



# NEW YORK JOBS CEO COUNCIL

ANNUAL REPORT 2021





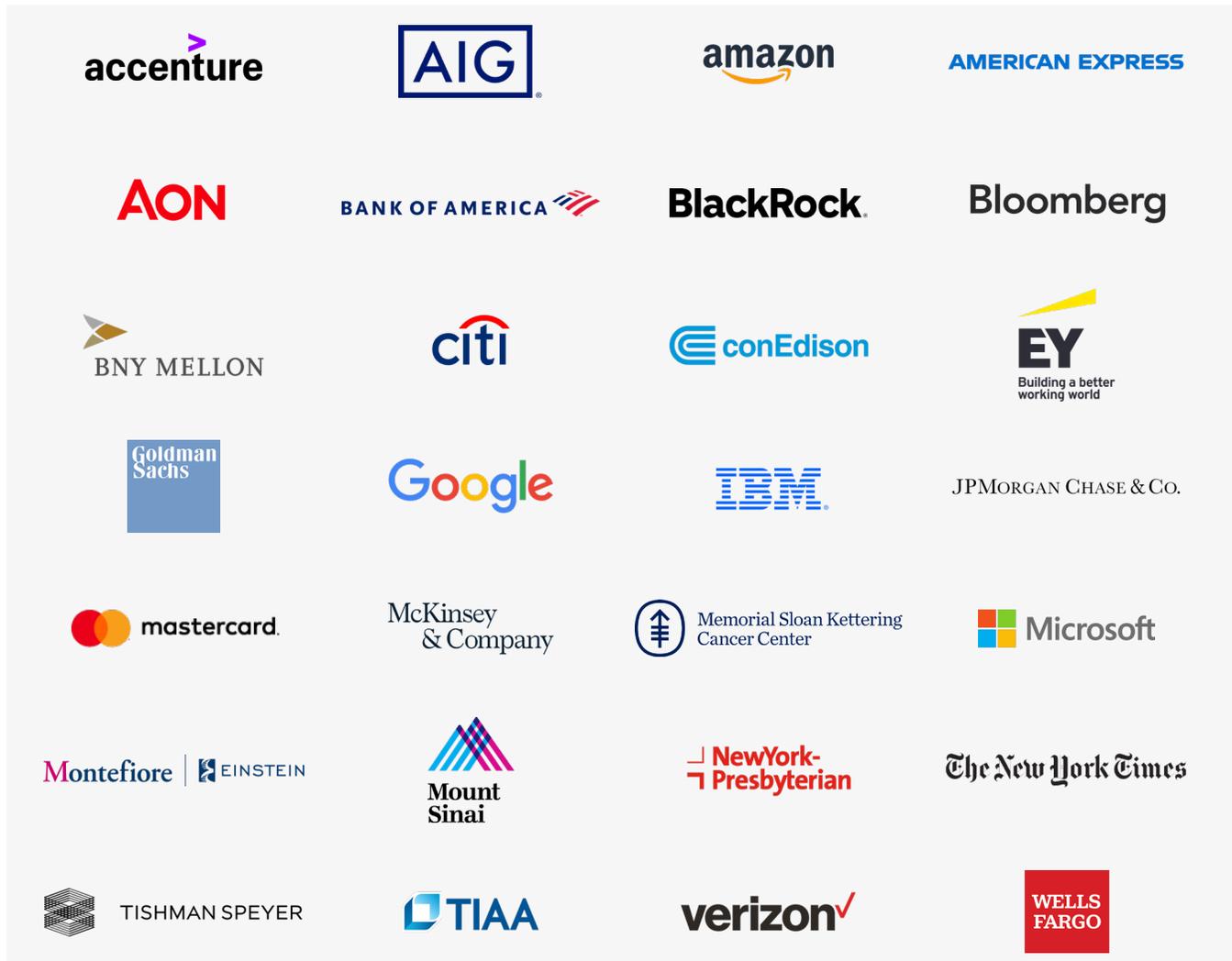
**T**HE FUTURE OF NEW YORK CITY'S evolving economy relies on a skilled and diverse workforce. Our mission is to advance the economic prosperity of low-income New Yorkers by creating sustainable pathways to high-potential jobs. We bridge the gaps between business and education to address recruitment and hiring inequities, better prepare low-income New Yorkers for in-demand jobs, and create new talent pipelines for our 28 member companies.

