



Center for Economic & Workforce Development

CEWD NEWSLETTER FALL EDITION 2012

Welcome

Babette Audant, Executive Director



Welcome to the first edition of the Center for Economic and Workforce Development e-newsletter. In September of 2011 I became the new Executive Director. This is an exciting era for the Center; we're implementing a new vision with energy, and are taking on new challenges with enthusiasm. The city's competitiveness depends on our ability to provide innovative training programs that catalyze and support the growth and advancement of the NYC workforce. People across Brooklyn and the entire New

York Metro region are struggling to succeed in this tough economic climate, and CEWD's team and the Kingsborough community at large is being tested to meet those challenges in innovative ways.

We are developing new approaches to deliver the services we provide, guided by labor market research, program assessments and collaboration with our partners. As we move forward with new leadership, emphasis will be placed on creating more opportunities for collaboration, both within KBCC and outside organizations. We will continue to pay close attention to data and the feedback we receive from employers, programs and participants in order to evaluate our work and its impact on the community. These steps will help inform labor market focus, program design, and fundraising strategies. CEWD staff aims to keep faculty, staff, students, affiliates and those impacted by the Center connected and informed. We hope that this newsletter will provide you with up-to-date and useful information and you enjoy our first effort.

Contents

- Page 1- Welcome
- Page 2- Research & Trends
- Page 3- CEWD Training Programs
- Page 4- The KBCC Urban Farm
- Page 5- CUNY CareerPATH
- Page 6- Staff Highlights
- Page 7- Presentations & Affiliates
- Page 8- CEWD Contact Info



Our training programs aim to provide the local workforce with high quality employees while utilizing best practices, labor market information, emerging sectors, the needs of employers, and national certifications.

Economic and Workforce Development Research and Trends



Staying Current by Christine Zagari-LoPorto

As a New Yorker, a City employee, and a business owner, my interest and investment in our recovery from the "Great Recession" is an ongoing exploration and analysis of the available market data.

Our mission at CEWD is to support the local workforce by providing trained, qualified and certified employees. Without knowledge about where the jobs are, what skills employees lack, and which sectors have the potential for growth, CEWD could never have progressed as we have in the past few years.

In order to meet evolving needs in this tough economic climate we must review labor market data, and identify emerging trends and opportunities. This up-to-the-minute data informs our design and implementation of new training programs.

In this section of the CEWD newsletter, I hope to draw your attention to recent research about the NYC workforce that contributes to a comprehensive perspective that helps shape CEWD goals.

Please feel free to send me relevant articles, links and announcements to share with our Center and our CEWD community, and be sure to join our group on LinkedIn, which is updated frequently.

Industry Impacting NYC

The Cruise industry generated an economic impact of \$239 million in 2011 for New York City. In 2011, over 632,000 passengers spent nearly \$150 Million in New York City. View the full report, [click here](#).

NYC- Economic Snapshot- "NYC's economy added more than 85,000 private sector jobs in 2011." Colleen C. Gardner, *Commissioner*.

Upcoming Conferences of Interest

Conference to Highlight Continuing Ed & Training

The [National Council for Continuing Education & Training](#) will hold its annual conference October 13-16, 2012, in Reno Tahoe, NV.

AAC&U Sponsors Diversity and Learning Conference

The Association of American Colleges and Universities is hosting [Modeling Equity, Engaging Difference: New Frameworks for Diversity and Learning](#), October 18-20, 2012, in Baltimore, Maryland.

AACC Convention Proposals Now Being Accepted

Share with your colleagues promising practices, emerging trends and lessons learned, April 20-23, 2013, in San Francisco, by submitting a session proposal. The call closes Monday, September 24, 2012. View [Call for Convention Events](#) page for more information.

Tech in the City-

The Concrete Valley

Online auction giant **eBay** is the latest tech giant to expand in New York. The company announced that it would launch a Technology Center of Excellence in the Flatiron district this fall. eBay is following in the footsteps of **Facebook**. The social media giant announced last year it would establish a major engineering center in Manhattan. Facebook, in turn, followed **Google**, whose meatpacking district offices are the search giant's largest operations center outside of California.

Projecting the Future in Workforce

Bright Farms- a privately owned company that develops greenhouses, announced plans to create a sprawling greenhouse on a roof in Sunset Park that is expected to yield a million pounds of produce a year without using any dirt. In spring 2013 **Brooklyn Grange**, another rooftop farm developer, will open its second site, a 45,000- square-foot commercial operation at the Brooklyn Navy Yard. Next year, **Gotham Greens**, plans to open three new rooftop hydroponic greenhouses in Brooklyn, Queens and the Bronx. The new sites will raise the company's total production to 200,000 sq. ft.

