Welcome to the NYCETC 2022 Conference

Advancing Talent & Equity for a Thriving Economy

Thursday, October 13
9 am - 5 pm
CUNY Graduate Center
365 5th Avenue, New York, NY 10016

@nycetc_org
#NYCETC2022Conference
www.nycetc.org

Please note this event will be filmed in its entirety. The video will be used by NYCETC for marketing and publicity including on social media, on the organization’s website, and in other materials.

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Welcome Remarks

Annie Garneva
She/her / @adventuringon
NYC Employment & Training Coalition / @NYCETC_org

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NYCETC Staff

Lena Bhise
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MJ Delgado Ureche
She/they
NYC Employment & Training Coalition / @NYCETC_org

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• Tag speakers and their organizations
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Welcome Remarks

Kathleen Culhane
She/her
Nontraditional Employment for Women / @NEWStrongWomen

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Welcome Remarks

Gregory J. Morris
He/him / @gregjmorris
NYC Employment & Training Coalition / @NYCETC_org

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Sponsor Remarks

Rafia Zahir-Uddin
She/her
JPMorgan Chase & Co./
@jpmorgan
Implementing a Vision for a Stronger Workforce System

Jill Berry
She/her
NYC Dept. of Social Services / @NYCHRA

Je'Nean Jones-Seo
She/Her
NYC Dept. of Small Business Services / @NYC_SBS

Cecilia Kushner
She/her
NYC Economic Development Corporation / @NYCEDC

Denice Williams
She/her
NYC Dept. of Youth & Community Development / @NYCYouth

Nicole Hong
She/her / @nicole_hong
New York Times / @nytimes

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www.nycetc.org
Solution: The Promise of Good Jobs and Social Equity in New York’s Cannabis Industry

Esta Bigler
She/her
Cornell ILR & Cannabis Workforce Initiative / @cornellilr
The Promise of Good Jobs and Social Equity in New York’s Cannabis Industry
Cannabis History: What is it?

• A complex plant
  – Many variations and names (cannabis, hemp, marijuana, etc.)
  – Cannabidiol (CBD) is a natural chemical that has all medicinal benefits, not the high
  – Tetrahydrocannabinol (THC) is the chemical that has all psychological effects, the one that gives the high

• Cannabis
  – Known as Marihuana (Marijuana)
  – Varying levels of THC and CBD

• Hemp
  – Industrial and medicinal use
  – Low levels of THC
Cannabis History: Overview

- The Controlled Substances Act (1970)
  - Regulates drugs and criminalizes marijuana
- NYS Rockefeller Drug Laws (1973) (Repealed 2009)
  - Minimum sentencing for drug sales and possessions
- The NYS Compassionate Care Act (2014)
  - Established a medical cannabis program
- The NYS Marihuana Taxation and Regulation Act (MRTA) (2021)
  - Legalizes adult use of marijuana with regulations to sale and distribution
- Federal Pardon (2022)
  - People with convictions of marijuana possession pardoned by President Biden
Cannabis: The NYS Marihuana Taxation and Regulation Act (MRTA) (2021)

- Legalizes adult use of marijuana with regulations from seed to sale
- Expungement of cannabis criminal records
- Oversight by OCM
  - Regulates production, distribution, and use of marijuana
- Licensing
- Requires Labor Peace Agreements (LPA)
- Amended NYS Labor Law
  - Generally, employers cannot test or discipline adult employees for use
- Recognizes Social Inequity
  - Giving people discriminated against by the criminal legal system regarding marijuana economic opportunities
  - Goal of 50% of adult-use licenses are granted to social equity applicants
Morning Remarks

Eric Adams
He/him / @NYCMayor
Mayor of New York City / @NYCMayorsOffice
A Conversation with Labor Leaders

Henry Garrido
He/him / @HenryGarrido17
District Council 37 / @DC37nyc

Gary LaBarbera
He/him
Building & Construction Trades Council of Greater New York / @NYCBldgTrades

Sandi Vito
She/her
1199SEIU Training and Employment Funds / @1199SEIUTEF

Kathleen Culhane
Moderator
She/her
Nontraditional Employment for Women / @NEWStrongWomen

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Solution: Mapping the Skills of New Yorkers to Drive Place- and Industry-Based Development and Reskilling

Keri Faulhaber
She/her / @KFaulhaber
JobsFirstNYC / @JobsFirstNYC

Alison Lands
She/her / @Alison_Lands
SkyHive / @SkyHiveAI
Tending Our Own Garden
Skills Mapping to Drive Place- and Industry-Based Development and Reskilling

Keri Faulhaber  
Vice President

Alison Lands  
Director of Strategy

JobsFirstNYC
SkyHive
Unleashing Human Potential
JobsFirstNYC creates and advances solutions that break down barriers and transform the systems supporting young adults and their communities in the pursuit of economic opportunities.

SkyHive leverages the world’s most powerful skills intelligence to analyze labor markets in real time, democratizing access to opportunities so we can all benefit from a more capable workforce and a more efficient global economy.
Place and context matter for workforce upskilling

Include geographic and industry influences for informed skills matching and strengthened talent pipelines

- Place has a powerful effect on socio-economic outcomes
- Geography influences the “skill shapes” and growth of industries
- Skills training must fit the community as much as workers must fit the requirements of employers

“...what predicts upward mobility is not proximity to jobs, but growing up around people who have jobs.”

