



**Michael R. Bloomberg**  
Mayor

**Commission on**  
**Women's Issues**

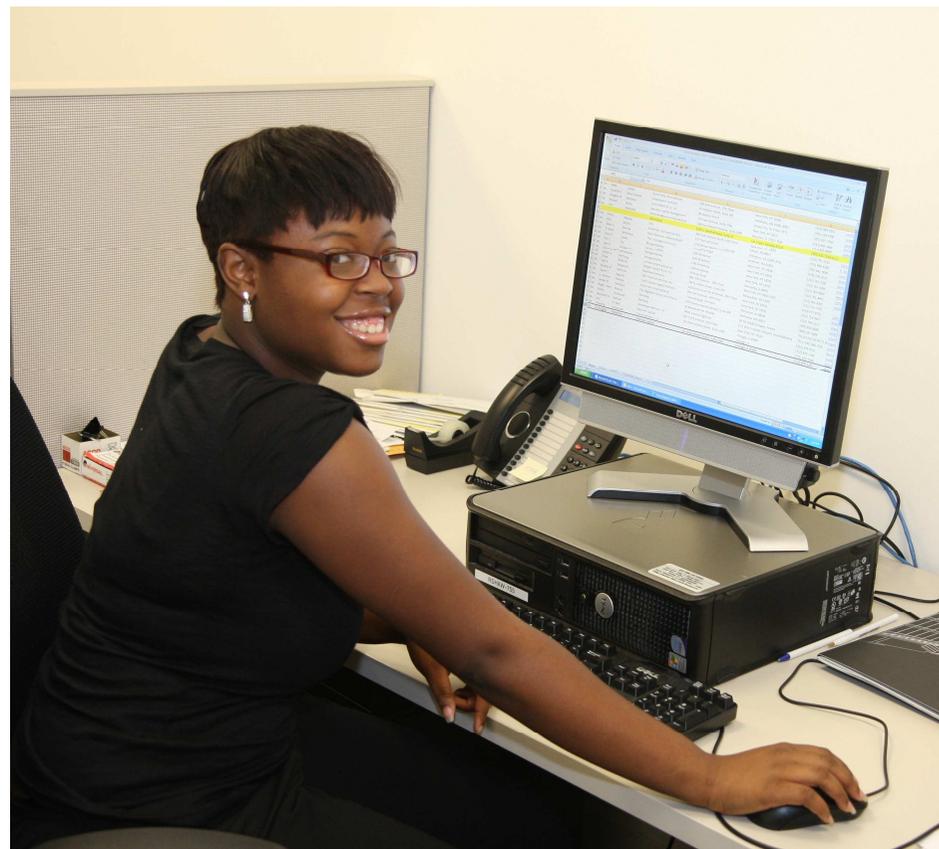
**Department of**  
**Youth & Community**  
**Development**

# NYC Ladders for Leaders 2010 Program Report



# 2010 Program Overview

- ❖ 190 students participated in the program in 2010
- ❖ 65 private, public and non-profit organizations hosted interns
- ❖ Raised over \$300,000 in donations.
- ❖ 8 participants selected to receive round-trip airfare to visit colleges outside of New York City through the American Airlines College Tour Competition.
- ❖ 100 interns eligible to receive a partial college scholarship.



*“Participating in the NYC Ladders for Leaders was a very gratifying experience. I had the opportunity to meet and work with an amazing group of people.” - 2010 Intern*

# 2010 Participant Recruitment & Preparation

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- ❖ 800 applications received
- ❖ Over 350 applicants accepted and invited to attend the pre-employment program
- ❖ 24 pre-employment workshops held from December 29<sup>th</sup> through March 25<sup>th</sup> at DYCD and other city offices:
  - Workshop 1: “Getting the Job” - Part I: Resume Writing
    - December 2009 - February 2010
  - Workshop 2: “Getting the Job” - Part II: Interviewing Skills
    - February 2010
  - Workshop 3: “Workplace Culture”
    - March 2010

*98% of interns surveyed believed it was easy to successfully complete the overall selection process (i.e. application, orientation, workshops, mock interviews, etc.)*