By 2030, our North Star Goal is to hire 100,000 low-income New Yorkers from predominantly Black, LatinX, and Asian communities, including 25,000 from the City University of New York (CUNY).

*Students and leaders from CUNY speak at Jobs Council panel with Jamie Dimon (Executive Chair of the Jobs Council, Chairman of the Board and CEO of JPMorgan Chase) and CUNY Chancellor Félix Matos Rodríguez*

Photo: **Marcus Beasley/CUNY**

## OUR FIRST-YEAR MEMBER COMPANIES



“Part of the collective power of the Jobs Council is to be a force multiplier. As individual companies, we all have our own efforts. But somehow, if we could convert CUNY and even the high school system into a massive job supplier of talented, trained kids into the workforce, that’s the best vision for society.”



— **Jamie Dimon**, Executive Chair of the NY Jobs CEO Council, Chairman of the Board and CEO of JPMorgan Chase



A Letter from Our Interim Executive Director,

## **DR. KARRIN E. WILKS**

Dear Friends,

A little more than a year ago, a coalition of CEOs came together to redesign the pathways that lead to upward mobility. Today, thanks to unprecedented collaboration between New York City’s educational and professional leaders, we’ve built a solid foundation of practice-based learning and reimagined recruitment pipelines that will make it possible for more low-income and underrepresented New Yorkers to power the workforce of the future.

We began to build the bridge between the classroom and the workplace, going straight to faculty and staff to say, “How can we redesign curriculum and enhance pedagogy to give cutting-edge skills to students who could be great at our companies?” Simultaneously, our companies are actively changing practices to recruit, hire, and develop the talent that has been traditionally left out.

We believe the best place to recruit that talent is from right in our own backyard. In 2021, we focused on creating innovative pipelines between the City University of New York and our member companies. We brought together dozens of CUNY faculty and company subject matter experts to co-design micro-credentials and college apprenticeships as pathways to internships and high-potential jobs.

In 2021, 820 CUNY students completed micro-credentials in high-demand job areas, leading to 45 internships for previously underrepresented students. Jobs Council companies are offering 70 credit-bearing, paid apprenticeships to community college students for the first time. In our first year, nearly a quarter of our target hires—low-income Black, LatinX, or Asian—were from CUNY. In the pages that follow, you’ll hear more from some of the students who have benefitted from these programs and learn about the foundation we are building for the years ahead.

This hasn’t been done before. But CEOs are a competitive bunch, and we are up for the challenge. Together with our peers in education, we are creating first-of-their-kind programs that fundamentally change how companies hire and how education prepares people for the jobs of the future, helping to create a more just, equitable, and economically sustainable city.

Thank you,

**Dr. Karrin E. Wilks**

## NY JOBS CEO COUNCIL HIRING GOALS

### What is our target hiring goal?

Our North Star Goal is 100,000 target hires by 2030. We define a target hire as a **low-income Black, LatinX, or Asian individual hired into a high-potential job.**

### What's a high-potential job?

To us, it's a position that **pays family-sustaining wages** (currently \$55,000 or higher), **includes opportunities for growth and advancement**, and is from one of the **23 areas** our companies have identified as hiring priorities.

## INTRODUCING OUR INNOVATIVE PROGRAMMING

In 2021, we launched several first-of-their-kind initiatives that have already started to change how curriculum is developed and how companies recruit and hire previously untapped talent:

### 8 Prioritized Job Areas

→ We spoke with employers to assess the skills new hires need to boost their competitiveness and excel in an evolving economy. We identified 23 high-potential job areas, and our companies further prioritized 8 of these areas, which we aligned with our programming:



**Data Analytics**



**Software Engineering**



**Cybersecurity**



**Project Management**



**UX Design**



**Finance**



**Marketing**



**Systems Administration**



**EVER  
UP**  
NY JOBS  
CEO COUNCIL + CUNY

**1 | EverUp Micro-Credential Skills Training Program.** This year, 48 company subject matter experts worked with eight CUNY colleges to co-design EverUp Micro-Credentials. These free, 100-hour online intensives equip CUNY students with in-demand skills in our 8 prioritized job areas. The training programs help to:

- Bridge the gap between classroom knowledge and work-based learning
- Give CUNY students access to real-world projects and skills-building needed to access and succeed with big employers
- Create a diverse pipeline of talented, trained students into our companies
- Provide successful completers with a suite of benefits that provide a competitive boost at landing jobs and internships at Jobs Council companies

