Workforce Development: Empowerment Through Partnership

Education • Government • Industry

As New York City and New York State have seen increasingly positive shifts in their employment rates, how can we be sure that all New Yorkers benefit from these gains?

In this evolving and growing economy, which are the local industries that will provide the greatest opportunities for those who remain unemployed and underemployed? How can those left behind be equipped to move ahead?

Join the NYU School of Professional Studies for provocative discussions with leaders from education, government, and industry who will explore: the current employment market, trending industries and future opportunities, and the ways in which workforce development and job training can serve as a means of empowering all New Yorkers.
8:30–9:30 a.m.
Breakfast and Registration

9:30-9:40 a.m.
Introduction by Dennis Di Lorenzo
Harvey J. Stedman Dean
NYU School of Professional Studies

9:40-10:25 a.m.
Panel One: Economic Growth and Prosperity: Those Who Benefit and Those Who are Left Behind

10:25-10:35 a.m.
Panel One Q & A

10:35-11:00 a.m.
Break

11:00-11:50 a.m.
Panel Two: Workforce Development and Job Training – Building Partnerships That Provide Access and Opportunity for All

11:50 a.m.–12:05 p.m.
Panel Two Q & A

12:15 p.m.
Lunch
(located in room directly next to panel discussion)

12:45–12:55 p.m.
Introduction of Dr. Danielle Moss Lee by Dennis Di Lorenzo
Harvey J. Stedman Dean
NYU School of Professional Studies

12:55–1:25 p.m.
Lunch Keynote: Dr. Danielle Moss Lee
CEO, YWCA of the City of New York

1:45 p.m.
Lunch Concludes
DENNIS DI LORENZO

Harvey J. Stedman Dean
NYU School of Professional Studies

Dennis Di Lorenzo was named dean of the NYU School of Professional Studies in September 2013, after an extensive national search. In 2014, his deanship was named in honor of former Dean Harvey J. Stedman. Having previously served as interim and vice dean, as well as in various other senior leadership positions for nearly 20 years, Dean Di Lorenzo has an in-depth understanding of the School that few others can claim. His knowledge of the NYU School of Professional Studies is eclipsed only by his enthusiastic passion for, and palpable dedication to, the School, which is evidenced by the key leadership role he has played in its evolution and growth. Dean Di Lorenzo has, among many other initiatives, fostered the development of innovative programming; provided insight and guidance on faculty and student affairs issues; expanded the School’s horizons both here and abroad; and oversaw the renovation of 7 East 12th Street, the flagship home for the NYU School of Professional Studies. This significant undertaking has served to transform the School’s identity and brand, helping it to establish its rightful place as a trailblazer in professionally oriented higher education.

The NYU School of Professional Studies serves as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. Given the current emphasis on the necessity to bridge the gap between the practical learning needs of everyday citizens and the requirements of industry, the School’s 81-year history and mission is proving to be of even greater application and import today. The bond between the student and the workplace and between the classroom and industry has already strengthened under Dean Di Lorenzo’s stewardship. He foresees a future in which students will become leaders and socially minded change agents in their disciplines, accomplished individuals who have acquired not only an in-depth professional expertise grounded in the lexicon and culture of their fields, but who also have the requisite critical thinking and writing skills of a liberal arts education. In turn, the School can serve not only as a source for highly talented and trained industry professionals but also as a think tank for industry, helping to address challenges in business models and in anticipating the next needed skill set. Hence the NYU School of Professional Studies, under Dean Di Lorenzo’s leadership, has introduced programs in areas such as healthcare, political campaign management, and data analytics.
Consistent with NYU’s mission to expand its global network, and with the opening of the NYU School of Professional Studies American Language Institute Tokyo Center and the Fall 2015 launch of the School’s American Language Institute at NYU Shanghai, the dean is fostering initiatives that will bring the School’s brand of education to locations around the world, by increased use of the existing University sites and by exploring other international possibilities—enterprises that will respect and accommodate the cultures of the countries with which the School engages.