# 2010 Participant Recruitment & Preparation

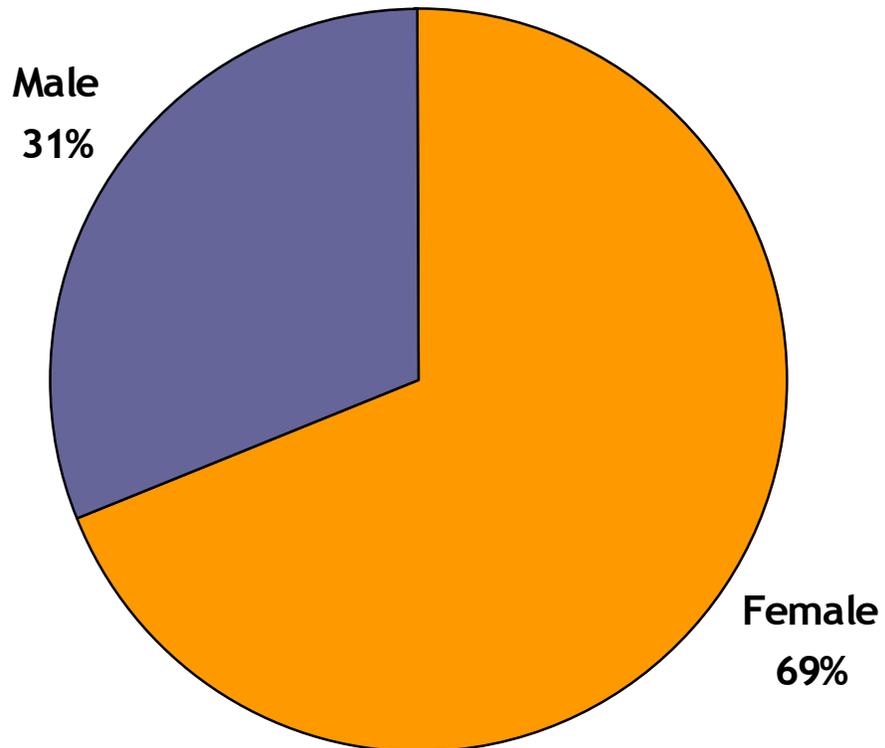
- ❖ 232 participants attended mock interviews at DYCD offices in April
- ❖ Resumes referred to 65 private companies, non-profit organizations and NYC agencies
- ❖ 190 interns hired by 32 private companies, 22 non-profit organizations and 11 NYC agencies
- ❖ 33% of interns offered employment beyond the end of the program



*99% of interns believed the orientation sessions, workshops, and mock interviews were very helpful in preparing them for their internship experience and explaining the goals of NYC Ladders for Leaders.*

# 2010 Intern Demographics: Gender

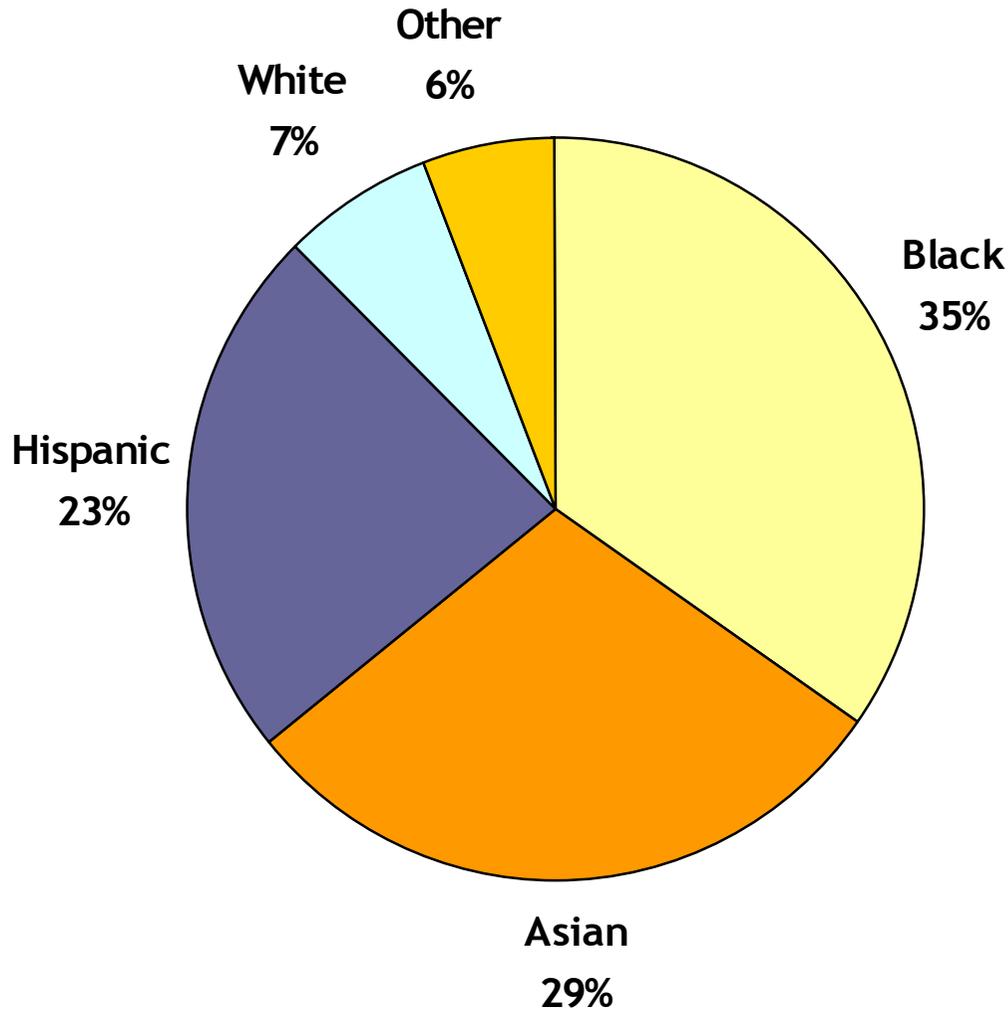
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**Gender:**  
■ Female - 131  
■ Male - 59

