



Center for Economic & Workforce Development

# CEWD NEWSLETTER

## SPRING REVIEW 2013

### Welcome

Babette Audant, Executive Director



Welcome to the Center for Economic and Workforce Development newsletter, second edition. The last six months have brought many transformations to both the Center and the larger Kingsborough Community College community. Throughout this time, we've learned how strong, resilient and supportive our community is, and for that we are deeply proud. These challenging times post-Super Storm Sandy have encouraged the rethinking of existing workforce systems throughout New York City. CEWD is committed to pioneering innovative changes that will benefit our participants and the larger

With the transformations of Spring, we will use what we've learned to support collaboration with faculty, staff, and employers. As our current programs continue to perform at peak levels thanks to the great energy of all involved, we aim to form relationships with community partners to train jobseekers for employment in high-growth fields. We launched a partnership with The Fortune Society in March 2013, delivering culinary arts training to their clients at the Entrepreneur Space in Long Island City, Queens. In April 2013, we jump-started a relationship with Women's Initiative, a San Francisco-based organization that prepares high-potential, low-income women to start their own businesses. The KCC Urban Farm is producing high volumes of greens, among other organic produce. In June 2013, we will be working with the Parks Opportunity Program to deliver a month-long training on propagation, composting, irrigation and other aspects of urban farming.

Our ultimate goal is to keep abreast of trends in workforce needs, and to continue finding creative, collaborative means of meeting those needs by developing and delivering programs that meet the changing needs of our growing economy by training workers in high-demand fields.

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*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.*

## News & Partnerships at CEWD



This spring, CEWD developed many wonderful new partnerships and alliances. Through a variety of diverse and strong academic resources and a vast network of relationships, CEWD continues to strive to provide our college community and partners with innovative, customized solutions to specific workforce needs as well as help those identify and pursue new economic and educational opportunities.



As of April, CEWD has partnered with the Women's Initiative Program. The Women's Initiative is a not-for-profit agency whose mission is to build the entrepreneurial capacity of women to overcome economic and social barriers and achieve self-sufficiency. This organization was founded 25 years ago to serve women in the San Francisco Bay Area and is now offering business-training services in New York City as of 2012. The administrators of this organization reached out to the City University of New York (CUNY) for a partnership and CEWD was selected to implement this initiative on the East Coast on behalf of the CUNY.

The Women's Initiative offers 11-week sessions of its small business training classes, as well as provides access to capital and mentoring support to graduates of the program.

Their program results are phenomenal:

- Just one year after training, their client's nearly double their average annual income.
- Five years after training, 70% of graduates are still in business.
- In 2012, their recent graduates created and retained 5,317 jobs.
- For every \$1 invested in Women's Initiative, \$30 is returned to the local economy as their clients pay taxes, hire others and leave the welfare system.

Classes to begin on the Kingsborough Community College campus in late June. For more information contact Melissa Wylie, Client Service Coordinator at [mwylie@womensinitiative.org](mailto:mwylie@womensinitiative.org) or (917) 836-2977



This past February CEWD began a new alliance with the Fortune Society, a New York City-based organization founded in 1967 that offers housing, employment, education, mental health services, and other programs to some 3,500 men and women each year, soon after they are released from jail or prison. In today's highly competitive labor market, it's essential for job seekers to obtain a set of stackable credentials, skills, and work experience relevant to high-demand sectors.

The Fortune Society contacted CEWD to design a Food Services/Culinary Training that would ultimately help job seekers obtain industry-recognized certifications and hands on work experience with the addition of academic skills training. This accelerated training was designed to provide the participants exposure to the culture, expectations, and functions of the industries in which they have been trained.

We have successfully instructed two training cohorts and are currently training the third. Fortune society hopes the impact of this new program will assist job seekers obtain a set of industry-related skills which can help them overcome the employment barriers that formerly incarcerated individuals face. To date, they have found that this training program, along with the other industry focused trainings they offer, not only provides higher-wage entry points into the workforce, but has increased contact, support, and instruction and is resulting in higher retention rates and opening up new career advancement opportunities for those completing the program.

