



# Frequently Asked Questions for Businesses

## HireNYC Program

### **What is the HireNYC Program?**

The HireNYC Program is the New York City Economic Development Corporation's (NYCEDC) workforce development program which connects those businesses to the City's workforce development services. By doing this, HireNYC connects local individuals that face barriers to employment, to the job opportunities your business creates.

The Program does this by enrolling any eligible company in the HireNYC Program. HireNYC offers free workforce screening services to businesses like yours to find locally sourced talent for your permanent jobs.

### **What is the benefit to my company in participating in HireNYC?**

HireNYC can provide your businesses with:

- Free recruitment and hiring services
- Access to job-ready and qualified candidates from the local community
- Full vetting and screening process based on a business' open job specification
- Complete recruitment and marketing strategy development based on business hiring needs
- Administrative leadership and support in hosting recruitment events
- Space to host recruitment events or interviews

### **Can't I just agree to try and hire locally? Do I have to use HireNYC?**

While the City appreciates any efforts by employers to hire locally, HireNYC was created with employer hiring practices in mind. The Program follows best practices for creating linkages between the employers and prospective talent. HireNYC administers a screening process which ensures that employers are only presented with candidates that meet their needs.

### **You mention target population - what does that mean?**

The City recognizes the importance of enabling low-income persons to participate in the City's economic growth. For this reason, the HireNYC Program was created—to assist employers to hire locally from the target population of qualified talent.

"Target Population" is defined as persons who have an income that is below two hundred percent (200%) of the poverty level as determined by the New York City Center for Economic Opportunity (a description of the income level meeting this threshold for each household size is available at [http://www.nyc.gov/html/ceo/downloads/pdf/ceo\\_poverty\\_measure\\_2005\\_2013.pdf](http://www.nyc.gov/html/ceo/downloads/pdf/ceo_poverty_measure_2005_2013.pdf)).



## So how does the hiring process work in the HireNYC Program?

The typical HireNYC Program hiring process is as follows:

- 6 months prior to the commencement of your business operations related to your project, you must contact HireNYC Program staff
- A meeting will be convened by HireNYC staff. The meeting will include the HireNYC recruitment representatives leading marketing and candidate screening as well as representatives from your company responsible for overseeing recruitment
- At this meeting, the marketing and recruitment strategy will be finalized based on HireNYC Program goals and your company's recruitment needs
- Based on the referral process created jointly with you, candidates will be screened and referred to you by the HireNYC recruitment team
- HireNYC candidates are interviewed by you and final hire decisions are made by you
- All new hire information is to be provided by you to HireNYC staff
- For ongoing hiring when 5 or more positions are open, you must contact HireNYC staff to work on a referral process that would follow a similar process to initial hiring (including the hiring windows, job qualifications, etc.)

## So why am I obligated to comply with the HireNYC Program?

If your company's job projections meet HireNYC participation thresholds, you are obligated to participate in HireNYC.

## How do I comply with the Program?

If your business is required to participate in HireNYC, you must make good faith efforts toward reaching HireNYC Program workforce hiring, retention and advancement goals. You must also adhere to the program requirements including but not limited to providing notice of hiring opportunities for initial and ongoing hiring, as well as reporting on hiring data on a quarterly basis. Please note that failing to meet the workforce goals does not imply failure to comply with the HireNYC Program.

## What specifically are the hiring, retention and advancement goals for HireNYC?

The standard HireNYC Program workforce development goals are as follows:

- Hiring Goal: Fifty percent (50%) of all new permanent jobs created in connection with your business (including jobs created by tenants, but excluding jobs relocated from other sites) will be filled by members of the Target Population for a period beginning, for each employer, at commencement of business operations and continuing for eight years. Note that the Hiring Goal shall only apply to hiring on occasions when hiring for five (5) or more permanent jobs are available.
- Retention Goal: Forty percent (40%) of all employees whose hiring satisfied the Hiring Goal will be retained for at least nine (9) months from date of hire.
- Advancement Goal: Thirty percent (30%) of all employees whose hiring satisfied the Hiring Goal will be promoted to a higher paid position within one (1) year of date of hire.
- Training Goal: Cooperation with NYCEDC and the Designated City Agency (NYCEDC designated City Agency providing recruitment services) to provide skills-training or higher education opportunities to members of the Target Population.



## **Do I have to use HireNYC for every job that I have available for hiring?**

If your business is required to use the HireNYC Program, you are obligated to use the program in all instances when you have five (5) or more permanent jobs available.

If your business has less than five (5) or more permanent jobs available, there is no obligation to use HireNYC, but connections to the services can still be used.

## **What does “good faith efforts” mean? How do these relate to the workforce goals?**

Good faith efforts, for the purpose of the HireNYC Program, is defined as 1) compliance with the HireNYC process requirements; and 2) making diligent and honest efforts toward achieving the retention, advancement and training goals.

## **What are the liquidated damages and when do they apply to me?**

HireNYC Program includes two categories of liquidated damages: non-compliance with the program process and failure to provide HireNYC with the opportunity to present qualified candidates for open jobs when relevant.