# 2010 Intern Demographics: Ethnicity

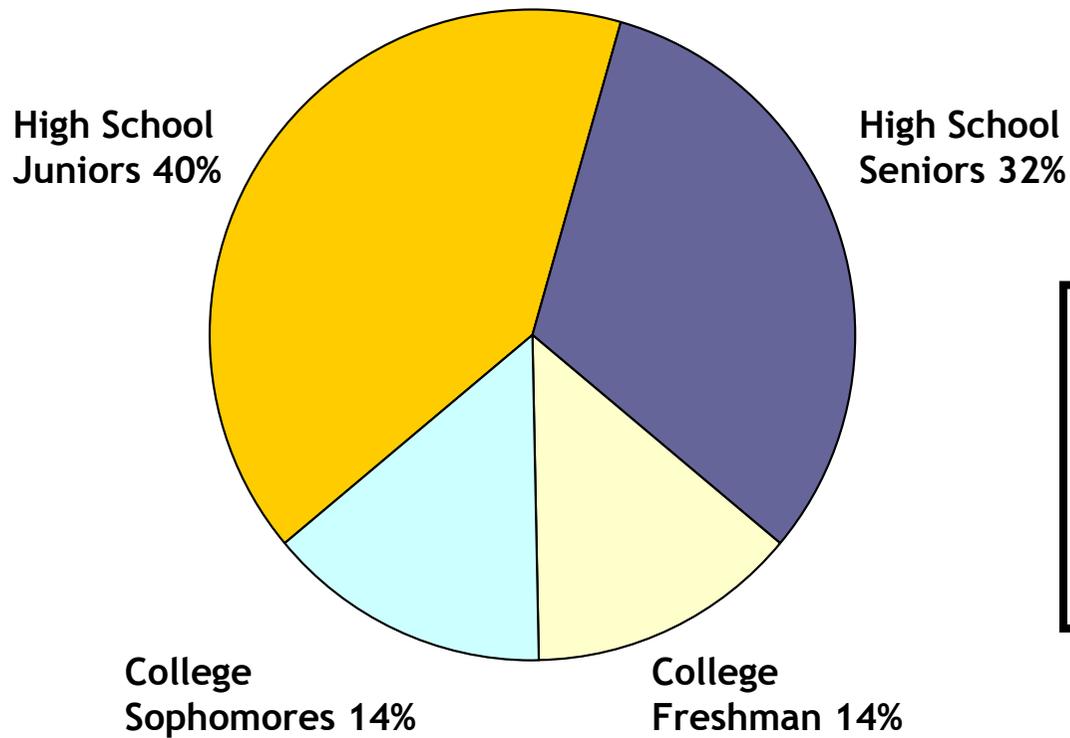
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Ethnicity:	
▪Black	- 66
▪Asian	- 56
▪Hispanic	- 44
▪White	- 13
▪Other	- 11

