

Community Based Organization Outreach

The Community Based Organization Outreach initiative promotes career skills building and job placement for low-income individuals through community outreach.

<i>Agency</i>	<i>Start Date</i>	<i>Number Served per year¹</i>	<i>CEO Budget (City FY 08)</i>	<i>Total Budget (City FY 08)</i>
The Department of Small Business Services	July 2007	Year 1: 1,800 Year 2: 2,880	\$1,299,800	\$1,299,800

Problem Statement

Community based organizations and stakeholders have access to a large cohort of jobseekers, but lack strong employer connections, and a clear linkage to the public workforce system.

Research and Evidence

In 2006, the Workforce1 Career Centers began to actively reach out to community organizations for job seeker referrals, as well as referrals of non-job ready individuals for additional training and preparation services. This pilot project established a new position at the Bronx, Brooklyn, and Queens Career Centers and together 189 placements were made through engagement with community based organizations.

In developing this CEO initiative, the New York City Department of Small Business Services (SBS) researched the number of potential job seekers in the CEO target neighborhoods (Bedford-Stuyvesant in Brooklyn, Jamaica in Queens, and Melrose, Mott Haven and Morrisania in the Bronx). SBS examined the 2000 Census data to understand the pool of individuals who would meet the requirements of the target population and area. Within the 22 zip codes (representing the CEO target neighborhoods), there are 327,858 individuals living below the poverty line, comprising 30% of the total population living in these areas.

Program Description

The Community Based Organization Outreach initiative creates “Community Outreach Teams” to coordinate appropriate referrals to the public workforce system for job placement. The central components of the initiative include the creation of three-member outreach teams for each target career center (Bronx, Brooklyn, and Queens). Each team is responsible for outreach to local organizations (physically spending time in the community), and developing a cadre of partners with whom job placement and training referral partnerships can be created. The teams are mobile and able to conduct registration and screening within the community.

Target Population

The initiative targets the working poor who live in one of the following target areas: Mott Haven, Melrose and Morrisania, Jamaica, or Bedford-Stuyvesant.

Expected Outcomes

- 600 job placements in year 1, per center
- 960 job placements in year 2, per center

¹ These numbers refer to job placements. The actual number served is higher.