– Harvard Professor Raj Chetty

Opportunity Insights

Workforce development that includes the role of place, the state of industry, the social capital of the community, and the attributes of the individual will maximize effectiveness.
Imagine being able to build reskilling and upskilling plans for an entire neighborhood...

plans that showcase the skills currency of that community to its residents – and build upon their unique strengths and abilities...

creating direct pathways to higher-wage jobs and laying a foundation for long-term economic mobility.
SOLUTION: Use data to map a community’s skills

SkyHive can align a community’s skills footprint to areas of economic growth

Skills mapping creates a system of intelligence for workforce that can anticipate labor demand shifts in the economy and connect jobseekers to employment.

Skills intelligence helps to answer four questions:

1. What are my current skills?
2. How do those skills align to the labor market (now and in the future)?
3. What is the gap between the skills I have and the skills I need?
4. What is the most efficient path to bridge that gap?

- CVs, Resumes
- Online Profiles
- Job Descriptions
- Job Boards & Aggregators
- Government Economic Data
- WEF/OECD Reskilling Data
- Annual Reports
- Online Training Content
- Traditional Edu Content
- MOOCs
- Course Outlines
- Curriculum Documentation
- Patent Applications
- Subject Matter Expertise
- Emerging Studies
- Academic Journals

Quantum Labor Analysis™

20 TB of raw data processed daily
1 billion anonymized profiles
1.6 billion job descriptions
150 trillion computations
3 trillion unique combinations
150 countries

Largest data set
Real-time data
Global data
Ethical AI

JobsFirstNYC
Help jobseekers make informed decisions

Skills mapping provides users with the strongest possible path to economic mobility

From Customer Service to Software Development

David's Current Skills:

- Customer service
- Communication
- Empathy / Emotional Intelligence
- Problem Solving
- Knowledge of the company's products
- Knowledge of the customers' common concerns, issues and resolution paths
- Minecraft / gaming

Helps jobseekers make informed decisions... but can they be what they can’t see?

SkyHive reveals viable career paths that might get overlooked.

Helps expand (or narrow) the focus of jobseekers in ways that align to real-time labor demand.

Supports skills-based and equitable hiring practices with employers.
Constructing a common language of skills

Skills intelligence helps communities align efforts and gain agility in a turbulent economy

- **Adaptability** is critical to success in the future of work
- By mapping existing skills and those in demand, users can adapt more quickly to labor market shifts
- Skills intelligence supports data-driven decision making around what to do more of / do less of / do differently
- Using skills as a shared language helps the workforce ecosystem align efforts
- **Michael’s story**

> "SkyHive's automated skills assessment supported our students in identifying comprehensive training and jobs with livable wages to advance their careers, showing the power of tech in bridging the gap between current and needed skills and mapping skills that are transferable to other jobs and sectors for growth and economic mobility."

Daniel Diaz
Executive Director

**East Side House Settlement**
Skills mapping improves workforce outcomes

Systems change centers the individual and is responsive to community and industry needs

**Individual**

**Skills awareness = adaptability**
Identifying one's skills, how they connect to jobs, and which are needed to advance increases the agility and mobility of jobseekers.

**Community**

**Addressing “skills deserts”**
Aligning training to local needs and strengths keeps vulnerable populations from being left out of job growth.

**Industry**

**Overcoming skills shortages**
Workforce programs responsive to the skills needs of industry encourage employer partnership and increased hiring.

**Insight**

Aligning workforce programs to the unique skills footprints of the communities they serve provides residents with the strongest possible path to economic mobility.
Every community can benefit from skills mapping

- Join JobsFirstNYC and SkyHive in connecting New York communities to greater career and economic mobility through the power of skills intelligence.

- For more information about JobsFirstNYC and SkyHive:
  - [www.jobsfirstnyc.org](http://www.jobsfirstnyc.org)
  - [www.skyhive.ai](http://www.skyhive.ai)

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A Conversation with NYCETC’s Leadership

Annie Garneva
She/her / @adventuringon
NYC Employment & Training Coalition / @NYCETC_org

Gregory J. Morris
He/him / @gregjmorris
NYC Employment & Training Coalition / @NYCETC_org

Ben Max
He/him / @TweetBenMax
Gotham Gazette / @GothamGazette

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Angela Pinsky
She/her
Google NY/ @angelapinsky
Solution: Bridging the College-to-Career Gap through Mentorship and Foundational 21st Century Skills

Kilsys Payamps-Roure
She/her
Braven / @BeBraven
BRIDGING THE COLLEGE-TO-CAREER GAP THROUGH MENTORSHIP & 21ST CENTURY SKILLS

BRAVEN

NADGEDA MAGLOIRE
Spring 2021 Fellow
Each year, 1.3 million low-income and first generation students go to college. Only 30% graduate and emerge with strong jobs.

**Early Career:** Low-income BA holders earn only 66¢ on the dollar compared to high-income peers

**Mid Career:** Low-income BA holders earn only 50¢ on the dollar compared to high-income peers

---

Source: Brookings
THE 4 ACCESS GAPS

Current systems aren’t set up to help students build critical skills, confidence, experience and networks:

1. **SKILLS**
   
   **ONLY 1 IN 10 BUSINESS LEADERS** in the US strongly feels that a college degree equips graduates with the skills and competencies their business needs.¹

2. **CONFIDENCE**
   
   First generation, underrepresented students battle **STEREOTYPE THREAT and IMPOSTER SYNDROME** in school and the workplace.²

3. **EXPERIENCE**
   
   First generation students at large public universities are **13% LESS LIKELY TO HAVE UNDERGRADUATE INTERNSHIPS.**³

4. **NETWORKS**
   
   **YOU ARE 3X MORE LIKELY TO HAVE A STRONGER NETWORK** if you grew up in a zip code with a median income over $100K.⁴

UNDERLYING THESE FOUR GAPS, IS A LACK OF RESOURCES

3,179 COLLEGE STUDENTS : 1 COLLEGE CAREER ADVISOR

¹Gallup Poll, ²Whistling Vivaldi, ³NACE First Destination Survey, ⁴LinkedIn
NYC LOCAL WORKFORCE ISN’T DIVERSE OR HOMEGROWN

WE’RE AN ENGINE OF ECONOMIC OPPORTUNITY...