Over the next three years, Marriott International plans to open 13 budget hotels in Manhattan, adding 2,900 rooms, nearly doubling the number of properties it currently operates in the city, a company official said. The planned projects are in various stages of development; the first of them, the SoHo Courtyard, opened in a new building Nov. 16, 2011 on Varick Street. [Source NYS DOL](#)

CUNY JOBS TASK FORCE PRESENTS "JOBS FOR NEW YORK'S FUTURE,"

"Industry experts were unanimous in recommending that students be given career guidance and job-search skills training before they enter the labor market as college graduates, citing that many students are unaware of the potential career pathways that are associated with various fields of study. With respect to job search skills, experts expressed the need for greater assistance with résumé and cover-letter preparation, networking, interview skills, business attire, and professional behavior."

To view full report, [click here](#).

Training Programs of CEWD



Frank Espinal,
Program Director
[CUNY CareerPATH](#)

On August 28th The CUNY CareerPATH (CCP) Program at Kingsborough Community College reached a milestone - 6 months since the launch of our first training in February. It seems like a short time frame to look back on, but we have been able to reflect on our accomplishments and adjust our program to better serve the needs of our students' needs through occupational training in three key sectors: Culinary Arts, Food and Beverage Service, and Community Health.

Our first graduating cohort had a total of 35 students, and half of them have secured employment directly related to their training. Fifteen of those students have decided to continue their education by enrolling at Kingsborough, where the credits they earned and banked during training will give them advanced standing towards their degrees.

The future for CCP looks bright, and we are preparing to launch our most ambitious training season to date. In Fall 2012, in addition to training participants in Culinary Arts and Food and Beverage Service, we are piloting training in Community Health. This new addition will enable us to train participants to work in a fast-growing field as patient advocates providing a vital service to neighboring communities and medical staff.

This new track will allow us to offer a variety of training services to unemployed New Yorkers. It is a very exciting time at the CUNY CareerPATH Program, and we want to continue to assist everyone with reaching his or her dreams.



Dina Marie LiMandri,
Associate
Program Director
[Project Rise](#)

Project Rise is a GED and Internship program whose goal is to reengage young adults in an education and employment focused program. In 2011, Kingsborough Community College and the Center for Economic and Workforce Development was one of three New York sites awarded Social Innovation Funding to launch Project Rise. The purpose of the program is to prepare disconnected young adults for the GED, while providing educationally conditioned paid internships. We serve young adults between the ages of 18-24 years old who are not enrolled in school and not employed, and live in the five boroughs.

How do we do it? Our program combines thematically focused GED instruction, a Pre-Internship Urban Farm Experience, an 18-week individualized paid internship, work readiness development, Career skills building, job placement assistance, and college credits. Participants receive on-going support from a dedicated Program Counselor who advises and guides them through the program. Through partnerships with the Office of Continuing Education and the Culinary Arts division of the Tourism and Hospitality department, we were able to provide young adults with GED instruction with a focus on Culinary Arts. This was enhanced by a 4-week pre-internship on KCC's Urban Farm. The program is infused with computer skills, employment skills, rewards and incentives, trips, newsletters, and a team approach to youth development. Over the course of the year we helped participants pass the GEDs, get employed, access HRA resources, apply to college, apply for further trainings, earn college credits, gain industry recognized certificates, and change the course of their lives. One year later, we are recruiting for year two of Project Rise.

This year we look forward to broadening our focus to all industries and providing students with a focus on college preparation. Participants will have the opportunity to take college level Student Development classes, in which they can earn up to two credits, and develop college and work preparation skills. Additionally, participants will receive an enhanced version of Virtual Enterprise, a three-credit college course, which will include business, financial literacy, computer skills, and entrepreneurial skills. Our primary goal at Project Rise is to reach 50 young adults each year, and help them pursue education, employment, and get their lives on the right track!

KBCC URBAN FARM INITIATIVE

ABOUT THE FARM: In collaboration with Active Citizen Project/Project EATS, KCC is in its second year of a 12-month, high-yielding farm where vegetables, fruits, and herbs are grown for sale to NYC restaurants and Brooklyn farmers' markets, as well as to our rapidly growing Culinary Arts program.

Students have the opportunity to be trained as urban farmers, and to learn how to harvest, process, and sell fresh produce. There are also many opportunities to incorporate the urban farm and local food production more generally, into curricula across various disciplines. Other outcomes include working with the additional garden space built by the Farm Faculty Interest Group in spring 2012 for curricular and research projects, event planning, and growth ideas for students that can go beyond the classroom walls.