In leading the charge of professional education here and abroad, the NYU School of Professional Studies will implement, seek out, and nurture the development of programs that mirror the professional requirements and trends of industries where future leaders need to prepare for career entry and advancement. Dean Di Lorenzo believes that the School will lead the conversation and be at the forefront in defining the 21st century classroom. He envisions an on-campus classroom experience that serves as a vibrant hub for networking, engagement, Socratic dialogue, and applied learning, with lectures taking place almost exclusively online.

Most recently, Dean Di Lorenzo has focused his attention on introducing new Professional Pathways Programs that address the educational needs of already established professional as well as those who are either unemployed or underemployed. New Diploma Programs provide job training and career development in industries that are hiring for individuals with varying levels of education—a high school diploma, some college credit, or a college degree. These one-two semester Diplomas, Professional Diplomas, and Advanced Diplomas offer affordable, prescriptive learning that readies students for jobs in a marketplace that demands immediately applicable skill sets. Career Advancement Courses are geared for professionals who need to acquire knowledge in more specialized facets of their field to advance in their careers.

In addition, to his role at the NYU School of Professional Studies, from July 1, 2011–June, 30, 2014, Dean Di Lorenzo acted in a public service capacity, building consensus and creating public policy, as the president of the Harrison Board of Education, Harrison, NY, which serves a multicultural, pre-K through 12th grade student population. He currently serves as a trustee of the Harrison Board of Education. Dean Di Lorenzo holds a BA from Fordham University.
ECONOMIC GROWTH AND PROSPERITY: THOSE WHO BENEFIT AND THOSE WHO ARE LEFT BEHIND

Over the last year, New York City and New York State employment numbers have moved in a positive direction, with growth in nearly every sector. As hiring increases, who is benefitting from this encouraging uptick and who is being left behind? Unemployment rates remain higher in underserved communities, where higher education and job-training opportunities are not as accessible as in other areas, and the underemployment of young college graduates remains a frustrating challenge for those who are qualified or overqualified for many jobs, but who have been squeezed out by the competition, only to find themselves in a position well below their capacity. Hear from this panel of experts on topics that are on the minds of educators, industry leaders, and government officials alike.

MODERATOR

STEVEN GREENHOUSE, JD
Former Labor and Workplace Reporter
The New York Times

Steven Greenhouse was a reporter for The New York Times for 31 years, and spent his last 19 years there as The Times' labor and workplace reporter, before retiring from the paper in December 2014. He is currently a visiting researcher at the Russell Sage Foundation, where he is working on a new book about the future of America's workers and labor unions.

As labor and workplace reporter, he covered many topics, including poverty among the nation’s farm workers, wage theft, the Fight for 15, factory disasters in Bangladesh, Wal-Mart stores locking in their workers at night, labor’s role in politics, the shortcomings of New York State’s workers compensation system, and the battles to roll back collective bargaining rights for public employees.

PANELISTS

JAMES BROWN
NYC Labor Market Analyst
NYS Department of Labor

Jim Brown is employed by the New York State Department of Labor and has been the NYC Labor Market Analyst since 1987. In this position, he provides economic analysis of the job market with an emphasis on labor issues. He writes periodic articles for state publications, summarizing economic trends and recent economic performance.

He regularly answers questions from the media about the Department’s monthly data releases. He provides businesses, schools, and local governments with customized packages of data to assist them in their work.

He conducts workshops and speaks at meetings addressing business owners and placement professionals as well as students, displaced workers, and persons receiving unemployment benefits.

He is involved in the preparation of demand lists and occupational projections used by many training programs and schools, as well as the monthly industry data for New York City.

JEFF LIVINGSTON
Education Policy Expert

Jeff Livingston spent more than a decade as a senior executive at McGraw-Hill Education. Most recently, he was senior vice president of education policy and strategic alliances. During his time at McGraw-Hill, he variously held general management responsibility for Intervention, Career, and Technical Education; Supplemental Publishing; Advanced Placement; Adult Basic Education; Workforce Training; Fine Arts; and College Readiness. Before being promoted to lead businesses, Livingston served as vice president of marketing for the McGraw-Hill Learning Group. He also previously served as the vice president of urban markets, database marketing, and inside sales.