IN DESPERATE NEED OF DIVERSE TALENT...

BUT LOSING OUT ON TALENT IN OUR OWN BACKYARD.

Strongest Job Growth in:
- Health Care/Social Services
- Finance & Insurance
- Sciences & Tech

Among first, mid and senior level management in Finance:
- White (77%)
- Asian (9%)
- Black (7%)
- Latinx (6%)
- Other (1%)

NYC’s population is:
- 68% People of Color
- 32% White (non-Hispanic)
Braven empowers promising, underrepresented young people on their paths to launching successfully in the modern economy.

1 SEMESTER COURSE: ACCELERATOR

Online Content + Coaches & Cohorts

VOLUNTEERS & EVENTS

L&D FOR EMPLOYEES

EMBEDDED IN HIGHER EDUCATION

UNTIL GRADUATION

1:1 Mentoring
Opportunities Newsletter
Career-Building Experiences

INTERNSHIPS & JOBS

JOB-READY, DIVERSE TALENT

Google Deloitte. Prudential UBS NORTHERN TRUST Salesforce Cisco LinkedIn Teach FOR AMERICA
21st CENTURY SKILLS

SELF-DRIVEN LEADING

WORKING IN TEAMS

PROBLEM-SOLVING

NETWORKING & COMMUNICATING

OPERATING & MANAGING
ACCELERATOR: SCOPE & SEQUENCE

Our mission is to ensure all students who have climbed the mountain to college or grad school **graduate, secure a strong first job**, and are on a **pathway to a meaningful career**. We measure this by the % of our Fellows who secure a strong job or grad school admission within 6 months of graduation.

**DESIGN YOUR CAREER**
- Explore leadership, values, and career interests
- Bond with cohort and share core value stories
- Create a career project plan

**HUSTLE TO CAREER**
- Refine resumé, cover letter, and LinkedIn profile
- Mock interviews with professionals
- Network and apply to jobs

**CAPSTONE CHALLENGE**
- Solve a challenge using design thinking
- Lead teams in 2-hour Learning Labs
- Pitch solutions to the company sponsor

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THE AMERICAN DREAM
IN ACTION

In 2021, 680 Braven Fellows graduated from college.¹ This new class is outpacing their peers nationally in strong job attainment by 15 percentage points (61% vs 46%) within six months of graduation.²

SIX MONTHS AFTER GRADUATION

<table>
<thead>
<tr>
<th></th>
<th>61%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Braven Fellows</td>
<td></td>
</tr>
<tr>
<td>Graduates of color from</td>
<td>46%</td>
</tr>
<tr>
<td>public universities</td>
<td></td>
</tr>
<tr>
<td>National average of all</td>
<td>54%</td>
</tr>
<tr>
<td>graduates</td>
<td></td>
</tr>
</tbody>
</table>

FELLOWS DEMOGRAPHICS

88% People of Color

- 20% Black
- 29% Asian
- 37% Latinx/a/o

55% of Braven graduates are already outearning their parents in their very first job out of college. By comparison, Americans have a 50-50 shot of outearning their parents by age 30.

¹ We have jobs data for 84% of FY21 graduates.
Solution: The Emerging Leaders Program - Opening Doors to New Careers for People with Convictions

Ed Lucus
He/him / @elucus
Center For Employment Opportunities / @ceoworks
Emerging Leaders Program
Program Overview

The Emerging Leaders Program (ELP) is designed to provide members with training that equips them for employment at CEO or similar organizations.

Goals

- Boost economic mobility of ELP members
- Respond to feedback for more pay and more hours
- Support CEO teams with additional staff capacity
- “Walk the talk” of Inclusive Hiring
# Key Program Elements

The Emerging Leaders Program (ELP) is a 12 week experience designed to provide members with training that equips them for quality jobs and upward mobility.

<table>
<thead>
<tr>
<th>On-the-Job Learning</th>
<th>General Professional Development</th>
<th>Mentoring</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity:</strong> Engage in OJL in one of the ELP “pathways,” incl. Vocational, Transitional Work, Advocacy, IT, Inclusive Hiring</td>
<td><strong>Activity:</strong> Complete trainings live on “Development Days” and independently on Google Classroom.</td>
<td><strong>Activity:</strong> Meet 1:1 with a mentor weekly to build relationship and process their ELP experience.</td>
</tr>
<tr>
<td><strong>Time Commitment</strong></td>
<td><strong>Time Commitment</strong></td>
<td><strong>Time Commitment</strong></td>
</tr>
<tr>
<td>3-4 days/week / Approx 20 hours</td>
<td>2 days/week / Approx 7 hours</td>
<td>1 hour/week / Approx 1 hour</td>
</tr>
</tbody>
</table>
“Leveling Up” Professionally

Having mastered the CEO foundational skills, ELP members continue to grow

**Job-Specific Skills**
Tasks or abilities that members can master and “sell” to new employers

**Mindsets**
A set of attitudes and beliefs that will serve members long-term

**Practices**
An activity, skill or commitment that members continue to refine indefinitely
Each pathway has an associated “Skills Tracker” with what the members should have the opportunity to learn & do.

