

# Community-Based Job Training Grants

## *CUNY Kingsborough Community College*

**Grantee:** CUNY Kingsborough Community College

**Industry Focus:** Hospitality

**Key Partners:** New York City Department of Small Business Services; Brooklyn Workforce1 Career Center (One-Stop), CUNY on the Concourse (One-Stop), New York Hotel Association, Cruise Lines International Association, The City University of New York, and Kingsborough Department of Collaborative Programs

**Grant Amount:** \$1,620,987

**Leveraged Amount:** \$546,659

**Location of Grant Activities:** New York City, Kings, Bronx, and Manhattan Counties

**Challenge:** The hospitality industry in New York is a vibrant and important driver of the city's economic development with \$22.8 billion in projected spending in 2006. The New York City "brand" is spreading beyond Manhattan, creating accelerated development in New York's other Boroughs as evidenced by the industry's gain of over 12,800 jobs over the 12-month period ending July 2006. Despite these developments hospitality remains a fragmented, multi component industry that is often misunderstood and seldom approached on a systematic basis to address its image, and citywide workforce development issues.

**Addressing the Challenge:** CUNY Kingsborough Community College will provide training and capacity building activities which include: 1) the creation of the Employer Advisory Group to set recruitment targets before each training cycle, review curriculum, expand employers' / stakeholder network, and promote and disseminate program training modules; 2) building management structure by hiring key staff to manage strategic partners linkages to maximize sharing of resources, development of curriculum, training software, and promotional materials, internships and job placement, provision and coordination of student services, and data management, tracking and program evaluation; 3) development of a targeted training program that combines job-specific content with development of soft skills and customer service skills; and 4) development of the VE Cyber Training Hotel – a virtual hotel based on real market data, and architectural and business plans.

### **Projected Outcomes:**

- 520 persons trained using VE Cyber Training Hotel
- 80 percent of jobseekers will complete a 10-week program
- 75 percent of jobseekers will be placed in employment at the end of training
- 75 percent of those employed will retain their employment

