

NYC WORKFORCE WEEKLY

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QCC's CareerPATH Program Demonstrates the Strength of a Collaborative Training Model

Setting out to foster a comprehensive approach to workforce development programming for adult jobseekers, the City University of New York's CareerPATH model has been building CUNY's capacity to effectively serve adult learners by bridging the gaps between vocational training, academia, and community development. Giving out-of-work and displaced adult learners an opportunity to study and train for in-demand high growth careers in New York City, the Career PATH program also provides free intensive academic and English language skills instruction that is contextualized to five industry sectors – Business and Entrepreneurship, Education, Healthcare, Manufacturing, and Food and Hospitality. Through a nearly \$20 million federal grant to a CUNY consortium of six community and two comprehensive colleges, the CUNY CareerPATH program has been flourishing in providing comprehensive wrap-around services to economically dislocated workers who are changing careers.

The program model's overall success lies in its flexible and integrated approach, with CUNY program developers incorporating a variety of evidence-based services to help students progress in each step of their education and career pathway. These include individual advisement, mental and family support, hands-on experience, and strong connections to employers. By bridging college transition programs, degree programs and occupational training, the CareerPATH model enables jobseekers to receive immediate, practical and demand-driven training and hands-on experience in a particular sector that can be used to enter the labor force, while providing an open door to higher education opportunities.

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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.

Angelina Garneva, Policy and Communications Associate



OHCD Analysis of Funding for NYC's Workforce Development and Adult Education Programming

The NYC Office of Human Capital Development (OHCD) released a comprehensive analysis of FY2013-FY2014 Funding for NYC Workforce Development and Adult Education that details the amounts and types of funding invested in the publicly-supported adult education and workforce developments programs available in New York City as offered and managed by City agencies and its partners. This data paints a valuable portrait of New York's workforce development system, and is designed "to provide policymakers and the general public with a common baseline understanding of the kinds of resources that power our City in preparing New Yorkers to secure quality employment and providing businesses with the talent they need to succeed." This analysis does not include funding that flows directly from federal, state or private funding sources to service providers where there is no involvement from city agencies.

FY 2013 saw an investment of \$484 million in workforce programs, while the following year funding increased to \$519 million. Approximately half of these resources come from the federal government, such as WIA Title I & II, TANF, and SNAP E&T grants. The report breaks this funding down into a variety of infographics outlining how funding was allocated among city agencies and partner organizations, how funding flows between agencies, and projected budget changes in funding allocation. OHCD provides a further funding breakdown by program types.

Among its findings OHCD discovered that only 1/3 of total funding goes to programs that offer education and/or training services in addition to employment services. The report notes that although it is "widely accepted that both sides of the coin – skill development and job search assistance – are important components of services for jobseekers," most City programs tend to emphasize the provision of one particular set of services. In light of this, OHCD suggests that the City explore more ways to connect New Yorkers with a comprehensive set of services through better referral processes or the development of more integrated, interagency programming. To read the analysis, go to <http://on.nyc.gov/1jFChAW>



Sign-On Advocacy Letter To Protect Federal Workforce Funding

The National Skills Coalition (NSC), in partnership with the Committee on Education Funding, the Coalition for Health Funding, and the Campaign to Invest in America's Workforce, are asking workforce development and education organizations to sign on a letter to appropriators on the Labor/Health and Human Services/Education Appropriations Subcommittees asking them for a FY 2015 302(b) allocation at the FY 2010 level of \$163.6 billion and to end sequestration. According to NSC, the 302(b) allocation is the amount of funding the Appropriations Committees provide to the subcommittees. The subcommittees then divvy up the funding between the agencies and programs within their respective jurisdictions. This letter asks the various Appropriations Committees that allocate funding relevant to the workforce development community to bring FY 2015 funding levels up to match the FY 2010 funding level. This would help begin reversing the negative impacts faced by programs as caused by recent years' budget cuts and sequestration. By advocating for a larger funding allocation to these subcommittees, organizations are effectively arguing for a bigger chance to secure funding for agencies and programs that fuel workforce development in particular. NSC is asking organizations to sign on before March 7. To read the letter and sign on, go to <http://bit.ly/1ghaJhW>



(QCC's CareerPATH Program continues from page 1)

A vital component of the CareerPATH program is the opportunity for students to earn industry-recognized credentials and college credits that can be used toward an Associate or Bachelor degree within the CUNY network. In taking a more comprehensive approach to adult education, this model recognizes that adult students require flexibility to balance their studies, work and familial responsibilities. According to Jeffrey Chen, Director of Workforce and Professional Development at Queensborough Community College's Office of Continuing Education and Workforce Development, "this is a long-term investment that CUNY is making in each individual student," providing them with the capacity and incentive to balance work and education in the long-term.