To learn more about the Fortune Society, visit <http://www.fortunesociety.org>

To learn how CEWD can provide customized academic training programs for your organization, email us at [CEWD@Kbcc.cuny.edu](mailto:CEWD@Kbcc.cuny.edu)

## Awards & Notices at CEWD

### AND IN OTHER NEWS...

**Kingsborough Community College is named One of Top Four Community Colleges in America, 2013 Aspen Prize for Community College Excellence.**



In March, The Aspen Institute College Excellence Program announced that Kingsborough Community College/CUNY in Brooklyn, New York as a finalist-with-distinction for the 2013 Aspen Prize for Community College Excellence. Selected from the nation's more than 1,000 public community colleges, Kingsborough received a \$100,000 prize to support its programs. As the nation's signature recognition of high achievement and performance in America's community colleges, the Prize recognizes institutions for outstanding achievement in four areas: student learning outcomes, degree completion, labor market success in securing good jobs after college, and facilitating minority and low-income student success.

*From a workforce perspective, community colleges are an absolutely vital lynchpin in our system. Although many of our community colleges are innovating and implementing effective practices to drive improved success of our students and workforce, they often don't rise to the surface so the rest of the field can see what they're doing and start scaling those innovations and practices. **This prize is going to make a difference in the field by highlighting the colleges that are doing the best work, providing the opportunities for other colleges to learn about that work, and incenting the scaling of the good work across even more institutions.** Even more importantly, I think, this prize is going to elevate the conversation around community colleges and show the nation just how important they are to our continued economic prosperity. **Keith Bird**, Senior Policy Fellow for Workforce and Postsecondary Education, Corporation for a Skilled Workforce and Chancellor Emeritus, Kentucky Community and Technical College System*

Thanks to President Regina Peruggi's insight to create the Center for Economic and Workforce Development department almost 9 years ago, CEWD strives to continue to bridge education and workforce needs while providing customized academic programs and career training services that will continue to provide economic prosperity. Our success of contextualizing occupational training programs that carry "banked" college credits, has proven to not only provide a pipeline of skilled, career-educated and ready-to-work employees but enthusiastic and engaged college bound students. We are eager to continue these efforts and to network and share innovative practices within the workforce industry and higher education system.

To learn more about the Aspen Institute, [click here](#).

To read more about Kingsborough Community College Top Four in the Nation publications, and other winners, [click here](#).

### CEWD's Response to Hurricane Sandy

As Coastal New York and New Jersey started the long recovery process following Hurricane Sandy, CEWD programs focused their efforts on supporting participants impacted by the storm. While Kingsborough Community College was closed for a week after the super storm flooded the campus and surrounding areas, CEWD program directors reached out to participants via email, Facebook and text messages. Staff corresponded with participants who were displaced, living without power or completely devastated by the storm.

In Project Rise, CEWD's GED/College and Employment readiness program, two female participants were displaced from their homes by the storm, and forced to relocate. One of the young women was placed in a hotel in Manhattan with her sister and nephew. The other young woman moved in with her grandmother. Project Rise staff collected clothing to donate to one young woman, including a brand new winter coat. Staff ensured that both young women received food donations. Associate Director Dina LiMandri, signed one participant's nephew up for Operation Sandy Claus, a non-profit organization that delivered Christmas gifts to displaced children. Currently, both young women are regularly attending GED classes and are successfully participating in internships. Additionally, both have signed up to receive assistance through Single Stop on campus, and both are receiving ongoing supportive services provided by program staff.

Several Participants in KCC's CUNY CareerPATH program were also severely impacted by the storm. CCP staff mobilized quickly to provide support for participants via email and phone during the week KCC was closed. CCP Directors and staff emailed constant updates in the week following the storm informing participants about when campus would be reopened for class. Staff also provided displaced participants with disaster relief information and made referrals to on- and off- campus services so that participants could secure clothing, food and other essential items. Upon KCC's reopening, staff provided individualized supportive counseling, connected participants to relief organizations and agencies, and worked closely with instructors to reschedule missed classes and workshops.

# Training Programs of CEWD



Amina Alam,  
CUNY CareerPATH

The CUNY Career PATH Program aims to support adult workers that are without jobs, and who would like to advance in their careers by providing opportunities to earn both industry-recognized credentials as well as college credits to find jobs in one of the following four sectors: Food Service, Hospitality, Community Health as well as Recreational therapy, our newest training program. CUNY CareerPATH has served over 200 participants, many have graduated and begun work in roles such as Community Health Workers, Food and Beverage Services and the Culinary Arts fields. Although work is the ultimate goal, many other students enrolled into college to pursue their education in their certified programs.

We are excited to announce our recent graduates in our Community Health program were offered employment opportunities resulting from internship placements. We are also excited to announce our newest partnership with the YAI Network, which is nonprofit organization that serves to assist people of all ages with disabilities as well as supporting their families.