### Suite of Benefits



**Professional Skills  
Development**



**Internship Info  
Sessions**



**LinkedIn  
Badge**



**Networking  
Opportunities**

### Spotlight on Accenture

 **accenture**

→ The professional services company immediately took advantage of the talent pipeline that the NY Jobs CEO Council created. In the summer of 2021, the team hired 22 of our EverUp Micro-Credential students as interns. Accenture offered the interns paid workplace-learning opportunities—and many even received full-time offers upon completion of their internship. The company has recently hired more EverUp Micro-Credential completers for summer 2022 internships, and remains committed to actively increasing its number of Jobs Council target hires in the decade ahead.

**2 | Apprenticeship-Based Learning Opportunities.** This year, seven companies and five CUNY colleges partnered to redesign Associate of Applied Science (AAS) degree programs with embedded, paid, credit-bearing apprenticeships.

These apprenticeships are designed to:

- **Allow students to gain college credit** for workplace-based learning while pursuing a two-year degree
- **Provide paid apprenticeship opportunities** leading to high-potential jobs after graduation
- **Build the foundation** for a reimagined apprenticeship model that gives our companies the exciting chance to tap into the diverse talent pool of CUNY community colleges

**3 | Structural Changes to Talent Acquisition Processes.** Our companies are committed to the ongoing process of upending recruitment structures to be more inclusive of CUNY students. The changes include:

- **Creating summer 2021 internship slots** for Micro-Credential completers
- **Considering Micro-Credential completion** or other workforce development as experience in applications
- **Redesigning job specs** away from credentials to skills
- **Designing activities** to increase faculty knowledge about corporate culture and expectations for early career success

## College Apprenticeships

### Cybersecurity



### Software Engineering



### Software Engineering



### Risk Management



### Finance



# 2021 PROGRAMMING + HIRING OUTCOMES

In just over a year, our initiatives have led to the following accomplishments:

**820** CUNY students completed EverUp Micro-Credential Skills Training Programs

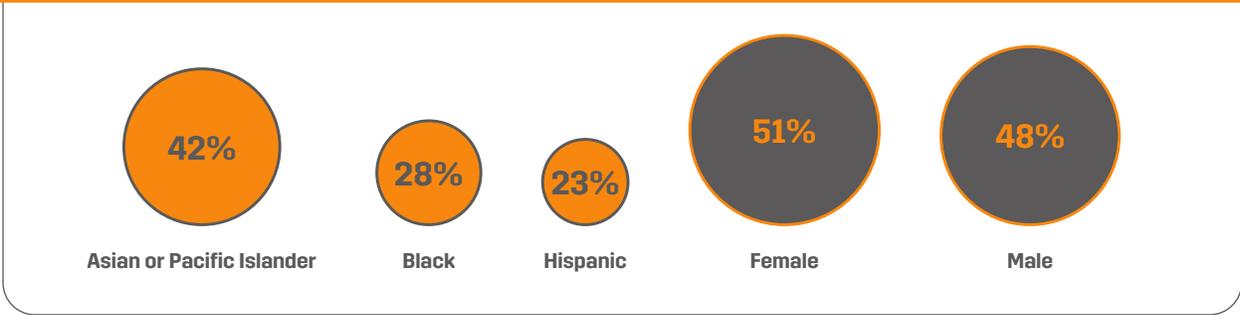
**45** students landed 2021 summer or fall internships at our companies as a direct result of completing micro-credentials

**1600+** students attended company info sessions on topics including securing an internship, interviewing, resumé building, and networking

**5** redesigned degree programs co-developed by CUNY faculty and over 30 company Subject Matter Experts

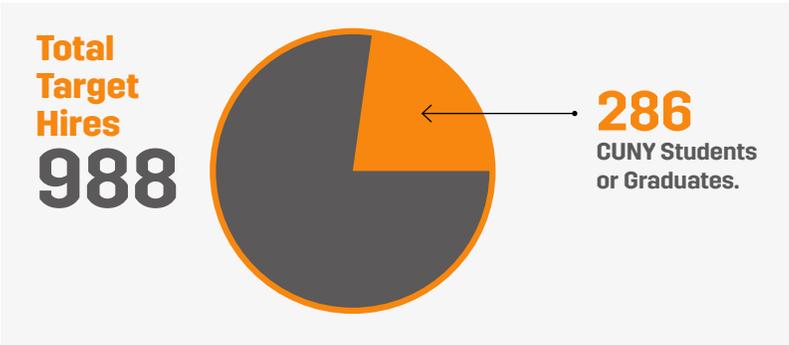
**70+** college apprentices projected to be hired across five companies

## Demographics of our 820 EverUp Micro-Credential Completers:



From January 1 – December 31 of 2021, we reported 988 target hires. Of those, 286 were CUNY students or graduates.