KBCC Urban Farm

Mara Gittleman, Farm Program Manager

Throughout the spring and summer the farm has been bursting with delicious produce! We saw loads of salad greens; sugar snap peas, radishes, turnips, garlic, cilantro, bok choy, arugula, sorrel, kale, mustard greens, and more. Our tomatoes, hot peppers, okra, cucumbers, and other summer crops have been well over our expectations. Project EATS has been setting up pop-up shops in Brooklyn restaurants to sell extra seedlings and produce on top of their usual deliveries, expanding their customer base.

The KCC Urban Farm has also expanded to include new smaller raised beds for faculty research and curricular projects. Participants include the Biology Department, Center for Economic and Workforce Development, Culinary Arts, Health Physical Education and Recreation, and more. Culinary Arts faculties have filled a boat with herbs as both a welcoming entrance to the farm as well as a research project. The new garden addition is now part of the Farm Faculty Interest Group.

Please join Mara Gittleman (Farm Coordinator and Adjunct Lecturer, Tourism and Hospitality) - for a series of discussions about how we might use this resource and how the various constituents of the KCC community can get involved.



Student Success Story

My name is Bree and I participated in the KCC urban agriculture course last summer. This was by far one of my most valuable educational experiences of my life. The teachers, the knowledge gained and the campus location were all beyond ideal.

The course covered the basic information needed to farm in the city: from soil knowledge, raise bed building, planting crops, composting and harvesting. We also gained experience on seasonal cooking and how to take full advantage of the produce growing from the ground.

If you are interested in farming in the city this is a necessary course! One year after the course, I am currently starting a community farm on an abandoned lot with the help of my experience at KCC.

To learn more about what's sprouting at the Farm, contact Mara at 718-368-5462 or at mara.gittleman@kbcc.cuny.edu

"LIKE" the KBCC Urban Farm on [Facebook.com/kbccurbanfarm](https://www.facebook.com/kbccurbanfarm)

CUNY CareerPATH



Update on CUNY CareerPATH

By Ashley Dallman, Co-Project Director of Operations

It has been an exciting inaugural year for the CareerPATH program at the City University of New York (CUNY). Funded by the U.S. Department of Labor and launched in September 2011, the CUNY CareerPATH program is an important new initiative aiming to build CUNY's capacity to more effectively serve adult learners, and to help students achieve their education and career goals to the fullest. Nationwide, CUNY is one of 32 recipients of the Trade Adjustment Assistance Community College and Career Training (TAACCCT) grants, and is the only recipient in New York State.

Bolstered by strong advisement and enhanced student services, CareerPATH creates new opportunities for un- and underemployed workers to transition to college and advance their careers by offering low to no-cost job training programs. In the short-term, participants have the chance to earn industry-recognized credentials and college credit. In the long-term, they have the opportunity to earn a college degree – and to build stronger and more sustainable pathways towards meaningful careers. The program aims to strengthen connections among college transition programs – with the end goal of helping students progress on each step of their education and career pathway.

Since the initiative's inception, the CareerPATH program has begun implementing new training opportunities in five sectors – business, education, food service and hospitality, healthcare, and manufacturing – across a consortium of CUNY's six community colleges – Borough of Manhattan, Bronx, Hostos, Kingsborough, LaGuardia and Queensborough – as well as two comprehensive colleges, the College of Staten Island and New York City College of Technology. In the first nine months, nearly 200 students had enrolled in the CareerPATH program across five colleges.

In the year ahead, we look forward to reaching new CareerPATH participants and, beginning this fall, the implementation of new CLIP curricula. In conjunction with strengthened employer partnerships, dedicated career counselors, and through the use of real-time labor market information reports, we are optimistic about this cross-campus collaboration and its potential to prepare New Yorkers to reenter today's job market more adept than ever.

To learn more, please visit us at: www.cuny.edu/CareerPATH or call 311.

This workforce solution was funded by a grant awarded by the U.S Department of Labor's Employments 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, expressed or implied with respect to such information, including any information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership.



Ashley Dallman is the Co-Project Director of Operations of the CUNY CareerPATH program at Kingsborough Community College's Center for Economic and Workforce Development. She holds a master's degree in social work from Columbia University, with an emphasis in policy and healthcare, and a bachelor's degree from the University of Wisconsin-Madison. Prior to joining KCC, Ashley worked at Single Stop USA, a national nonprofit organization based in NYC, where she served as a Program Manager on the policy and evaluation teams. Previously, she has worked on community development initiatives both in the US and abroad, and has also served as a Council of Women World Leaders fellow at the Stockholm International Peace Research Institute (SIPRI).