The next step is to launch internships for the Food Beverage and culinary arts graduates right in our backyard (Sheepshead Bay). Since Superstorm Sandy, Emmons Avenue's restaurants and residents have been extremely resilient and determined to get back on their feet, running full swing this spring. Many restaurants including Masal Café, Randazzo's, IL Fornetto, as well as the Opera Lounge are excited to work with us in placing our candidates in viable internships that will lead to job placements. We also look forward to placing our future participants into internships with corporate hotel chains such as the Hilton Hotel in JFK as well as the DoubleTree JFK.

With a lot of partnerships and outreach, The CUNY CareerPATH Program looks to expand beyond the reach of success. We look forward to continuing to report our success and follow-ups on our graduates.



Dina LiMandri  
Associate Director  
Project Rise

Project Rise is a GED program, enhanced with comprehensive college and work readiness. Offering paid internship, college credit bearing academic courses, as well as employment placement assistance. This program is aimed towards young adults who are currently unemployed and not enrolled in school. This program thrives on the success of all of our students!

Project Rise marches on.... During the month of April Project Rise gave an award ceremony for cohorts three and four for their outstanding performance and achievements. We organized a breakfast and recognized our participants on their attendance, completion of internship hours, obtaining employment, and making progress in our achievement tiers. We are truly proud of all of our students.

The participants of the Project Rise Program are fortunate to participate in various Seminars and Training courses. During the spring semester cohort three began their Entrepreneurship experience with Virtual Enterprise, taught by Professor Daniel Kane. Their Internship Seminar concluded as they gave a final group presentation on "How to Get a Job and Keep it". Cohort four began their Student Development class with Heidi Yu which they learned the basics of time management and prioritizing their day-to-day activities.

All of our participants are also fortunate to have attended the Oxfam Hunger Banquet, which everyone really enjoyed, and received the opportunity to test their networking skills. Many of our participants have interned in soup kitchens, so by attending this event they gained more insight on hunger around the world and outside of their neighborhoods.

Project Rise is also proud to announce that cohort three has had a total of 8 participants successfully received their GED. An additional 8 participants are scheduled to take the GED exam, we are hopeful for all passing scores!

Project Rise is now in recruitment phase for Fall's cohort five. We are excited to be moving forward and cannot wait to continue these efforts with the incoming cohorts. With our non-stop motivation we welcome all new fall participants.



# KBCC URBAN FARM INITIATIVE

## ABOUT THE FARM:

The KCC Urban Farm is an organic, year-round food production site, partnered with the Active Citizen Project. We grow a wide variety of vegetables, herbs, and flowers, we compost food scraps from the Culinary Arts Program, and we host tastings, events, courses, and class visits. The Farm provides students with urban farming expertise and first-hand experience building a more sustainable food system. Training through credit, non-credit and workforce development programs, emphasizes hands-on experience and practical knowledge. Students can get paid experience turning food scraps into nutritious compost, learning how to handle fresh produce post-harvest, maintaining crops in a hoop house and in the ground, and leading crews of volunteers. Our goals are to prepare students for careers in the rapidly expanding local food economy, build a greater understanding of food systems through growing and harvesting fresh fruits and vegetables, and educate students on the benefits of leading healthy lifestyles. KCC Urban Farm is gearing up for a new season! There will be lots of new crops this year, including eggplant, tomatillos, and callaloo in addition to our usual stand-bys. We will be expanding the herb garden and opening up more opportunities for students to get involved.



**The farm is located at the Kingsborough campus  
between T1 and T2**

If you'd like to get involved, stop by when the farm gates are open, or email [kccurbanfarm@kbcc.cuny.edu](mailto:kccurbanfarm@kbcc.cuny.edu).



## After Hurricane Sandy

While our soil is still a bit salty from Super-storm Sandy, we're confident that intensive soil management will minimize the effects on our crops.

We're grateful for all of the work that students, staff, faculty, and volunteers have done campus-wide to ensure a safe return, and we certainly could not have cleaned up the farm without their help.

Buildings and Grounds have been especially supportive - thank you!

## Sandy's Aftermath



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

**"LIKE" the KBCC Urban Farm on**  
**Facebook.com/kbccurbanfarm**

# CEWD Job Developer's Insights



Our Job developers here at CEWD were asked series of questions concerning job trends and employment, here are their responses.