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Before joining McGraw-Hill Education in 2004, Livingston was a successful entrepreneur with specialties in instructional technology and marketing to urban school systems. As co-founder, president, and chief operating officer of Achieva.com, he helped to build the largest provider of online test prep and college prep for American high schools. Achieva.com was sold to the Kaplan K-12 Learning Solutions, a division of The Washington Post Company, in 2001. In the early 1990s, he spent several years in investment banking and trading of financial derivatives for Merrill Lynch.

In July of 2015, Livingston left McGraw-Hill Education to begin a sabbatical focused on finding creative solutions to important educational problems. So far, his explorations have taken him to for-profit universities in Brazil, apprenticeship programs in Serbia and Spain, universal Pre-K implementations in several American cities, Early College High Schools in New York and California, and to Historically Black Colleges and Universities looking to reinvent themselves for 21st century relevance. In addition to continuing to invest in and advise Edtech start-ups, Livingston intends to visit low-cost, private primary schools in India and Africa during his sabbatical.

Livingston holds a baccalaureate degree in government from Harvard University. He has served as a director of the Association of Educational Publishers, the Association of American Publishers-Education Division, the Software and Information Industry Association, and the Harlem Educational Activities Fund. He also is an advisor to the ASU/GSV Innovation Summit and South by SouthwestEDU. Livingston currently lives in New York City with his wife, Sahily Artiles.

MARSHALL STEINBAUM, PhD
Research Economist, Center for Equitable Growth

Marshall Steinbaum is a research economist at the Center for Equitable Growth. His research focuses on long- and short-run trends in the macro labor market, including the importance of geographic and job-to-job mobility and the role of wage setting and market structure in explaining anomalous labor market outcomes, as well as their implications for inequality and social mobility. He will be involved in Equitable Growth’s long-term research projects and will develop institutional capacity and outreach to the economics profession. Steinbaum earned a PhD from the University of Chicago Department of Economics in 2014 and a BA in Philosophy, Politics, and Economics from Oxford University in 2005.
Workforce development and job training are critical to ensure that people from all walks of life are able to find jobs and to live meaningful and productive lives. Which local and regional industries offer the best opportunities for job growth? How can government, educational institutions, and industry work together to ensure that both the unemployed and the underemployed are ready and able to take advantage of the many options in emerging and growing fields? Learn from executives in top industry sectors, prominent government officials, and members of the education community on the ways they sense their partnership can build opportunities for now and for the future.

LAUREN WEBER

Report, The Wall Street Journal

Lauren Weber is a reporter at The Wall Street Journal, covering careers and workplace issues. Her stories address employment law, the impact of technology on the workplace, workforce training, and the changing nature of work and work arrangements, among other topics. She was previously a reporter at Reuters and Newsday, and has written for The New York Times, the Los Angeles Times, the Chicago Tribune, and other publications. She also is the author of the 2009 book In Cheap we Trust: The Story of a Misunderstood American Virtue.
RICHARD CONSTABLE III, JD
Senior Vice President, Government Relations and Commercial Contracts, Wyndham Worldwide Corporation

Richard Constable III is senior vice president, Government Relations and Commercial Contracts, at Wyndham Worldwide Corporation, a global hospitality company. From 2012 to 2015, he was the commissioner of the New Jersey Department of Community Affairs (DCA). As DCA commissioner, Constable was a member of Governor Chris Christie’s cabinet and led a $4 billion state department with approximately 1,200 employees. Among his responsibilities, Constable oversaw the state recovery and rebuilding efforts in the aftermath of Hurricane Sandy. Immediately before he was DCA commissioner, he spent two years as the deputy commissioner of the NJ Department of Labor and Workforce Development. There, he managed the department’s day-to-day operations and led statewide workforce development initiatives. Prior to joining the Christie Administration, Constable, a University of Pennsylvania Law School graduate, was a federal prosecutor in New Jersey.