The expectation is familiarity and basic ability; mastery is unlikely in 12 weeks!

Pay raises are tied to making progress through these skills trackers.

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<table>
<thead>
<tr>
<th>Training/Test</th>
<th>Completed &amp; Meet Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant Recruitment Best Practices</td>
<td></td>
</tr>
<tr>
<td>Inspire PDE+ CORE Training</td>
<td></td>
</tr>
<tr>
<td>Proposal Training</td>
<td></td>
</tr>
<tr>
<td>CORE Profile Training</td>
<td></td>
</tr>
<tr>
<td>Attend a resource fair as a representative of CEO</td>
<td></td>
</tr>
<tr>
<td>Conduct an outreach call to someone who’s been referred to CEO</td>
<td></td>
</tr>
<tr>
<td>“Pitch” CEO to someone unfamiliar with you</td>
<td></td>
</tr>
<tr>
<td>Present one or more topics in a PDE class</td>
<td></td>
</tr>
<tr>
<td>Assist with a SNAP enrollment</td>
<td></td>
</tr>
<tr>
<td>Complete a participant intake and document it in CORE</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Training/Test</th>
<th>Completed &amp; Meet Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview of Local Partnerships</td>
<td></td>
</tr>
<tr>
<td>CORE Crash Course</td>
<td></td>
</tr>
<tr>
<td>Core Skills Training</td>
<td></td>
</tr>
<tr>
<td>Job Start Ready (JSE) Assessment and Goals Training</td>
<td></td>
</tr>
<tr>
<td>Job Coach Overview Training</td>
<td></td>
</tr>
<tr>
<td>Job Coach CORE Training</td>
<td></td>
</tr>
<tr>
<td>Conduct one or more job coaching meetings and enter Job Coach service enties in CORE</td>
<td></td>
</tr>
<tr>
<td>Make outreach calls to participants who missed Transitional Jobs</td>
<td></td>
</tr>
<tr>
<td>Work with a participant who needs help finding resources in the community, if applicable, enter an outbound referral in CORE</td>
<td></td>
</tr>
<tr>
<td>Assist a participant with filling out job applications and self-directed job search</td>
<td></td>
</tr>
<tr>
<td>Recruit and register participants for a hard skills training (ex: GED)</td>
<td></td>
</tr>
<tr>
<td>Complete a Job Start Ready assessment with a participant and enter the data in CORE</td>
<td></td>
</tr>
<tr>
<td>Conduct a mock interview with a participant and give them feedback</td>
<td></td>
</tr>
<tr>
<td>Retention Overview Training</td>
<td></td>
</tr>
<tr>
<td>Retention CORE Trainings</td>
<td></td>
</tr>
<tr>
<td>Employment Verification Training</td>
<td></td>
</tr>
<tr>
<td>Conduct a Job Maintenance Assessment (JMA)</td>
<td></td>
</tr>
</tbody>
</table>
**Policy Priorities**

**Expanding Programs Like ELP**

Increase workforce funding for **stipends** and **supportive services** to support people while they are in training programs.

Expand **eligibility criteria for apprenticeship** programs, and **fund pre-apprenticeship** that facilitates training access to ensure equitable access to opportunities.

Remove hiring barriers and create incentives for companies to **hire job seekers with a conviction history** or who have experienced incarceration.
Thank You!
Solution: Partnering for Impact - The Per Scholas Satellite Model

Bryan Lozano
He/him
Per Scholas / @PerScholas
Partnering for Impact:
The Satellite Model
Ron Domingo

Location: Staten Island

“I did research during the pandemic looking for a career change in technology and didn’t have the money for training. I found out about Per Scholas but saw they were in the Bronx and Newark, which was cost and time prohibitive. When I found out about the partnership in Staten Island with the JCC, I was so excited.”
SATELLITE MODEL OVERVIEW

Per Scholas **identifies and selects** training partners

Partners offer **space and recruit** candidates locally

Per Scholas **connects** training to partners via blended learning model

Partners **gain** tech sector expertise and employer relationships
CONNECTING THE BOROUGHS

BROOKLYN

QUEENS
SATELLITE MODEL IMPACT

85% of Per Scholas students graduate

80% of graduates find jobs in tech.

$21/hour+ average starting wage for Per Scholas alumni
Per Scholas in NYC | 2022

Per Scholas Main Campuses
- 138th Street, Bronx
- Flushing Avenue, Brooklyn

Per Scholas Satellite Campuses
- Commonpoint Queens
- Cypress Hills Local Development Corporation (Brooklyn)
- JCC of Staten Island
- Stanley Isaacs Neighborhood Center (Manhattan)
“People are influenced by what’s around them. It’s interesting how you hear people in the neighborhood talk about job opportunities - ‘the court is hiring officers.’ Now we’re starting to hear kids ask, ‘what’s up with that tech program?’”