## 1. What are some employment trends you notice with employers?

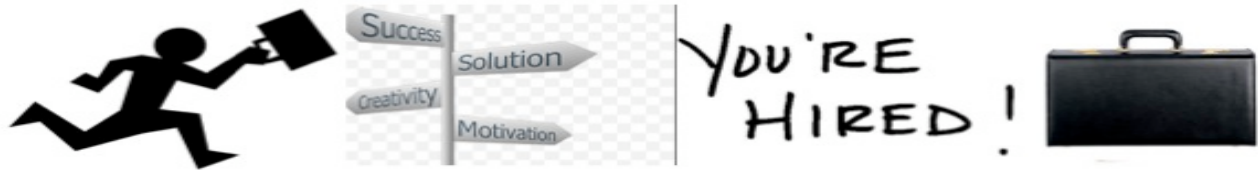
In **culinary arts and food and beverage**, we are finding that as we move into different seasons, there is an uptick in employment. Limited service restaurants, such as pizzerias and fast food, are actively recruiting. Large employers who operate multiple sit down restaurants are increasingly advertising for positions that include servers, hosts, runners, and line cooks. We are also seeing job fairs and recruitment for special foods services, such as airport catering at JFK International airport.

In the **health field**, we find that most employers are looking for skilled and experienced personnel, especially in areas of acute care and nursing facilities. We believe that the best prospects presently are in ambulatory care services. By far, the largest classification of employment is home health aide. We are also finding openings in nonprofits that serve developmentally disabled consumers, although these employers want to see applicants that have experience as well as training. As we visit community based employers, we note that there is great concern about the "Sequester" and the impact that is anticipated in federal and state funding levels. This is tamping down hiring plans, as employers try to do more with less.

## 2. What successes have you had by sending CCP graduates to employers?

Of the many students who completed training, more than 50% have found employment. Some opt to continue on to an associate's degree and are not seeking employment. In **Culinary Arts and Food Services** our graduates have obtained jobs at limited service establishments (fast food, bakeries, and coffee), large chain restaurants, large venues, and local restaurants. Several are self-employed as caterers or bakers. The fact that they have credentials including the NYC Food Handlers certificate, and certificates from the National Restaurant Association, in addition to their training certificates, has helped some of our graduates to enter the field.

**Community health worker** graduates have found jobs with community health services employers and other community based employers, not necessarily in the health field. We believe that students that begin to take advantage of internships will have a better chance of entering the health field by networking, obtaining employer references, and hands on experience working with the populations served by these organizations.



## 3. Which employers/ Sectors are popular with recruiting CCP Graduates?

For our **culinary arts and food and beverage graduates**, we find that companies that manage multiple restaurants, local restaurants in Brooklyn neighborhoods, and limited services restaurants have taken an interest in our graduates and interview them. Employers are willing to engage students who are willing to take entry level jobs in order to get their "foot in the door". Many of our students are willing to work their way up to more responsible positions.

For Community Health Worker graduates, employers that provide ambulatory services are most interested in our graduates. With few openings right now in hospitals and long care nursing facilities, the most opportunities are with agencies that provide community based services, including operators of adult day care, day habilitation, and rehabilitation.

## 4. What advice can you provide to CCP students for job readiness? During Bridge Training and one-on-one career counseling sessions, we advise students to:

- Ensure that their resumes state a clear objective
- Ensure that resumes highlight training at Kingsborough and Certificates received
- Ensure that jobs listed on the resume demonstrate the skills and abilities that employers seek, even if the job is not related to the industry.
- Instruct students to be prepared for the interview by dressing appropriately, displaying positive body language, arriving on time, and acting professionally.
- We advise students to research the employer before the interview.

# Staff Highlights



**Alissa Levine**

## National Council Workforce Education Conference

On October 21 Alissa Levine conducted a presentation titled “Erasing the Lines Between Credit/Non-Credit in Workforce Education” at the annual National Council for Workforce Education conference in Long Beach, California. Attended by over 50 workforce educational professionals from across the United States, the presentation gave a background to KCC’s workforce education initiatives, and discussed the evolution of CEWD’s approach to awarding credit for participation in occupational training programs. Ms. Levine also walked through the process of adapting a training model originally designed to prepare participants for employment in the culinary arts and hospitality fields, to a new training model intended on preparing individuals for employment and/or enrollment at KCC in the field of Community Health. Dr. Jonathan Deutsch, Director of the Culinary Arts Program at KCC was also in attendance at the conference, and sat in on this presentation to answer questions specific to faculty and credit related matters. Dr. Deutsch also conducted a presentation at the conference, titled “Career Mobility and Good Jobs in the Restaurant Industry” which discussed a KCC’s innovative model which promotes both career mobility and good jobs in the growing restaurant industry by creating a unique partnership between a national restaurant company, a public workforce agency, a community college, and a national restaurant workers' organization. The theme of the conference was “Riding the Waves of Change: Leading Strategies for a Diverse Economy” and was held in the Long Beach Hyatt Regency Hotel.