STAFF HIGHLIGHTS



Alissa Levine

CEWD's Director of Programs Alissa Levine was invited to present at the National Conference on Volunteering and Service (NCVS) in Chicago, June 18-20. NCVS, is a program of the Points of Light, an organization which helps people transform their communities. The annual conference is attended by volunteer organizations (i.e. AmeriCorps), non-profit professionals, social entrepreneurs, funders and philanthropists among others committed to civic engagement.

Attended by more than 5,000 leaders from the service sector, NCVS is the largest conference of its kind in the world and featured speakers including Former First Lady Barbara Bush, Current Second Lady Dr. Jill Biden, Chicago Mayor Rahm Emanuel, US Secretary of Education Arne Duncan and Actor and Philanthropist Kevin Bacon. Ms. Levine, with Dorrick Scarpelli and Annel Hernandez from the NYC Center for Economic Opportunity, presented a report about Project Rise, GED Program funded by the Social Innovation Fund. They discussed how community benefit projects can be used to engage disconnected youth.

Ms. Levine's segment focused on KCC's Urban Farm, and how it is used to support academic, employment and social development for disconnected youth enrolled in Project Rise, a year-long GED preparation/Internship/College and Career Readiness program. The well-received presentation echoed themes introduced by Barbara Bush and Dr. Jill Biden at the conference's opening session about planting seeds for the future.

Approximately 70 attendees from non-profits and volunteer organizations, based everywhere from Ohio to Guam, reported that the presentation was relevant to the work they are currently doing, and several have expressed interest in learning more about the KCC Urban Farm and how to incorporate lessons learned and best practices at KCC into their own work.



Edgar Troutd

CUNY Workforce Development Initiative (WDI) awarded Edgar Troutd and Babette Audant a \$12,000 grant for their proposal, "Integrating Social Business Technology Modules as Workforce Development Strategy."

Funds will be used to support the introduction of mobile and social technologies into business, entrepreneurship and other career-related training. It coincides with Kingsborough's growing use of social technology to interact with students, initiatives undertaken by the Presidents Communication Task Force.

The project will (1) develop a series of educational modules on social business technologies; (2) work with faculty of several disciplines to integrate a module into a course; (3) perform outreach through a faculty conference; (4) develop educational videos of key modules. This project is set to begin in September 2012 and be completed by June 2013. For more information on this award please contact edgar.troutd@kbcc.cuny.edu.

CEWD Presentations & Affiliates

Upcoming Presentations

National Council for Workforce Education- Riding the Waves of Change: Leading Strategies for a Diverse Economy, October 20-23rd, Long Beach, CA. <http://www.ncwe.org>

“Erasing the Lines Between Credit/Non-Credit in Workforce Education”

Presenters: Babette Audant, Executive Director and Alissa Levine, Director of Programs, Center for Economic and Workforce Development, Kingsborough Community College, NY

CUNY CareerPATH, a USDOL TAACCCT funded-program, provides opportunities to earn credits during occupational training. At Kingsborough, we build our workforce training programs out of existing credit courses. Workforce training participants are held to college standards, and degree programs are provided important feedback about employer needs and labor market demands. This presentation will focus on KCC's model, importing the model to other institutions, and strategies for taking steps towards erasing lines between credit and non-credit.

Continuing Education Association of NY Conference- Treasuring the Past, Mapping the Future, November 7-9th, Saratoga Springs, <http://ceany.org>

“Finishing Each Other’s Sentences: Partnering to Offer More Comprehensive Programs to Adult Students”.
By Colette Labrador, CUNY Central and Ashley Dallman, Center for Economic and Workforce Development, Kingsborough Community College

CUNY CareerPATH- strengthens connections between college transition programs, occupational training, and degree programs to help students progress on their education and career pathway. The initiative combines different types of partnerships - those between degree and continuing education programs, between eight colleges, and between educational and non-educational organizations – to promote adult student success.

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Founded in 1979 to stimulate economic growth and neighborhood stability in Kings County, the Brooklyn Economic Development Corporation (BEDC) has evolved into a multi-service, business and community development organization. Our services are structured to meet the unique challenges facing entrepreneurs in a constantly changing, dynamic urban economic environment. In thirty-three years of service to the business community, BEDC has provided training, technical assistance and counseling to over 20,000 established or potential business owners.

The professional staff at BEDC is well equipped with practical and academic experience in all areas relevant to business and community development, marketing, real estate, loan analysis and packaging, certification and procurement. Additional skills such as teaching, counseling and computer knowledge are to be found as well. We firmly believe in forming collaborative partnerships with organizations that are pursuing goals similar to ours, therefore the relationship with CEWD has been plentiful and future plans for trainings and collaborative endeavors are on the horizon.

If you have a business and/or community development need, please do not hesitate to contact our staff.

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