Broadband USA Applications Database

**Applicant Name:** LABOR, NEW YORK DEPARTMENT OF

**Project Title:** One-Stop Broadband Education Access Mentoring (One-Stop BEAM)

**Project Type:** Public Computer Center

_____________________________ Executive Summary __________________________

New York State is losing jobs, has an escalating unemployment rate, and has a workforce training gap which hinders the State's competitive advantage in the economy. Further complicating these issues is the State's aging population, the high number of limited-English proficient individuals needing work-related skills. The New York State Department of Labor (NYSDOL) collects data on labor supply, unemployment, workforce training, and job projections. Data is garnered through the U.S. Census Bureau, unemployment filings, and usage data from the statewide One Stop Centers. For example: High School Graduate ' 29.60% (USA) and 29.00% (NYS); College Graduate ' 17.30% (USA) and 18.10% (NYS); Speak English Less Than "Very Well" ' 4.80% (USA) and 8.40% (NYS); Seniors (65+ years of age) ' 12.60% (USA) and 13.30% (NYS); Foreign Born ' 12.67% (USA) and 21.97% (NYS); Mean Household Income ($) ' 71,128 (USA) and 80,425 (NYS); and Poverty Levels (%) ' 13.20% (USA) and 13.80% (NYS). Workforce Investment Areas (WIA) and their associated One Stop Career Centers are being asked to serve historic levels of customers while their annual operating budgets are eroding. From 2000 to 2009, the State's WIA funds decreased by $131 million (43%) from $305 million to $174 million. The seasonally adjusted unemployment rate during this same time increased from 4.7% to 8.8%, approximately an 87% increase in ten years. An increasing number of One Stop customers need more than just assistance in locating potential jobs. They need job training appropriate for the new emerging economy as their previous occupations are rapidly declining. The American Reinvestment and Recovery Act of 2009 (ARRA) and other development funding in the State are driving the creation of jobs and job training programs. We have discovered a disparity, however, in the accessibility of these programs. Rural residents, areas without a community college, and locations with high percentages of vulnerable populations are finding it difficult to connect customers with these ARRA created services. The One Stop Career Center Broadband Education Access Mentoring project (BEAM) is a community based solution partnering NYSDOL, the New York State Energy Research and Development Authority (NYSERDA), the Training and Education Center for Semiconductor Manufacturing and Alternative and Renewable Technologies (TEC-SMART), 20 One Stop Centers, Cayuga Community College (CCC), and Erie County Community College (ECCC). BEAM expands the services available at 20 One Stop Centers' public computer centers around the state of New York by implementing a distance learning and training system using Interactive Video Presence (IVP). BEAM connects 20 of the state’s 90 One Stop Centers with TEC-SMART, NYSERDA, and NYSDOL's Central Office via IVP. Using IVP will enable us to increase access across the state on career and training initiatives, skills development, and career counseling through distribution of conferences, advisory meetings seeking public input, green training, and career development and counseling activities. BEAM most directly addresses two of the Broadband Technology Opportunity Program (BTOP)
statutory goals: Goal 3 by providing broadband education, awareness, training, access, equipment, and support in public computer centers that focus on vulnerable populations; and Goal 5 by stimulating economic growth and job creation. BEAM enhances one stop services by providing job and work readiness training to vulnerable populations, by creating greater collaborations between community colleges and industry in defining and delivering workforce programs, and by working with teachers and counselors on effective career development. Activities in the grant have been chosen for their ability to drive the program towards meeting goals. Goals of the One Stop Career Center BEAM project are: 1) Enhance existing public computer centers within 20 One Stop Centers' Resource Rooms to create a career pathway linking the unemployed and underemployed with training, counseling, support services and employers not locally accessible within their area One Stop Center; 2) Increase workforce readiness for the 21st century economy by providing training and certifications in green jobs and industries; and 3) Increase local community anchor involvement in DOL by using IVP to provide access to advisory meetings seeking public input. Activities of the One Stop Career Center BEAM project are: 1) Install IVP at NYSDOL, NYSERDA, TEC-SMART, and 13 One Stop Centers, which currently do not have any; 2) Provide training through TEC-SMART and NYSERDA focusing on clean-energy training and skills development consistent with sector strategies to promote green jobs and the state's energy plan to 20 One Stop Centers; 3) Provide training and classes through community college partners, which may include: Computer classes, GED preparation, and Language classes; 4) Provide work readiness training; 5) Provide translation services and/or work readiness programs in languages other than English to assist non- or limited-English speakers; and 6) Connect job seekers with businesses for job interviews via IVP. Businesses seeking to hire multiple persons or positions could use the IVP as a recruiting event; enabling them to provide a group of candidates with information, then interview them individually without having to host the event on their site. According to the Council of Economic Advisor's guide to job creation estimates, our budget request of $766,767 equates to the creation of 8.33 per job-years ($766,767/$92,000). In addition, it is assumed that 64% or 5.33 of the jobs are indirect effects and 36% or 3 of the job years are induced effects. Beyond these immediate effects the job creation data from NYSDOL and One Stop Career Center customers, and NYSERDA training participants should be considered. These jobs are being created under other New York State programs, but training provided under BEAM will help create skilled workforce need to take advantage of these jobs. Areas to be Served -- BEAM provides services throughout New York State, specifically in 20 One Stop Career Centers. Applicant Qualifications -- NYSDOL is the applicant and fiscal agent. Formed in 1901, we have witnessed the revolution of Labor Rights, the evolution of the global economy, and the dawn of the Internet age. In our 109 year history, we have been responsible for billions of dollars in Federal and State funding directed towards assisting the unemployed by providing temporary financial assistance, connecting job seekers with employers, and building a workforce that helps New York's businesses compete in today's global economy. We will provide all fiscal oversight, grant monitoring, and reporting. Staff will provide career planning and counseling, outreach and marketing services for recruitment, conduct customer feedback and community input meetings, and train One Stop Center staff. We will also coordinate services including programs for community members, training, coordinating of IVP system, and IT support. We have designed the network and will coordinate ordering, installation, and implementation. As the project moves forward, we will continue to monitor labor and industry data to improve the project and drive potential modifications. NYSERDA is a public benefit corporation created in 1975. On
October 9, 2009, Governor David Paterson signed into law the Green Jobs Green New York Act of 2009. This directs NYSERDA, among other things, to enter into contracts to provide employment and training services to support the Green Jobs Green New York Program (GJ/GNY). The GJ/GNY Program is designed to create job opportunities, including opportunities for new entrants into the state’s workforce, focusing on long-term unemployed and displaced workers and new workforce entrants. TEC-SMART is a collaboration between Hudson Valley Community College and NYSERDA. TEC-SMART features more than a dozen state-of-the-art classrooms and laboratories that are used to prepare skilled technicians and meet the growing demands of industries involved in the development and manufacture of semiconductors, photovoltaic, wind turbines, geothermal products, alternative fuels, and energy-efficient buildings. Housed next to the Luther Forest Technology Campus, designed for nanotechnology manufacturing and research and development, TEC-SMART will provide training and education via IVP for these emerging technologies. Also, TEC-SMART will connect BEAM with employers in high-growth and high-demand occupations. Overall Cost -- The Federal request is $536,737.00, the New York State match is $230,030.00, and the Total proposal cost is $766,767.00.