STEVE FIEHL
Chief Innovation Officer, CrossKnowledge

Steve Fiehl is co-founder and chief innovation officer of CrossKnowledge, a Wiley brand and a leading provider of e-learning solutions. In this role, Fiehl is in charge of innovation at CrossKnowledge and leads the research and development teams from both a technology and content standpoint. Formerly, Fiehl worked as managing director of Hachette Custom Publishing. He is a graduate of HEC Paris.
KATY GAUL-STIGGE
Executive Director, Mayor’s Office of Workforce Development

Katy Gaul-Stigge is the executive director of the Mayor’s Office of Workforce Development, which includes the Workforce Investment Board and reports to the Deputy Mayor of Housing and Economic Development. She launched New York City’s Career Pathways: One City Working Together policy report and is charged with workforce system transformation to Career Pathways. Before this role, she was deputy commissioner at Human Resources Administration (HRA) for employment & contracts workforce programs such as the Back 2 Work, Jobs-Plus, and subsidized job programs. She launched programs to help TANF clients graduate from degree programs, a Text-2-Work program to text open job orders, and contextualized literacy program. She has over a decade in city service, including as assistant commissioner at Small Business Services (SBS), where she led the Training and Advancement team and launched NYC Training Guide and expanded Advance at Work. She is a graduate of Columbia School of Social Work and Mt. Holyoke College.

MICHELLE A. HENRY
Vice President, Global Philanthropy JPMorgan Chase & Co.

Michelle Henry is vice president and senior philanthropy manager at JPMorgan Chase & Co. In this position, she manages New Skills at Work, the firm’s $250MM, five-year workforce readiness initiative, which seeks to address the skills gap that exists across many industries, where not enough trained workers have the specific skills to fill the jobs available.

Prior to joining the firm, Henry was vice president, workforce services at MAXIMUS, a global government services contractor, where she oversaw employment contracts with the NYC Human Resources Administration and scouted out new business development opportunities. Since 2004, Henry has served as a board member for the Center for Community Alternatives, a leader in the field of community-based alternatives to incarceration, whose mission is to promote re-integrative justice and a reduced reliance on incarceration through advocacy, services, and public policy development in pursuit of civil and human rights.
Stacy Martinet is the chief marketing officer of Mashable, Inc., leading integrated marketing including global brand, communications, audience development, social media, and events. In 2015, she led the creation of the Mashable Collective, the company’s in-house creative division that works with emerging platforms, creative tools, and new technologies.

Martinet sits on the company’s Operating Committee, which directs the company’s strategy, planning, and operations. She has been a core leader of the team, leading Mashable through high-growth periods and two rounds of outside investment. Since joining Mashable in December 2010, the brand has expanded globally, more than doubling its audience and quadrupling its social media following.

Martinet has spent her career at the intersection of media and marketing. Before joining Mashable, she spent nearly a decade in corporate communications and digital marketing at The New York Times. She was part of the team that launched the company’s first social media strategy. While at The Times, Martinet was recognized on multiple occasions with the company’s Chairman’s Award.

Martinet was named to Folio’s Top Women in Media as a Corporate Visionary in 2015. In 2014, she received a WiCi rising Star award, was named a Social Media MVP by PR News, and was named to ExecRank’s Top CMO List 2014. In 2012, Martinet was named the youngest member of PR Week’s 40 Under 40 list. She occasionally writes for Mashable about marketing trends, and has contributed to The New York Times and Cosmopolitan magazine.

Martinet is an active member of New York Women in Communication, Inc., for which she served on the board. She also serves on the board of Plant-A-Fish, an oceanographic and ecological health nonprofit. She is a graduate of Towson University.
Deborah Santiago, is the co-founder, chief operating officer and vice president for policy at Excelencia in Education. For more than 15 years, she has led research and policy efforts from the community to federal and national levels to improve educational opportunities and success for all students. Her current work focuses on federal and state policy, financial aid, Hispanic-Serving Institutions (HSIs), and effective institutional practices for student success. She has been cited in numerous publications for her work, including The Economist, The New York Times, The Washington Post, AP, and The Chronicle of Higher Education. Santiago serves on the board of the National Student Clearinghouse the Fund for the Improvement of Postsecondary Education (FIPSE), and the advisory board of Univision’s Education Campaign.
Dr. Danielle Moss Lee joined the YWCA of the City of New York, the nation’s first YWCA association, in 2012 as president and chief executive officer, bringing over 20 years of experience in education and human services to the role. Under her tenure, the YWCA of the City of New York has expanded its program portfolio to include a women’s speaker series for professional women, girls leadership programs, STEM education for girls and young women, and increased advocacy for women and girls in New York City. She has worked tirelessly to strengthen infrastructure and programs while focusing on branding and outcomes to rebuild visibility and amplify relevancy and impact. In 2015, she launched the #YWWomanKind Campaign to amplify the YW’s work to engage, uplift, and support women of all ages from all walks of life.