- Damion Samuels

Release Date: 10/18/2022
Solution: Making Rezoning Work - Integrating Workforce Development into Land-Use Changes

Eli Dvorkin
He/him / @wetwax
Center for an Urban Future / @nycfuture
Making Rezoning Work

INTEGRATING WORKFORCE DEVELOPMENT INTO NEW YORK CITY'S REZONINGS
### Economic Opportunity Indicators in New York City’s Neighborhood Rezonings

Even Before the COVID-19 Crisis, Economic Barriers Were Pervasive

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Poverty rate (population for whom poverty status is determined)</th>
<th>Unemployment rate</th>
<th>Share of adults 25+ with high school credential</th>
<th>Share of adults 25+ with bachelor’s degree</th>
<th>Share of people with limited English proficiency</th>
<th>Median household income</th>
<th>Incarceration rate per 1000 adults 18+</th>
<th>Share of people in NYCHA housing</th>
<th>Share of residents ages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average for rezoned neighborhoods</strong></td>
<td>27.0%</td>
<td>8.7%</td>
<td>74.7%</td>
<td>24.8%</td>
<td>24.7%</td>
<td>$42,656</td>
<td>9.0</td>
<td>8.9%</td>
<td>15.3%</td>
</tr>
<tr>
<td><strong>New York City average</strong></td>
<td>18.9%</td>
<td>6.9%</td>
<td>81.1%</td>
<td>37.4%</td>
<td>23.1%</td>
<td>$60,762</td>
<td>3.9</td>
<td>4.7%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Recommendations

Building a Citywide, Neighborhood-Based Workforce Investment Strategy for Future Rezonomings
Solution: The Future is Cooperative

Rebecca Lurie
She/they /
@rebecca_lurie
CUNY School of Labor and Urban Studies / @CunySLU

Anh-Thu Nguyen
She/her
Democracy at Work Institute / @WeAreDAWI

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The Future is Cooperative

NYCETC Conference

10/13/2022
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Community and Worker Ownership Project  
CUNY School of Labor and Urban Studies

Anh-Thu Nguyen  
atnguyen@institute.coop  
Director of Strategic Partnerships  
Democracy at Work Institute
The Future is Cooperative

... and ancient...

Thank the Lenape people for practices that are inclusive and cooperative with all beings.
All these pressures rain down...

- Low wages
- Exploitative working conditions
- Mis-classification of titles
- Self-employed
- Environmental injustice
- Climate change
- Massive incarceration
- Immigration
- Forced migration
- Poverty

- Pandemic and healthcare
- Gentrification and displacement
- Homelessness
- Intergenerational oppression
- Domestic violence
- Language exclusion
- Gender oppression
- Gun violence
- Racism

Trauma from it all
Enter workforce development...

With a goal to train and place into jobs or upgrade employment...

We aim for Good jobs!!
Good Jobs: A Working Definition

Economic Stability
- Stable, family-sustaining pay
- Sufficient, accessible, and broadly available benefits
- Fair, reliable scheduling practices
- Safe, healthy, and accessible working conditions

Economic Mobility
- Clear and equitable hiring and advancement pathways
- Accessible, paid training and development opportunities
- Wealth-building opportunities

Equity, Respect & Voice
- Organizational and management culture, policies, and practices that:
  - are transparent and enable accountability
  - support a sense of belonging and purpose
  - advance DEIA*
  - and address discrimination.
- Ability to improve the workplace, such as through collective action or participatory management practices

*DEIA: diversity, equity, inclusion, and accessibility
Enter workforce development for the 21st century

Over 40% of the workforce are working as:

- Self-employed
- Independent contractors
- Entrepreneurs
- Off the books
- 1099 paychecks
- Miss-classified
- Zero contributions to unemployment, workers comp, healthcare, pension, etc.

Small business owners who may want to sell their businesses cannot find enough buyers. Incumbent workers can purchase!
Additional skills for workers creating, framing and organizing good quality jobs.

- Business Skills
- Advocacy Skills
- Organizing Skills
- Cooperative Skills
7 Cooperative Principles

1. Voluntary and open membership
2. Democratic member control
3. Member's economic participation
4. Autonomy and independence
5. Education, training and information
6. Cooperation among cooperatives
7. Concern for community
Our Solution: Cooperative skills education and training

- Bookkeeping
- Marketing
- Dispute resolution
- HR and labor law
- Organizational development
- Facilitation
- Nonviolent communication
- Policy and regulation
- Management
- Collective power and team building
**Self-actualization**
desire to become the most that one can be

**Esteem**
respect, self-esteem, status, recognition, strength, freedom

**Love and belonging**
friendship, intimacy, family, sense of connection

**Safety needs**
personal security, employment, resources, health, property

**Physiological needs**
air, water, food, shelter, sleep, clothing, reproduction
The pandemic shined a light on ancient and indigenous practices, aka survival skills:

Mutual Aid and Cooperative Enterprises

We can see this response to trauma (and hardship) as ways humans come together to build caring economic exchange.

We can look to apply to business development and workforce training some of these same principles of collective care.

Work can be a place for healing from some of the trauma raining down...

Quality work allows for self-actualization
Let’s see how this works in a franchise-like cooperative model focused on workers with barriers to employment.
Rapid Response Cooperatives

1. A mission-aligned partnership designed to meet multiple needs with integrity.

2. Client contracts with and pays the business, and works directly with owners.

3. Members are compensated as owners, not employees or contractors.

4. Cooperative handles billing, payment, bookkeeping, tax filing, member support.

institute.coop
Learn More:

Democracy at Work Institute (DAWI)  [https://institute.coop/](https://institute.coop/)

And you can study at the graduate level in our 4-course certificate: **Workplace Democracy and Community Ownership** at CUNY’s School of Labor and Urban Studies
The Center for NYC Affairs has been tracking 3 broad industry groups since the start of the pandemic.