# 2010 Applicant Demographics: Grade Level

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## Grade Level:

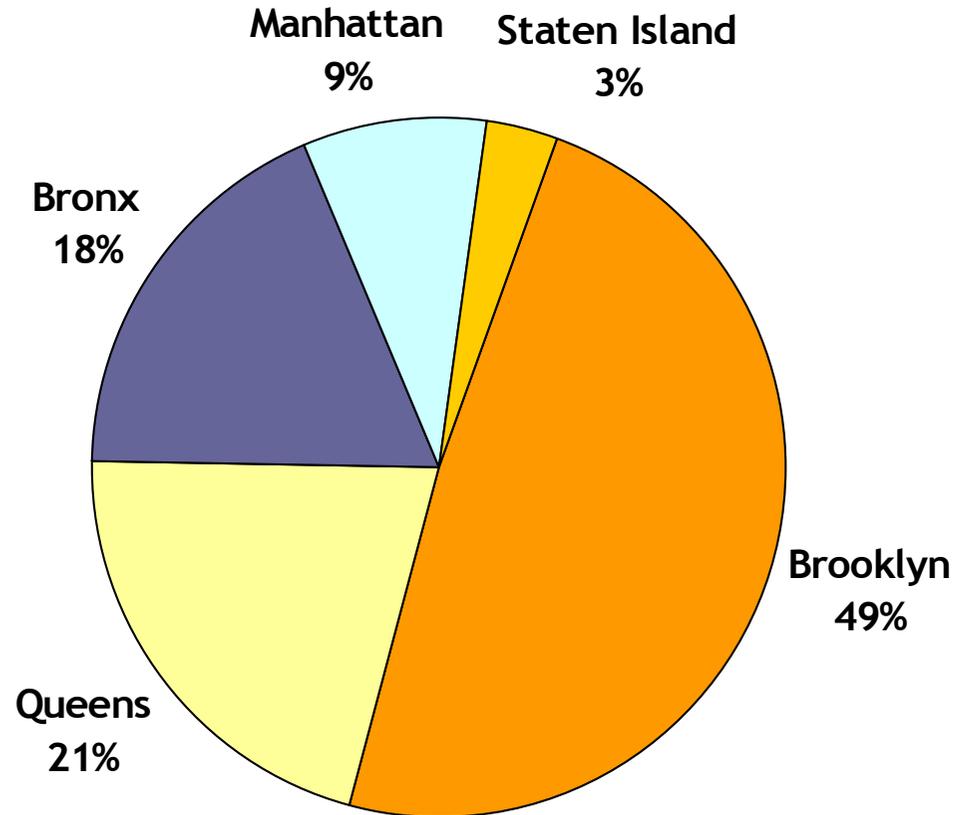
- High School Juniors - 77
- High School Seniors - 60
- College Freshmen - 26
- College Sophomores - 27

# 2010 Applicant Demographics: Borough

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**Borough:**

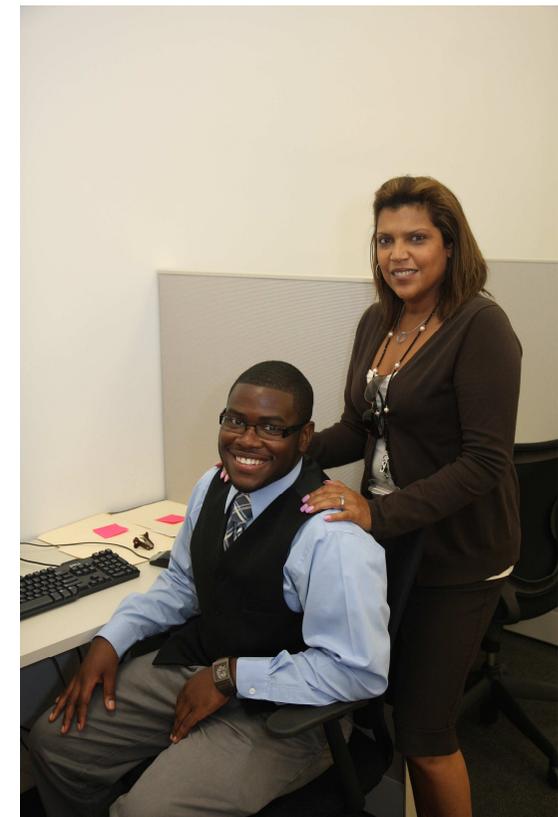
- Brooklyn - 74
- Queens - 32
- The Bronx - 28
- Manhattan - 13
- Staten Island - 5