Each college within the CUNY consortium has developed a specialized program reflecting strong and growing sectors of the city's economy. For Queensborough Community College (QCC), the receipt of \$2 million in funding to develop and operate the CareerPATH Medical Office Assistant (MOA) program was a noteworthy moment for the Continuing Education department. As the largest grant for workforce development in QCC's history, this investment has enabled program developers to structure an effective program model that remains adaptable to jobseekers' needs over time, while reflecting the growing demand for hard and soft skills within the city's expanding healthcare industry. QCC's MOA Program consists of the following educational tracks for students to pursue: 1.) A 6 to 9 month occupational training that includes an opportunity to earn interim credentials and college credits. Participants earn industry-recognized credentials in EKG, Phlebotomy and CPR. Upon completion, students enter the workforce working as EKG Technicians or Phlebotomy Technicians; 2.) Earn a 30 college credit certificate in Health Care Office Administration: Managing, Coding, and Billing Certificate Program or Medical Office Assistant; or 3.) Earn an Associate in Applied Science degree as a Medical Office Assistant.

The strength of QCC's CareerPATH MOA Program lies in its dedicated focus on forming partnerships with multiple stakeholders within local communities. QCC collaborates with community-based organizations (CBOs) such as Goodwill Industries, Korean Community Services, and the Chinese-American Planning Council (CPC) to expand their capacity in outreach, recruitment, job placement and the provision of wrap-around services.

"The model that QCC is using is quite effective, especially by tapping into localized community resources like us," said Simon Chiew, Director of CPC's Workforce Development Division. "As a CBO, we are able to reach very particular populations that have led to a highly diverse set of students [within the MOA Program]. While we are good at outreach and recruitment, a lot of CBOs do not have resources to provide deep, long-term training that is often necessary to build a career."

This partnership model enables both institutions to focus on the core services they specialize in rather than having to build the infrastructure and capacity to answer all students' needs in house. This is especially salient with such an intensive program and diverse set of students with highly individual challenges. As noted by Sharmaine Jones-Williams, Senior Vice President of Workforce Development at Goodwill, "employment is one small piece of the broader picture. That is why we realized we need to be more aggressive in finding out the continuous challenges participants face – such as financial literacy, legal, mental health, and child care issues – and ensure that we connect them to the services that would help them overcome these problems and succeed within the program."

It is this attention to detail and individualized support throughout the program that have led to QCC's strong outcomes. Since the inception of the MOA Occupational Training program, QCC has enrolled 275 students - 160 in vocational training, 60 directly to college, and 55 in the Contextualized CUNY Language Immersion Program (CLIP). Now entering its third and final year, QCC's CareerPATH has an 80 percent retention rate and exceptionally high attainment rates of industry recognized credentials. Among the students who have taken industry recognized certification exams, 90 percent have earned their certificate as a Phlebotomy Technician, 97 percent have earned their certificate as an EKG Technician, and 100 percent have attained CPR Certification through the American Red Cross. Due to the program's length, job placement statistics are unavailable as of yet.

(QCC's CareerPATH Program continues on page 4)

(QCC's CareerPATH Program continues from page 3)

QCC's focus on community partnerships extends to its employer relationships. Working with public partners such as the Workforce1 Healthcare Career Center and private organizations such as Kew Gardens Pediatrics and Favorite Healthcare Staffing, QCC has developed a network of hospitals, local labs, CBOs and other healthcare employers that students can easily access for internships, hands-on experience, and entry-level employment. QCC CareerPATH staff also organize targeted "employer on site job screening" sessions that bring pre-screened students and employers together for one-on-one informational interviews. QCC's December session brought 6 employers and 46 students together, leading to three hire offers.

At its core, QCC's CareerPATH Program is a demonstration of the viability of comprehensive training and placement programming involving multiple stakeholders, especially those rooted in the local community. "The move to engage CBOs is something that is now trending (in the overall workforce development system). While big agencies like Workforce1 Centers are good at volume based outcomes, they may not be able to provide the particular kinds of services that individuals with multiple barriers to employment require," noted Mr. Chiew of CPC. "By being closest to the ground and community, CBOs and programs with multiple stakeholders have a key role to play in the city's workforce strategy. The CareerPATH model has demonstrated this high potential."

As most participants complete their training in the coming year, QCC's efforts are squarely focused on developing more employer partner relationships and preparing students' soft skills and hands-on experience. Employers interested in partnering with QCC's CareerPATH Program should contact Simone Ford, Senior Job Developer at 718-281-5633 or email: sford@qcc.cuny.edu.

