

MINUTES
NYC Youth Board/WIB Youth Council
Tuesday, September 9, 2014
8:30AM to 10:00AM
Department of Youth and Community Development
156 William Street, 2nd Floor Auditorium
New York, New York 10038

Present:

Youth Board/Youth Council members¹:

Ana Garcia Reyes	Gladys Carrion	Rae Linefsky*
Anthony Sumpter, Sr.	Gregory Hambric *	Richard F. McKeon *
Arnold Dorin	Jane Reiss	Robert Purga*
Bill Chong*	Kevin Ryan*	Shola Olatoye
Briana Thompson	Kurt Sonnenfeld, EdD	Sibyl Silberstein, PhD *
Carmen Farina	Maureen O'Connor *	Steve Banks
Elizabeth Cribbs *	Milga Morales Nadal, PhD*	Tom Pendleton *
Erika Larsen *	Nancy Wackstein*	Victoria Sammartino *
George Hulse	Priscilla Guo*	

Guests: Keyla Espinal, Sarah Hass, Sherazade Langlade, Reynold Graham, Scott Berger, Toya Williford, Dennis Boyd, Alan Cheng, Justin Walter, Sandra Gutierrez, Susan Haskell, Anthony Ng, Paul Margolis and Ruma Debi

Welcome and Call to Order

Youth Board Chair Kevin Ryan called the meeting to order and asked each Youth Board/Youth Council (YB/YC) member to say a highlight of their summer vacation if they took one. He announced that elections for Youth Board officers would be held in December. While September is usually the annual meeting when elections are held, they have been postponed to allow more time for new members to join and to take nominations. Kevin also introduced Scott Berger, President of Arista Air Conditioning as the incoming Youth Council Chair. Scott would be officially voted in to serve this role at the September 18, 2014 Workforce Investment Board quarterly meeting.

¹ An * indicates the member's presence at the meeting.

Commissioner's Report

Commissioner Chong called the summer the “busiest and most productive in the agency’s history.” The Summer Youth Employment Program served 47,600 youth, the highest since 2009, when federal stimulus funding helped push enrollment to over 52,000 youth. The number of youth in summer enrichment programs doubled from 17,000 to 34,000. Cornerstone centers had extended summer hours until 11pm, setting new records for attendance and participation. It was also the first time in a generation that NYCHA community centers were opened past 6pm. At the same time, DYCD also worked on our largest priority, preparing for the start of 271 new School’s Out NYC (SONYC) middle school afterschool programs. The goal is to have full enrollment of SONYC programs by early October. The Commissioner thanked DYCD staff and the nonprofit providers for their hard work implementing all these expanded programs over the past few months.

During the Commissioner’s Q&A, comments included:

- While the recent investment in afterschool has been tremendous, DYCD needs to prepare for budget cuts when they do return, invariably because of economic cycles. DYCD needs to evaluate the SONYC programs, so that qualitative and quantitative data is the evidence of success that exists to stave off future cuts. Commissioner Chong agreed with the importance of evaluation and announced that DYCD will be selecting a SONYC expansion evaluator in an upcoming RFP.
- DYCD should meet with Cornerstone providers to discuss lessons learned from this summer. Commissioner Chong said that DYCD had already begun to debrief with its providers about the summer.

Presentations

Update on New SONYC Programs

Susan Haskell, Deputy Commissioner of Youth Services, reviewed the various activities that DYCD has been working on to support the start of 271 new SONYC programs on September 8:

- Providers for the 271 new programs were selected and then announced in mid-June
- 30 new providers were selected to operate SONYC programs
- Working with new SONYC providers, DYCD organized a job fair attended by hundreds of job seekers to help providers fill open positions for youth development staff
- 99% of new SONYC contracts are in development, with 78% having been registered with the Comptroller
- In the first year of the SONYC expansion, we expect 84,000 youth to be served in all SONYC programs
- Subway ads have been launched in multiple languages. The new COMPASS and SONYC branding is motivating providers and allows them to see that they are part of something larger.

Update on Workforce Investment Board

Sherazade Langlade, Director of the Workforce Investment Board (WIB) provided an update on its activities:

- Nine new business members have been appointed by the Mayor to fill vacancies on the WIB.
- Sherazade gave an update on the passage of the Workforce Innovation and Opportunity Act (WIOA), which reauthorizes WIA but also adds some new components. In the upcoming year, the WIB will work with DYCD and SBS on implementing its respective workforce development programs based on the new WIOA rules
- Working with DYCD and SBS, the WIB completed its Local Plan, which is required annually by the Workforce Investment Act (WIA). The Plan covers the period from July 1, 2014 - June 30, 2015 and will be available for public comment until September 29, 2014.

Mayor's Fund to Advance New York City Youth Employment Workgroup

Alan Cheng, Assistant Commissioner for Youth Employment informed the YB/YC that the youth employment workgroup of the Mayor's Fund is an outgrowth of its multi-year partnership with DYCD to raise private funds to support SYEP and ongoing discussions to increase youth employment opportunities. The workgroup is comprised of several city agencies, all focusing on how to encourage career exploration and post-secondary success among young people. As part of the workgroup, DYCD has proposed several initiatives where private fundraising can create new public-private partnerships:

- Expansion of career exploration and awareness for middle schoolers, as part of our SONYC expansion.
- Helping young people apply to high school.
- Additional high school retention programs for 9th and 10th graders.
- Expansion of SYEP and year round internship programs.

Commissioner Chong added that DYCD is also considering using the online SYEP application as a portal for other city agency internship programs and eventually corporate and other private sector ones as well.

Toya Williford of the Mayor's Fund mentioned that they are very excited about the cross agency partnerships in the youth employment workgroup and are still establishing its targets for what private funds can be raised.

Jobs for New Yorkers Taskforce

Over the past few months, there have been multiple meetings of the Taskforce, and DYCD has been an active partner in its proceedings. DYCD has engaged in discussions around how young people can connect to work and the world of work -- Commissioner Chong spoke

about the continuum of services and intervention points that DYCD envisions for young people from middle school aged to high school aged:

- Middle school – Career exploration and assistance applying to high school
- 9th and 10th – High school retention and keeping youth engaged and on track to graduate in 4 years. Align with CTE programs
- 11th and 12th – Internships and hard skills development

The Taskforce is also focused on how to better align the workforce development programs of various agencies in terms of shared metrics, definitions, requirements, processes and data systems.

SYEP Private Sector Jobs Campaign

Five YB/YC members volunteered to join a workgroup to assist in developing and coordinating the strategies to engage private sector employers to increase the number of private sector SYEP worksites. They are:

- Elizabeth Cribbs, Neuberger Berman
- Greg Hambric, Modell's Sporting Goods
- Rae Linefsky, Consultant
- Tom Pendleton, NYC Department of Education
- Nancy Wackstein, United Neighborhood Houses

YB/YC members also discussed initial ideas for what a successful campaign would have to include:

- The messaging of the campaign has to be simple, clear and direct
- Diversify outreach to a range of employers (e.g. corporate, small businesses, chambers of commerce)
- Target certain employers for Ladders for Leaders and other employers for the SYEP lottery slots
- Include SYEP and Ladders for Leaders alumni as the face of the campaign, demonstrating the success that program participants have had
- Ensure that youth from the re-entry community are among the youth included in who private sector employers should consider when offering employment
- Outreach should include technology companies, but should be coordinated with efforts already in place to expose young people to coding (e.g. Microsoft TEAL, Girls Who Code)

There being no further business, the meeting was adjourned at 10:15a.m.