



Human Resources Administration
Department of Social Services
Robert Doar, *Commissioner*

Job Seekers Can Now Get Employment Opportunity Updates by Phone with HRA's New TXT-2-Work Initiative

HRA's new text-based employment alert service, TXT-2-Work, will help New Yorkers receiving financial and housing assistance connect with job opportunities faster. New Yorkers who sign up for the service will get regular text message updates of new employment opportunities available to them, as well as helpful job hunting tips and information on other useful resources.

"TXT-2-Work is part of HRA and Mayor Bloomberg's commitment to using highly accessible, on-the-go technology to help New Yorkers in need find employment," said Commissioner Doar. "NYC has seen some success in moving people on Cash Assistance into employment even in a struggling economy and we hope this service will help keep up the good work. Texting has changed the way we communicate, and through TXT-2-Work it will change the way HRA clients connect to work opportunities."

TXT-2-Work was developed to better serve the needs of HRA clients. In a 2011 survey, 88 percent of participating SNAP and Cash Assistance clients said they used a cell phone every day, more than the internet and computers. Seventy-three percent of clients surveyed said they would prefer to hear about job opportunities through text or email. In the past, clients were notified of new job opportunities by mail – a process that could take up to 10-13 days from the time the jobs became available. TXT-2-Work will make it easier for clients to take advantage of job openings as soon as they become available.

Job opportunities will be in a wide variety of fields, ranging from entry-level positions with retailers like Century 21, restaurants and security firms, to positions that require specialized skills and experience.

Along with this new service, HRA has streamlined the successful employment program Business Link to improve accessibility and communication with employers. Business Link helps New York City employers fill staffing needs by matching pre-screened, qualified HRA candidates looking for work with opportunities that match their skill sets. Business Link also helps businesses make use of incentives like tax breaks available to them when they hire HRA clients. The program now features a newly redesigned micro-site (part of HRA's website), and a streamlined contact system for NYC businesses, allowing HRA to serve their needs faster.

Both TXT-2-Work and the newly streamlined Business Link are part of HRA's commitment to promote employment as the surest way out of poverty, and to help New Yorkers in need connect with employment opportunities and work toward self-sufficiency.