Dr. Moss Lee began her career as a teacher in the Bronx and Brooklyn, and previously served as president and CEO of the Harlem Educational Activities Fund (HEAF), an adjunct assistant professor of urban youth policy at CCNY, assistant principal of the Grace Lutheran School, assistant executive director of the Morningside Area Alliance, director for community and parent partnerships at The After-School Corporation, and consulting project director for The Johns Hopkins University Center for Talented Youth. She has significant experience in expanding access and opportunities in underserved communities in ways that reflect integrity, respect, and an eye toward sustainable impact.

Dr. Moss Lee was co-founder and lead applicant of Sisulu-Walker Children’s Academy – Harlem Charter School (the first authorized charter school in the state of New York), and previously served on the boards of the Dodge YMCA, Teachers College Center for Educational Outreach and Innovation Advisory Board, Community Education Council District 3, the National Advisory Board of The Next Generation Venture Fund, and the Teachers College 125th Anniversary Steering Committee. She is currently president of Black Agency Executives, a member of the New York Coalition of 100 Black Women Advisory Board, a Board Member of the Human Services Council, and a member of the Swarthmore College Board of Managers. She earned a BA in English Literature and History with a concentration in Black Studies from Swarthmore College, and holds...
MA and EdM degrees from Teachers College Columbia University, where she also completed her Doctorate in Organization and Leadership with a focus on Education Administration. She holds Certificates in Nonprofit Management from the business schools of Columbia, Harvard, and Stanford. Dr. Moss Lee also holds a Certificate in Fundraising Management from Indiana University, The Fundraising School.

Her contributions to education and the social sector have been recognized by the New York State Education Department, The New York City Comptroller’s Office, The New York Coalition of 100 Black Women, Harvard Business School Club of New York, Bank of America, and The College Board. In 2015, The Network Journal named her one of the 25 Most Influential Black Women in Business. Dr. Moss Lee is a passionate social change activist whose writing has been featured by The Daily Beast, The Huffington Post, Edutopia, New York Amsterdam News, and City Limits magazine. She has appeared on WABC-TV’s “Here and Now” and “New York Viewpoint,” on WNBC’s “Positively Black,” Fox 5’s “Street Talk,” Bronx Net’s “Perspectives,” and NY1’s “Inside City Hall.” She’s also shared her views on Power 105.1 and Bloomberg Radio. Stanley Crouch of the NY Daily News once dubbed her one of the most important players in public education for her ability to respectfully meet young people where they are and to give them the tools and agency to transform their own lives.
ABOUT THE NYU SCHOOL OF PROFESSIONAL STUDIES

Established in 1934, the NYU School of Professional Studies (sps.nyu.edu) is one of NYU’s several degree-granting schools and colleges, each with a unique academic profile. The reputation of the School of Professional Studies arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School’s diverse graduate, undergraduate, and Professional Pathways programs in fields such as Accounting, Finance, and Law; Applied Politics; Creative Cities and Economic Development; English-Language Learning; Fundraising and Grantmaking; Global Affairs; Health Information Management; Hospitality and Tourism Management; Human Resource Management and Development; Languages and Humanities; Management and Systems; Marketing and Marketing Analytics; Professional Writing; Project Management; Public Relations and Corporate Communication; Publishing; Real Estate, Real Estate Development, and Construction Management; Social Entrepreneurship; Sports Management, Media, and Business; and Translation.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty members and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent professional education needs of local, national, and international economies, as evidenced by close to 48,000 Professional Pathways enrollments in Career Advancement Courses, Diploma Programs, workshops, and seminars. The School’s community is enriched by more than 28,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members. For more information about the NYU School of Professional Studies, visit sps.nyu.edu.