# 2010 Ladders for Leaders Employers

- ❖ 65 employers
- ❖ 25-40 hours work week
- ❖ Minimum of seven weeks
- ❖ Salaries ranging from \$7.25 to \$20.00 per hour

Industries	Worksites	Industries	Worksites
Finance / Professional Services	10	Legal	1
Marketing / Advertising	6	Manufacturing / Industrial	1
Education	5	Professional Association	1
Media	3	Property Management	1
Retail	3	Retail / Marketing	2
Telecommunications	2	Sports	1
Healthcare	1	Nonprofit	15
Hospitality	1	Government	12



# Corporate Partners

32 Corporations Employed 106 Interns

Business Name	Interns	Business Name	Interns
Accenture	2	Group M	3
Alex Hotel	1	HSBC Bank USA	1
American Express	1	Interpublic Group (IPG)	5
Bloomberg L.P.	10	JPMorgan Chase	5
Berkeley College	6	KPMG	1
Brooklyn Navy Yard	2	Macy's	25
CBS Television	1	Major League Soccer	1
CVS	1	New Video	1
EmblemHealth Services	1	Ogilvy and Mather	4
Ernst & Young, LLP	4	RCN Business Solutions	1
Estee Lauder Companies Inc.	1	Tai Ping Carpets	1
Everyday Health	2	Teigland-Hunt	1
Federal Reserve Bank of NY	1	Tishman Speyer	6
Goldman Sachs	2	Toys 'R Us	1
Gotham Inc.	1	Verizon	3
Grey Global Affiliates	1	Young and Rubicam	10

# Not for Profit Partners

22 Nonprofits Employed 57 Interns in 2010

Business Name	Interns	Business Name	Interns
AHRC	1	Girls, Inc.	2
American Cancer Society	9	Greater New York Chamber of Commerce	1
Baby Buggy	3	Kaplan, Inc.	2
Brooklyn College	1	The Leona M. and Harry B. Helmsley Charitable Trust	1
Catalyst	6	Metropolitan Museum of Art	1
Catholic Medical Mission Board	1	Municipal Credit Union	2
Central Park Conservancy	1	New-York Historical Society	1
CUNY College Now	2	New York Law School	7
Fresh Air Fund	7	New York State Banking Department	2
Friends of the Highline	1	NPower	1
Girls, Inc. New York City	1	Women's Venture Fund	4

# New York City Agency Partners

11 City Agencies Employed 27 Interns in 2010

Business Name	Interns
New York City Business Integrity Commission	5
The School Construction Authority	1
NYC & Company	4
New York City Department of City Planning	1
New York City Health and Mental Hygiene	6
New York City Department of Probation	1
New York City Police Department	1
Mayor's Office to Combat Domestic Violence	3
Mayor's Office for People with Disabilities	2
Mayor's Office of Contract Services	2
Mayor's Office of Personnel	1



*“Every year, we receive wonderful interns from your program. They have helped us with many of our projects we worked on and also engaged them in their own projects for the summer.” - 2010 Employer*

# 2010 Summer Workshops



All interns attended a series of four Friday workshops during the summer.

The workshops were hosted by Bloomberg L.P., CBS, KPMG, Microsoft, and Young & Rubicam.

## *Curriculum topics:*

- ❖ Financial Literacy
- ❖ Financial Aid
- ❖ Health & Well-being
- ❖ Peer Pressure & Gender Issues

*“This program prepares you professionally. It builds your self-esteem... and exposes you to the world of business and gives you a first hand experience in being a part of a working environment.” - 2010 Intern*

# College Prep & SAT Workshops

- ❖ 40 interns enrolled in FREE Kaplan SAT and college preparatory courses
- ❖ Classes were specifically tailored for NYC Ladders for Leaders participants
- ❖ Courses included a pre-test assessment, eight lessons, three practice test days, and a post-test

*90% of interns surveyed are more motivated to pursue a college degree or to stay in college as a result of participating in the program.*