The following disclaimer statement is required to be included by QCC CareerPATH's funders:

This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership The CUNY CareerPATH Program is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

NYCETC Albany Advocacy Day Update: March 11

NYCETC's Albany Advocacy Day will now take place on Tuesday, March 11. The Coalition had originally scheduled this trip for Tuesday, February 25, but must re-schedule because the NYS Senate will not be in session at this time. We hope you will join us on March 11 instead! *Sign up for NYCETC Albany Advocacy Day here:* <http://bit.ly/1gAPjfl>

The Coalition is an effective advocacy organization when members are engaged - and we hope you will invest the time to amplify the Employment and Training Agenda in Albany! This will be an action packed day of meetings with representatives from the Governor's office and State Agencies, legislators that chair key committees and their staffs. Our NYCETC Albany Employment and Training Agenda will focus on the following priorities:

- Ensuring accessibility to the high school equivalency diploma in NYS by addressing the challenges created during the transition from GED to TASC
- Expanding inclusion of community-based organizations and training providers in workforce and economic development programs, such as the NY Youth Works and Job Linkage Program
- Expanding opportunities for New York's disconnected young adults
- Increasing relevance of Regional Economic Development Councils by emphasizing workforce development outcomes and utilizing a demand-driven approach
- Improving the minimum wage rate by linking to the federal poverty level
- Balancing job creation strategies by supporting training and credential programming alongside tax reductions for employers and other business incentive programs



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.

WPTI: New Trainings Available

Workforce Professionals Training Institute (WPTI) has an upcoming training: "PERFORMANCE-BASED CONTRACTS 301: What it Takes to Exceed Outcomes and Lead Your Organization to Success." This training geared toward managers and executive leaders aims to empower workforce professionals to fully understand and leverage their performance-based contracts, train their team to manage to and beyond performance metrics, and eventually exceed targets. This one-day session will be on Wednesday, February 26, from 9:00 am to 4:30 pm. The standard fee for this training is \$215. For more information and to register, go to <http://bit.ly/1b9y8Ta>

Job: Osborne Association

The Osborne Association seeks a Career Specialist for its Bronx Career Center. Qualifications include: High school diploma or the equivalent is required; bachelors degree strongly preferred. Prior job development background is required. 2 to 4 years' experience providing direct services to people with barriers to employment, and a demonstrated ability to make a high volume of job placements on a consistent basis is required. Knowledge of labor market trends and supervisory experience is necessary. For more information and to apply, go to <http://bit.ly/1bCrRZn>.

Jobs: CUNY

The School of Professional Studies of the City University of New York (CUNY SPS) seeks applicants for the following positions:

- *Academic Program Specialist* for its Labor Relations Certificate Programs to work with the school's academic partner, the Cornell University School of Industrial and Labor Relations, as well as institutional partners including unions, community-based organizations and employers to build the Institute's undergraduate and graduate certificate programs in labor relations. S/he will serve as the coordinator of these programs and will be involved in all aspects of these programs – from outreach and recruitment to advising and graduation. For more information and to apply, go to <http://tinyurl.com/ncle6hf>

- *Manager of Enrollment Development* to collaborate across the Institute and with outside partners to develop and implement innovative and effective student recruitment activities and strategies. S/he will coordinate all aspects of Institute-wide enrollment initiatives including recommending and reviewing new student enrollment targets, and working closely with the faculty and staff of the Urban Studies, Labor Studies and Worker Education programs to develop and implement program-specific recruiting and pre-admission activities. For more information and to apply, go to <http://tinyurl.com/qanrnn8>

- *Academic Program Manager* to oversee all aspects of the Institute's Workforce Development Program in all five boroughs. These programs are designed to meet both the educational needs of workers and the workforce development needs of the city and state. S/he will design, implement and oversee policies and practices as they relate to outreach, recruitment, admissions, scheduling, registration, counseling, academic support, and graduation. For more information, go to <http://tinyurl.com/ne35ry3>

- *Academic Program Manager* to oversee all aspects of the Institute's Workforce Development Program in all five boroughs. These programs are designed to meet both the educational needs of workers and the workforce development needs of the city and state. S/he will design, implement and oversee policies and practices as they relate to outreach, recruitment, admissions, scheduling, registration, counseling, academic support, and graduation. For more information, go to <http://tinyurl.com/ne35ry3>

- *Administrative Executive Assistant* to coordinate a wide range of activities for the Institute's Director, especially as these relate to work with legislative bodies and the Institute's Labor Advisory Board. For more information, go to <http://tinyurl.com/nn5u78c>