- Jobs in remote-working and essential industries surpassed their pre-pandemic levels in May/July respectively.
- Employment in face-to-face industries remains **186,500 jobs short** of where it was in February 2020.
Many respondents offer multiple trainings in an individual sector, but the chart above only indicates whether a respondent offers at least one training in that sector.
### FIGURE 20. CHALLENGES IN MEETING DEMAND AND RECRUITING PARTICIPANTS FOR PROGRAMS

<table>
<thead>
<tr>
<th>Service</th>
<th>Below Capacity</th>
<th>At Capacity</th>
<th>Can't Meet Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Cash Assistance</td>
<td>9%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Housing Services</td>
<td>13%</td>
<td>38%</td>
<td>50%</td>
</tr>
<tr>
<td>Legal Assistance</td>
<td>16%</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>Food / Meals</td>
<td>19%</td>
<td>70%</td>
<td>11%</td>
</tr>
<tr>
<td>Mental Health Support</td>
<td>20%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>Transportation</td>
<td>21%</td>
<td>63%</td>
<td>16%</td>
</tr>
<tr>
<td>Loaner technology</td>
<td>24%</td>
<td>52%</td>
<td>24%</td>
</tr>
<tr>
<td>Project Based Learning</td>
<td>26%</td>
<td>63%</td>
<td>12%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>29%</td>
<td>55%</td>
<td>16%</td>
</tr>
<tr>
<td>Wage Subsidy</td>
<td>29%</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>Counseling</td>
<td>30%</td>
<td>48%</td>
<td>22%</td>
</tr>
<tr>
<td>Stipend</td>
<td>30%</td>
<td>52%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Figure 9.
FRONTLINE RESPONDENTS CONSIDERING SEARCHING FOR ANOTHER JOB WITHIN 1-3 YEARS

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 3 years</td>
<td>Somewhat unlikely, unlikely, very unlikely</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>Very likely, likely, or somewhat likely</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Uncertain</td>
<td>40%</td>
</tr>
<tr>
<td>Within 1 year</td>
<td>Somewhat unlikely, unlikely, very unlikely</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>Very likely, likely, or somewhat likely</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Uncertain</td>
<td>51%</td>
</tr>
</tbody>
</table>


Solution: Building the Best Peer Workforce - Authentic Interviews for Individuals with Limited Work Histories

Curtis Dann-Messier
He/him
NYC Health + Hospitals / @NYCHealthSystem
Authentic Interviews for Peer Workers

Curtis Dann-Messier
Director of H+H Peer Academy
Office of Behavioral Health
NYC Health + Hospitals

dannmec@nychhc.org
Who Are Peer Support Workers?

- Peer support workers use their lived experience with mental health or substance use challenges to support individuals on their path to recovery.
- This is an in-demand, middle-skill occupation. Workers need industry-recognized credentials, but not a college degree.
- There are lots of different titles for this position, including peer specialist, peer advocate, and peer counselor (H+H title).
The NYC Peer Workforce

- **Peer jobs have been growing steadily in NYC.** We expect this trend to continue.
- There are **5 peer certifications** in NYS, Peer Specialist (Mental health peers) and CRPA (Substance Use peer) being the most prevalent.
  - I started the NYC Justice Peer Initiative to expand this workforce. Housing Peers are next!
Why are peer workers in such high demand?

- Peer support makes sense. If you struggle with mental health or substance use challenges, wouldn’t you want to talk with someone in recovery to learn how they overcame the same challenges that you’re facing now?

- There is a behavioral health crisis in our country exacerbated by COVID, the opioid epidemic, loneliness, famously summarized as deaths of despair and there is a severe shortage in behavioral health workers. Even if we only relied on social workers, there simply aren’t enough.

Nationwide, SAMHSA estimates an additional 4,486,865 behavioral health practitioners are needed, including 1,103,388 peer support workers.
When recruiting and selecting individuals with limited work histories, how do you know who will be a good fit?

Step 1 – Brainstorm the ideal candidate.
Authentic interviews

- Step 2 – Design a process to evaluate the ideal characteristics
Authentic Interviews for Peer Workers

- Candidates pair off and answer scripted questions.
  - We assess for listening, empathy, sharing recovery story, and commitment.
- Students pair off and role play actual real scenarios written by current peer counselors. There is no better way to assess someone’s ability to do the job, than having them do the job.
- Students work in teams to complete a group art project: What does recovery mean to them, as a group?
  - We assess for teamwork and recovery focus
NYC H+H Peer Academy Outcomes

- 21 individuals started the first cohort
- 18 individuals graduated
- 14 have been offered positions in a hospital (13 at H+H)
- 23 individuals started cohort 2
- I’ve used an authentic interview / selection process for a wide variety of positions and programs. It works.
Authentic interviews

- This process works well for any competitive occupation / program.
- As you graduate / hire candidates and learn about the most important characteristics, you can tweak your process.
- How would you design an authentic interview for cooks, assistant teachers, entrepreneurs or other positions?
Thank You!
Do you know someone who would be a great peer worker? Scan the QR code to join our list serv.