Additionally, we saw 9,884 non-target hires in the same time period. A non-target hire signifies a hire that may meet at least one but not all of our desired demographics for a target hire.



### This is only the beginning.

Our goal heading into 2022 is to significantly increase our number of target hires. We are proud of the foundation we are building to achieve this goal. It is the direct result of unprecedented collaboration between business and education, two areas that have existed in silos for far too long. In the sharing of data and resources, our goal is to leverage our collective strength and create lasting, systemic change to traditional career development and hiring practices.

We've set a small, practical baseline. Now we are excited to put in the work to ensure our programs continue to grow and our target hire numbers climb, bringing what works to scale to prepare New Yorkers in diverse, low-income communities for the future of work and to meet employer needs.

## STRONGER TOGETHER

Taking action to bridge the gap between business and education.



*People from EY and Bronx Community College collaborate to create apprenticeship-based learning opportunities.*

In just a short amount of time, two of New York City's once distinct entities—the workplace and the classroom—committed to collaboration. Already, we've created bridges that have started to change how curriculum is developed and the talent pools for recruitment and hiring.

What's more, our member companies consistently found inspiration in each other. By working as a strong collective unit, we were able to continuously propel our mission forward, learn from concrete examples of change, and gather the confidence necessary to take chances.

Some highlights from our new programs included:

- **McKinsey** launching a new leadership rotation for CUNY students, helping them gain real-world experience for as long as two or three years
- **Memorial Sloan Kettering** allowing Micro-Credentials in lieu of experience, opening up internships to a broader talent pool

- **Accenture** accepting an off-cycle class of interns, making room for non-traditional students to gain experience
- **Bloomberg** creating the Bloomberg Launch Program, a specialized early engagement program for CUNY students
- **Mastercard** using apprenticeships as a new D&I strategy to avoid missing out on real-world talent in the fast-paced cybersecurity world

“It’s super important that public education and business work hand in hand, because today’s students are going to be tomorrow’s leaders. And **if we don’t prepare them for what the real world looks like, it’s a disservice, not just to the public, but to companies as well.** We can only grow and get better if we’re properly educating students from the get-go.”



—  
**Traci Spiegelman**, Company Subject Matter Expert and Vice President of Global Media, Mastercard

- **Tishman Speyer**, **Bloomberg**, **Bank of America**, and **Memorial Sloan Kettering** working together with Kingsborough Community College and LaGuardia Community College to create a new Micro-Credential in customer service to address hiring needs
- **Tishman Speyer**, Kingsborough Community College, and LaGuardia Community College partnering to design a new Micro-Credential in facilities management to address hiring needs
- **Citi** and **American Express** working together on software engineering career pathways and looking forward to accepting their first-ever community college apprentices
- **Bank of America** launching a two-year community college strategy
- **EY** collaborating with Bronx Community College and New York City College of Technology to create its first community college apprenticeships

“I think the future of technology is moving too fast, and **a traditional liberal arts four-year degree is not really necessary for someone to be successful and impactful.** We’ve opened up a whole new pipeline of talent that I think can take on the new technology challenges that are facing us every day.”



—  
**Fred Cibelli**, Company Subject Matter Expert and Principal, EY

## STANDING OUT FROM THE CROWD

Designing the curriculum that empowers the workforce of the future.

Before we introduce you to the students who capitalized on our programs in 2021, meet a few of our CUNY partners who co-designed the curriculum and programs that led to new student learning and career opportunities:

To help more underserved students at **Bronx Community College** get hired, faculty at BCC collaborated with **EY** to make changes including:

- **Designing an apprenticeship program** that would be open to two-year associate degree students
- **Making changes to core syllabi** to add skills **EY** and other firms need
- **Expanding syllabi changes to all students** in the department, not just the ones in the apprenticeship program, helping accelerate the systemic change needed to create pathways to success

“I’ve been working with people from EY, and I think we’ve done some really great things. **We’ve changed our programs to meet the skills that they need.** In today’s business world, especially in computing, it’s skill set.”