**Alexander  
Palumbo**

## Employment and Placement Specialist

It is with great pleasure that we introduce you to Alexander Palumbo, CUNY CareerPATH's newest edition to our program as the Employment and Retention specialist. Alexander comes to us most recently from the Queens Center for Progress as the Employment Training Specialist where he provided vocational training at job sites for developmentally disadvantaged adults under NYS VESID grants and developed employment opportunities for those being serviced. He also brings extensive experience with United States Department of Labor–Employment and Training Administration where he served as the Chief of the Regional Training Center as well as an Employment and Training Specialist. Additionally Al, as he prefers to be called, was a managing partner in the operation of La Bella's Restaurant located in the Murray Hill Section of Manhattan. We are very excited to have him on board, and it is evident from initial meetings, Al's skills and experience will assist our programs outcomes in employment and retention for the students of CCP.

Al has more than 35 years of experience, including seven years working for the U.S. Department of Labor, four years with the NYS Housing Finance Agency, and five years with the City of New York at the mayor's office and the Human Resources Administration in senior management positions. In the private sector, Al has been a senior vice president for business development, human resources and construction management services working for professional engineering consultants. He has helped small minority and woman owned businesses grow their businesses and expand their services within the construction industry. Before coming to Kingsborough, Al worked to train and place persons with developmental disabilities into community jobs, assisting them in achieving self-sufficiency. Al has a BA from Brooklyn College and an MBA in Construction Management from Chandler University, Chandler AZ.



# CEWD's Community Outreach & Affiliates

## SIF Project Rise

### New York Association of Training and Employment Professionals: Youth Academy Conference, March 7, 2013



CEWD was proud to attend this year's Youth Academy Workshop. Ms. Alissa Levine, Dina Marie Limandri, and Norma D'Arancio presented a workshop on Rethinking, Reinventing, and Recycling your non-profit to build a better youth program. With attendance of over 30 participants, the feedback on the session was not only positive but very enlightening as well. Participants were excited to have received great ideas on how to utilize existing services and staff for their own programs. The group exercise further provided engagement and creativity for the participants, having them focus on certain areas and what resources could potentially be used.

To learn more about this workshop or the New York Association of Training and Employment Professionals visit the link below.

[www.Nyatep.org](http://www.Nyatep.org)

## Post Sandy Job Fair

The Post Sandy Job Fair for Greater New York was held on Tuesday, May 14th at Resorts World in Ozone Park, NY. Its mission: For employers to come with the intention of making at least one offer of employment as a result of the job fair. The CUNY CareerPATH (CCP) team was there to help spread the word about our exciting new job training programs. CCP received more than 200 requests from attendees to learn more about upcoming information sessions dates, eligibility criteria, and training opportunities. In the wake of Super storm Sandy and ongoing recovery efforts, the fair was the result of a collaborative effort across multiple nonprofits to help New Yorkers find work and get back on track.

"Many of the attendees were looking for employment. When we spoke about our free to low-cost training programs, many stopped in their tracks to hear all about the program's amazing benefits", said Christine Zagari-LoPorto, a representative from the CUNY CareerPATH Lead team. The fair was free to attend for job seekers and employers alike. More than 300 companies participated, including a wide range of higher education institutions. Amidst the many training programs represented, CUNY CareerPATH was unique in that it offers FREE to low-cost training options across five sectors - and allows participants to earn college credit in the process!

Interesting in finding out more? Visit our website at [cuny.edu/careerpath](http://cuny.edu/careerpath) and call us today!

## CEWD Affiliates

### Restaurant Opportunities Center New York



Initially founded to provide support to restaurant workers displaced after September 11, 2001, the Restaurant Opportunities Center of New York (ROC-NY) is dedicated to winning improved wages, working conditions for restaurant workers, and raising public recognition of restaurant workers' contributions to the city. Their members include approximately 5300 restaurant workers and their families from all parts of the world and from all different sectors of one of the nation's fastest growing industries. CEWD is proud to have Sekou Siby teaching for our program. Siby is the director of ROC, and he adds real work experience and knowledge to our training and education program.

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