Curtis Dann-Messier
Director H+H Peer Academy
dannmec@nychhc.org
Solution: Unlocking Employment Opportunities for Job Seekers Involved in the Legal System

Elena Sigman
She/her
John Jay College Institute for Justice & Opportunity / @JusticeAndOpp

Kiana Walbrook
She/her
Henry Street Settlement / @HenryStreet
Unlocking Employment

How to Partner with Job Seekers Impacted by the Legal System
Supporting the Job Search
Legal Protections from Discrimination Against Job Seekers
Getting to Know Your Job Seeker
Supporting the Job Search
Exploring the Impact of the Legal System on Job Seekers
Four Course Modules
Legal Action Center
Workforce Professionals Training Institute
Henry Street Settlement
Osborne Association
Women’s Prison Association

Leonard Battle
Gyasi Headen
Rebekah Joab
Sally Friedman
Claudia Joseph
Colleen McCormack-Maitland

Nyasha Rivera
Daniel Salemson
Sabeen Pirani
Edward Santiago
Kiana Wallbrook
Renee Whittick
MODULE ONE: EXPLORING THE IMPACT OF THE LEGAL SYSTEM ON JOB SEEKERS

Meet the Job Seekers
For More Information & How to Pre-Register

bit.ly/unlocking-employment
Solution: Energy Transition Workforce Training Programs

Beth Offenbacker
She/her
NYS Energy Research & Development Authority
/ @NYSERDA
NYSERDA Workforce Training Programs
NYC Employment & Training Coalition – 2022 Conference

Beth Offenbacker, Project Manager, NYSERDA Workforce Development
October 13, 2022
NYSERDA Mission
Advance clean energy innovation and investments to combat climate change, improving the health, resiliency, and prosperity of New Yorkers and delivering benefits equitably to all.

Workforce Funding
$120M dedicated to clean energy workforce development and training
40,000+ New Yorkers to be trained by 2025

Training Projects
Serving numerous audiences:
- Existing Workers
- New Workers
- Trainers
- Priority Populations
- Disadvantaged Communities
- Displaced Workers

Impact
$58M committed to date
26,500 New Yorkers trained or in training
1,500 interns supported
1,100 new hires supported through OJT

CLEAN ENERGY CAREERS
Equitable Workforce Development

Investing in residents of Disadvantaged Communities and members of Priority Populations

Disadvantaged Communities:
Current interim definition includes communities:
- located within census block groups that meet the HUD 50% Area Median Income threshold, that are also located within the DEC Potential Environmental Justice Areas; or
- Located within New York State Opportunity Zones

www.nyserda.ny.gov/ny/disadvantaged-communities
NYS Clean Energy Jobs Analyses

more than 157k clean energy jobs in 2020 across New York State

Clean Energy Employment by Technology
(number of jobs, December 2020)

- Energy Efficiency: 121k
- Renewable Electric Power Generation: 23k
- Clean and Alternative Transportation: 9k
- Renewable Fuels: 2.6k
- Grid Modernization and Energy Storage: 2.3k


https://climate.ny.gov/Climate-Resources
Employment in growth sub-sectors increases by at least **211,000 jobs by 2030**, a 62 percent increase in the workforce from 2019 to 2030.

- Building Electrification (Greater than 114,000 jobs)
- Solar (Greater than 30,000 jobs)
- Advanced Manufacturing (Greater than 43,000 jobs)
- Offshore Wind (Greater than 14,000 jobs)

Employment grows in these sub-sectors by at least **346,000 jobs through 2050**.
Wage Findings

- 70 percent of jobs added in the growth sub-sectors, from 2019 to 2030, will be in the middle ($28 to $37 an hour) or higher (>=$37 an hour) wage paying category.

- 60 percent of jobs lost in the displaced sub-sectors, from 2019 to 2030, will be from the lower (<$28 an hour) wage paying category.

Geographic Findings

- Net job growth can be found across the state, with each of the five regions experiencing over 10,000 added jobs from 2019 to 2030.
# Key Highlights

## PON 3981 Energy Efficiency & Clean Technology Training

### Goal
Supports technical training, hands-on learning, job placement, and supportive services for new and existing workers, apprentices, journeypersons, and students.

### Technology Focus Areas
- Energy efficiency
- Building electrification/heat pump technologies
- Insulation & air sealing; smart grid, energy storage
- High-efficiency lighting, building automation & controls
- Electric vehicle maintenance & charging station installation
- Large-scale, land-based renewable energy generation

### Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category 1</strong></td>
<td>Upskilling/reskilling for existing workers and individuals in formal training programs</td>
</tr>
<tr>
<td></td>
<td>Higher NYSERDA funding for qualifying union-led training and pre-apprenticeship programs</td>
</tr>
<tr>
<td><strong>Category 2</strong></td>
<td>Training for new workers/new entrants to clean energy</td>
</tr>
<tr>
<td></td>
<td>At least 50% of trainees from Disadvantaged Communities (DAC)/Priority Populations (PP)</td>
</tr>
<tr>
<td></td>
<td>Higher NYSERDA funding if 100% trainees from DACs or PPs</td>
</tr>
<tr>
<td></td>
<td>Placement in a paid internship, apprenticeship, full-time job or advanced formal training (minimum 80%)</td>
</tr>
</tbody>
</table>

### Impact

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects Funded to date</td>
<td>46</td>
</tr>
<tr>
<td>Individuals to be Trained</td>
<td>15,000</td>
</tr>
<tr>
<td>Contracted to Date</td>
<td>$12,700,000</td>
</tr>
</tbody>
</table>
Fund for Public Housing is partnering with the NYC Housing Authority to design and deliver a comprehensive training program that connects academy grads with contractors delivering heat pump installations and maintenance, energy performance contracts and other energy retrofits at NYCHA properties.

- **Target Audience:** 100 NYCHA residents in New York City
- **Curriculum:** Four courses featuring Building Electrification, Energy Efficiency, and Solar Installation tracks, plus Workforce Preparation and Safety & Industry certifications
- **Goal:** Accelerate building decarbonization by developing a custom-trained workforce of individuals from environmental justice communities.