—  
**Howard Clampman**, Chair of the Department of Business and Information Systems, Bronx Community College

For many educational partners, the collaboration with Jobs Council has served as the catalyst to introducing much-needed pedagogical changes that better reflect the needs of today’s employers.

“I really think **workplace-based learning is the future** of higher education.”



—  
**Timothy Lynch**, Former Provost and Senior Vice President for Academic Affairs, Queensborough Community College

He noted that while academia can sometimes be resistant to changes coming from the business world, faculty from Queensborough actively and enthusiastically engaged in thoughtful conversations with leaders at American Express and Citi to build courses that were more agile, responsive, and reflective of what’s needed in the marketplace.

## TOMORROW'S LEADERS

We're excited to introduce you to some of the students and graduates who have benefitted from new opportunities this year.



Meet **Omar Barragan**. He's a Brooklyn native, raised by a single mom from Mexico. While completing his degree at the College of Staten Island, he came across a poster showcasing the EverUp Micro-Credential program, and decided to check it out in the hopes it would allow him to land his dream role: a software engineer. Right away, he found both the professional networks and soft skills training he desired. Upon completion of the program, he secured an internship and eventually a full-time offer at the first place he applied to, Accenture.

"I applied to Accenture because of the atmosphere and the environment, as well as the change they were going for. Their motto is 'Let there be change.' It allowed me to showcase myself and acknowledge

that within change, there can be greater things. I even virtually met Julie Sweet, the Accenture CEO. She explained her mission and her vision within the company and why she wants to make it different for students like me to be able to join, feel welcomed, and grow within the company."

Omar is excited to begin working as a software architect analyst this spring. Along with growing within Accenture, he hopes to one day help small businesses promote their products.

"The Micro-Credential program built me not just as a person, but as a role model for my daughter, and as a role model for others. I can say to other students, 'Wow, because of this program, I am here where I am.'"

Photo: **Marcus Beasley/CUNY**

Hear from a few other students whose whose career trajectories have changed thanks to the Jobs Council:



“The Micro-Credential program is essential for CUNY students who actually want to set foot in an organization such as a Fortune 500 company or startups. It’s very tough when you put in all the work for a degree and companies are not acknowledging what you have done. So this program actually allows you to say, ‘Hey, I graduated, but now I have the opportunity to get a job.’”

—  
**James Buchanan**

EverUp Completer at the College of Staten Island and Incoming Analyst at Accenture



“I was able to network with recruiters from prestigious companies that I otherwise would not have had access to.”

—  
**Jessica Delgado**

EverUp Completer at Borough of Manhattan Community College



“Because I was doing the Micro-Credential program, it made me a stronger applicant. I made sure I put it on my resumé. That made me stand out.”

—  
**Farhan Zaman**

EverUp Completer at Baruch College and Summer '21 Intern at American Express



“I explored different avenues of cybersecurity and never thought it would be so expansive.”

—  
**Vanice Yee**

EverUp Completer at Borough of Manhattan Community College and Summer '21 Intern at Mount Sinai

Photo: **Marcus Beasley/CUNY**

## STRATEGIC PARTNERSHIPS

This year, we partnered with two organizations central to our ongoing mission: **CareerWise** and **OneTen**.

**CareerWise** connects business and education through modern youth apprenticeships, creating multiple paths to success for high school students and the skilled talent pipeline necessary for business to grow and thrive.

**OneTen** is dedicated to hiring, promoting and advancing one million Black individuals who do not have a four-year degree into family-sustaining careers over the next ten years.

These partnerships will strengthen our efforts to create career pathways for low-income students into high-potential jobs at our companies and maximize the collective impact of our efforts.

## 2021 BUDGET REPORT

Summary of Key Financial Metrics as of December 31, 2021 *(Preliminary and Unaudited)*

Total Membership Dues Collected in 2021	<b>\$6.5 million</b>
Total Program Expenses in 2021	<b>\$3.0 million</b>
Total Compensation Expenses in 2021	<b>\$1.3 million</b>
All Other Expenses in 2021	<b>\$0.7 million</b>
Increase in Net Assets in 2021	<b>\$1.6 million</b>
Cash on Hand at December 31, 2021	<b>\$3.1 million</b>





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**NYPD**