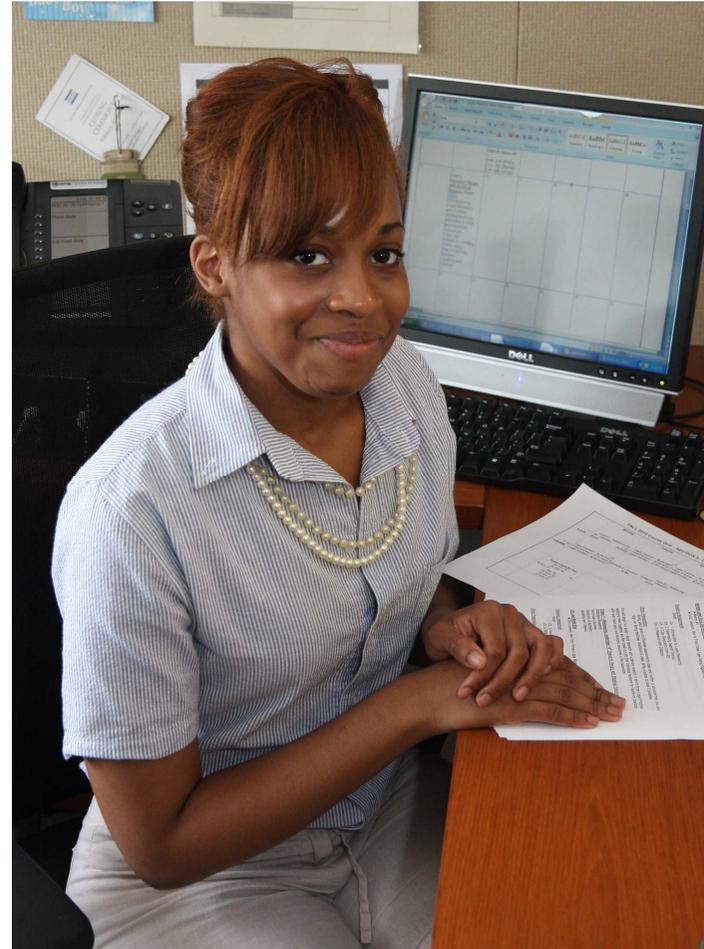


# 2010 Employer Outreach

In 2010 DYCD and CWI convened a series of four forums for Corporate Leaders interested in learning about NYC Ladders for Leaders

The events were hosted by corporate program partners:

- ❑ Young & Rubicam - January 2010
- ❑ Ernst & Young - February 2010
- ❑ NASDAQ MarketSite - April 2010
- ❑ Ernst & Young - June 23, 2010



*“Your program has done a tremendous job on teaching the interns skills that they need in the corporate work environment. - 2010 Employer*

# 2010 Closing Event

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## NYC Ladders for Leaders Graduation at Gracie Mansion on August 9, 2010

- ❖ Mayor Michael Bloomberg served as Master of Ceremonies
- ❖ Over 1500 interns, sponsors, managers and family members were invited to celebrate the completion of the program

*“Ladders for Leaders was GREAT! It opened the door to many opportunities and things I never thought could possibly happen to a high school junior!” - 2010 intern*

# 2010 Participant Survey Results

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- ❖ 100% rated their overall experience participating in the program as positive
- ❖ 97% said the most valuable aspect of the program was the “unique opportunity to gain experience in a corporate/professional environment”
- ❖ 5.4% were the first in their families to graduate from high school
- ❖ 21.6% were the first in their families to attend or apply to college
- ❖ 40.5% were the first in their families to work for a major corporation
- ❖ 75.7% became role models to family and friends as a result of their participation in Ladders
- ❖ 78% felt “Professionalism” was the most useful thing they learned during their internship
- ❖ 33% were offered extended employment after their internship
- ❖ Interns found all summer workshops valuable with the Financial literacy workshop receiving the highest rating

# 2010 Participant Survey Results

## Top Five Industry Areas of Interest for Interns

- ❖ Media and Entertainment
- ❖ Finance
- ❖ Fashion/Art
- ❖ Law
- ❖ Sales/Marketing/  
Advertising



*“The program was very helpful and exciting. It encourages everyone to make something out of themselves.” -  
2010 intern*

