – as well as lease flexibility leading to the development of the Institute. The agreement is a part of the City’s Applied Sciences NYC initiative, which seeks to dramatically increase New York City’s capacity for applied sciences and engineering while strengthening and transforming the City’s economy for the long-term. Located at Columbia’s Morningside Heights and Washington Heights campuses, the institute will lead to the creation of 44,000 square feet of new applied science and engineering space by 2012 and the addition of 75 new faculty over the next 15 years. Research and scholarship will be focused on the areas of smart cities, new media, health analytics, financial analytics, and cybersecurity. It is projected that the endeavor will generate nearly \$4 billion of economic growth across the five boroughs over the next three decades.

For more information: <http://bit.ly/RgTePe>

## Study Highlights Student and Worker Motivations in Job Search

A recent study of the overarching motivations driving four generations of workers – Baby Boomers, Generation X, Millennials – and current college and graduate school students conducted by the John J. Heldrich Center for Workforce Development of Rutgers University provides an in-depth look at how generational differences shaped by overall economic and social shifts impact career priorities and expectations. In particular, one of the driving goals of the study was to examine what drives people toward seeking “impact jobs,” or jobs that center around sustainability and making a positive impact. “Talent Report: What Workers Want in 2012” highlights a growing trend among current university students of seeking a job where they can make an impact on causes and issues that are important to them. Although having an impact on important issues through their work comes behind the goals of being financially secure and having a partner/being married, it is far more important to them than having a prestigious career, being wealthy and being a leader in their communities. It is noteworthy that the desire for a job with impact is stronger in college students than for those currently in the workforce, no matter which generation they are from. The percentage rating this goal as very important drops from 72 percent of students to 59 percent of Millennials in the workforce, and then to 49 percent of GenXers and 52 percent of Baby Boomers.

To read the report: <http://bit.ly/OEattI>



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](http://www.nycetc.org). For information on submitting items to Workforce Marketplace, contact Charlotte Volage at [cvolage@nycetc.org](mailto:cvolage@nycetc.org) or 212-253-6811.

## Job: NMIC

**Northern Manhattan Improvement Corporation** seeks a Program Assistant for its Young Adult Internship Program. Qualifications: B.A. and min. two years experience are required (degree requirement will be reconsidered with prior experience in workforce development and/or disconnected young adult programs); experience working with urban young adults strongly preferred; bilingual Spanish/English required. For more info and to apply: <http://bit.ly/o3aWQ8>

## Job: OBT

**Opportunities for a Better Tomorrow (OBT)** seeks a Senior Outreach & Recruitment Associate. This position is a cross-agency position that will coordinate marketing, outreach & recruitment activities for all OBT programs. Specific duties include: researching, coordinating and participating in community-wide events to promote OBT programs; maintaining agency-wide events calendar; developing content for various promotional materials; tracking and reporting on various client outreach strategies; conducting external presentations on OBT's programs and services. Requirements include: some college, bilingual English-Spanish, proficiency in Microsoft WORD and PowerPoint, access to a car for transportation. Interested applicants must submit a cover letter, resume and salary requirements to Randy Peers at [rpeers@obtjobs.org](mailto:rpeers@obtjobs.org)

## Job: BWI

**Brooklyn Workforce Innovations** seeks Director of Workforce Development to lead the day-to-day operations of BWI's recently formed Brooklyn Workforce Collaboration (BWC) program and activities. BWC aims to bring high-quality job training, adult education, career development and support services to the Brooklyn Navy Yard. Qualifications include minimum 5 years of workforce development experience incl. at least 2 years of supervisory experience; program and curriculum development experience required; experience developing and launching skills training programs highly preferred. For more information and to apply: <http://bit.ly/Ri3Ihi>

## Job: The Door

**The Door** seeks a Career Advancement Coach to provide intensive support, mentoring, coaching, and case management services to assist participants to successfully move up an education and occupation ladder towards economic self-sufficiency. Qualifications include Bachelor's Degree; 2 years' experience in youth development, preferably employment, career oriented programs and/or youth development programs; Bilingual English /Spanish preferred. For more information and to apply: <http://bit.ly/PEoTZt>

## New Program: City Tech's Career PATH

**City Tech's Green Advanced Manufacturing Collaborative** has openings for its Career PATH program. The program offers all expenses paid, stackable, credit-bearing industry-recognized credentials leading to associate degrees in Mechanical Engineering Technology and Industrial Design Technology. Wrap-around support services and job placement assistance are also provided. Information sessions will be held on August 15th and 29th. For more information or to reserve a seat call the CareerPATH Program Advisor at 718 552-1150. Online information can be found at: <http://bit.ly/Ppx37u>

## Job: The Door

**The Door** seeks a College Retention Specialist to provide individual intensive support including mentoring, coaching, and academic support services and developing and facilitating group activities to help increase college retention for program participants. This position will be a temporary three-month position. Qualifications include Bachelor's Degree; experience with college access and retention strongly preferred; knowledge of college admissions, higher education, and public schools systems; Bilingual Chinese/English and/or Spanish/English preferred. For more information and to apply: <http://bit.ly/PEqmii>