100 NYCHA Residents to be trained

100 from Environmental Justice Communities

3 New curricula to be developed

*Based on project goals*
Non-Traditional Employment for Women: Green Collar Prep

Nontraditional Employment for Women (NEW) prepares, trains, and places women in careers in the skilled construction, utility, and maintenance trades, helping women achieve economic independence and a secure future for themselves and their families. At the same time, NEW provides a pipeline of qualified workers to the industries that build, move, power, green, and maintain New York.

- **Curriculum**: Environmental literacy, sustainability, efficiency, construction
- **Activities**: Hands-on skills training, soft skills workshops, physical conditioning, mentoring/networking with SMEs, site tours, certifications + job/apprenticeship placement support
- **Partners**: Con Edison, National Grid and PSEG, Cushman & Wakefield, the Metropolitan Transit Authority (MTA), the City of New York’s Department of Environmental Protection, and 30+ registered apprenticeship programs

<table>
<thead>
<tr>
<th>102</th>
<th>32</th>
<th>8</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals Trained, incl. 100% Low-income DACs/PPs</td>
<td>Interviews Facilitated to Date</td>
<td>Paid Internships Secured</td>
<td>Apprenticeship &amp; Full-time Job Placements Achieved</td>
</tr>
</tbody>
</table>

*Based on data through Q2 2022*
Stacks+Joules is a 401(c)3 nonprofit workforce development program that trains NYC high school students in advanced lighting controls, heat pumps, building integration and professional soft skills all towards family-sustaining careers in the burgeoning building automation industry.

- **Partners:** UA Maker Academy, S Bronx Community Charter High School & LES Girls Club
- **Curriculum:** Computer programming, wireless networking, HVAC and lighting controls, and automated building systems
- **Activities:** Technical training, career exploration, hands-on learning, mentorship, credentials

**120** NYC Youth (113 Low-Income) from High Schools & Community Centers Trained

**173** Building Automation Industry-Recognized Certificates Earned

**96** Paid Internships Secured

**5** Full-time Job Placements in Building Automation

*Based on final report data through Q4 2021*
Current Training Partners

- Andromeda Community Initiative
- CUNY Building Performance Lab
- Energy Economic Development Corp (EEDC)
- Green City Force
- Nontraditional Employment for Women (NEW)
- Resilience Education Training and Innovation Center (RETI)
- Solar One
- Stacks + Joules
- Sustainable South Bronx
- The HOPE Program
- Urban Green Council
- Westchester Community Opportunity Program (WestCOP)
- Willdan Clean Energy Academy
- Youth Action Program & Home ... and more!
## PON 4000 Clean Energy Internship Program

<table>
<thead>
<tr>
<th>Key Highlights</th>
<th>PON 4000 Clean Energy Internship Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Provides funding to clean energy businesses, organizations, and local municipalities to hire interns for the clean energy sector. Interns may be hired full-time under PON 3982 OJT upon completing their internship.</td>
</tr>
</tbody>
</table>
| **Technology Areas**    | • Energy Efficiency; Renewable Electric Power Generation  
                          • Grid Modernization and Energy Storage; Alternative Transportation; Renewable Fuels |
| **Eligible Applicants** | • **Businesses**: Contractors, Developers, Manufacturers; Municipalities, Counties; Not-for-Profits, Direct-entry Pre-apprenticeship Programs  
                          • **Interns**: NYS residents who are current college students, recent graduates, members of DACs or PPs |
| **Wage Reimbursement**  | • Reimbursement for wages up to $17/hr, up to 480 hours  
                          • 75-90% of intern wages covered based on company size |
| **Average Subsidy**     | • $6,500 per intern  
                          • Up to 30 interns; no cap for MWBEs/SDVOBs  
                          • Maximum internship term is 480 hours |
| **Impact**              | **450** Businesses Approved  
                          **1,454** Interns Hired  
                          **$9,400,000** Funding Spent & Reserved |
# PON 3982 On-the-Job (OJT) Training Program

<table>
<thead>
<tr>
<th>Key Highlights</th>
<th>PON 3982 On-the-Job (OJT) Training Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Provides wage subsidies to clean energy businesses to hire and train workers on the job, enabling them to quickly ramp up to full productivity.</td>
</tr>
</tbody>
</table>
| **Eligible Businesses** | - Energy Efficiency and Building Electrification: Lighting; Heating, Ventilation and Air Conditioning; Air Source Heat Pumps; Advanced Building Materials; Insulation and Air Sealing; Other High-Efficiency Products and Services  
  - Renewable Electric Power Generation: Geothermal; Solar; Hydroelectric Power, Offshore Wind  
  - Grid Modernization and Energy Storage: Smart Grid; Micro-grid; Demand Response Management |
| **Wage Reimbursement** | 50%-75% wage reimbursement up to $24/hr for 4-6 months of a new hire’s training period. |
| **Average Subsidy** | $8,500 per new hire  
  Up to $150K for traditional workers; no cap on DACs/PPs |
| **Impact**     | 141 Businesses Supported  
  1,100 Individuals Hired  
  $6,600,000 Wage Supports Provided |

- Bloc Power  
- Energy EDC  
- Gree Mechanical Services  
- Sunlight Energy Group
Thank You!

Beth Offenbacker
wfinfo@nyserda.ny.gov
Thank you for attending the NYCETC 2022 Conference!

Advancing Talent & Equity for a Thriving Economy

Thursday, October 13
9 am - 5 pm

CUNY Graduate Center
365 5th Avenue, New York, NY 10016

@nycetc_org
#NYCETC2022Conference
www.nycetc.org