# 2010 Employer Survey Results

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## ❖ Overall Experience

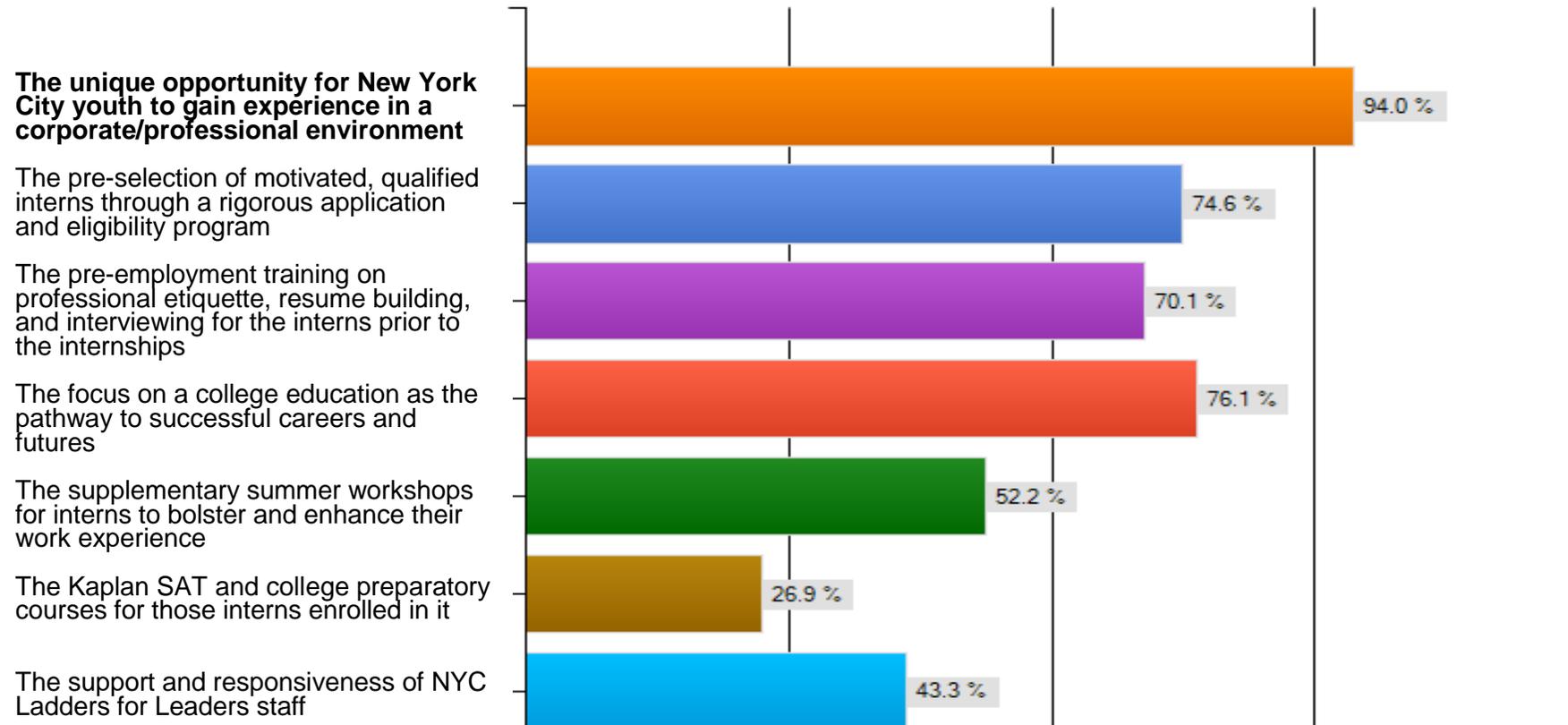
- ❖ 100% rated working with NYC Ladders for Leaders interns as positive
- ❖ 95.5% would like to participate in the program again

## ❖ Internship Experience

- ❖ 100% reported intern productivity as above average.
- ❖ 100% said the NYC Ladders for Leaders resume pool met their company's internship needs.
- ❖ 100% were able to integrate NYC Ladders for Leaders interns into the workplace without disruptions.
- ❖ 95.7% believed NYC Ladders for Leaders interns were sufficiently prepared for the workplace.

# NYC Ladders for Leaders Strengths

## 2010 Employer Rating



# Thank You!

*“I would definitely recommend this program, as it is such a great opportunity to get real world experience in a dynamic work environment.”*

*- 2010 Intern*

*“Every year, Ladders for Leaders seems to get better and better.”*

*- 2010 Employer*