Program process requirements include notifying HireNYC staff of commencement of business operations, providing specified hiring periods for initial and ongoing hiring, and providing quarterly reporting forms.

Liquidated damages WILL NOT apply to any failure to meet the workforce targets of hiring, retention and advancement.

In other words, if the HireNYC Program process is followed and if you consider HireNYC candidates when you have open job opportunities during the specified hiring windows, your company will not have to pay liquidated damages.

## **Are any notices provided before liquidated damages apply or do they apply automatically?**

For those instances within the program process in which non-compliance consists of the failure to provide information or quarterly reports, it will be possible to remedy non-compliance before damages apply.

For instances where there is no longer an opportunity to remedy non-compliance, liquidated damages would apply automatically. This occurs when you do not provide HireNYC candidates with an opportunity to fill open jobs during the program’s specified hiring windows, or when you fail to notify HireNYC staff of the commencement of business operations.

HireNYC staff will be in constant communication with participating businesses in order to monitor compliance and help businesses avoid liquidated damages.

## **What if none of the candidates that HireNYC sends me match my needs?**

There is no penalty if you do not hire from the HireNYC candidate pool.

Compliance with the HireNYC Program reflects a business’ utilization of the Program – not its ability to reach the workforce development targets.



### **What if we are unable to reach the workforce development targets?**

If your business does not reach the HireNYC workforce development goals (i.e., 50% Hiring, 40% Retention and 30% Advancement), there will be no liquidated damages applied.

Compliance with the HireNYC Program reflects a businesses' utilization of the Program – not its ability to reach the workforce development targets.

### **I'm not sure I can meet the workforce hiring goals. I'd rather lower them to ensure I can meet them. Is it allowable to change the 50% Hiring, 40% Retention and 30% Advancement goals?**

No. HireNYC Program workforce development goals cannot be lowered. Because these goals are aspirational, you are not deemed to be in non-compliance if you do not meet them. We believe that if you meet the process requirements, the goals of the program are very achievable based upon our experience working with other employers. It is the responsibility of the HireNYC staff to only give you the most relevant candidates for consideration.

### **Based on the Training Goal, are businesses required to provide training through the HireNYC Program?**

You are not required to provide training. However, the HireNYC Training Goal is a tool to encourage your cooperation with NYCEDC and the Designated City Agency (NYCEDC designated City Agency providing recruitment services) to provide training opportunities to individuals who have been placed through the HireNYC Program.

If you would like to provide training to new or incumbent workers, HireNYC requests that you work with the NYCEDC and the Designated City Agency in providing the training. This can be beneficial to you in that there are free programs and additional resources that can offset training costs. Additionally, the City can provide training best practices which you may find helpful.

### **How is our participation in HireNYC monitored? Are there reports? If so what is the reporting procedure for the HireNYC Program?**

The HireNYC Program requires quarterly reporting which will track the Program's workforce development goals based on candidates hired, retained and advanced by your business through HireNYC.

### **Will HireNYC staff be in direct contact with my employees?**

HireNYC staff may ask your employees who were hired through the HireNYC Program to complete a survey which measures employee experience and satisfaction with the HireNYC Program and its processes. Survey questions will not inquire about employers or workplace experiences. Prior to giving out the survey, employers will have an opportunity to see the survey questions. No company-specific data will be made public. All survey data will be aggregated to assist HireNYC staff in tracking and evaluating the program.

### **I'm concerned that NYCEDC will use my company's information publicly. How will NYCEDC use my reporting data in public communications including press releases and other media events?**

No company-specific information will be made public without your prior consent. Any information collected through quarterly reports regarding the HireNYC Program will be aggregated for use in marketing and communication materials. To the extent your company is willing to share your particular experience in using HireNYC, NYCEDC would like to share that information to help market the program more broadly. In those situations, your company will have an opportunity to review materials before they are published.



## **Where does the HireNYC Program get candidates from?**

HireNYC Program works directly with the NYC Department of Small Business Services and other appropriate City Agencies and local partners to source and screen qualified candidates for your open positions.

In particular, NYCEDC's work with the NYC Department of Small Business Services involves the SBS-managed Workforce1 Career Centers. Through these centers, a team of recruiters can develop a marketing plan to communicate position information to local community-based organizations and other City agency partners that can refer qualified candidates based upon the employer's job specifications. All candidates are then screened based on your job specifications.

## **Can HireNYC fill management positions?**

Yes. In working with the NYC Department of Small Business Services, we have vast experience in working on many different types of positions from entry-level to management.

## **Are we obligated to hire candidates from the HireNYC Program?**

There is no obligation or requirement to hire HireNYC candidates. Part of the requirement of the HireNYC process is to provide specified HireNYC interview periods and to interview candidates we present to you during those time periods. All final hiring decisions are up to your discretion.

## **The Program asks me to provide specific hiring windows – what if this time period does not work with our interview process?**

As part of the HireNYC process, all businesses are to provide specific hiring windows for initial (10 business days) and ongoing hiring for 5 or more jobs (5 business days) where program staff will present qualified HireNYC candidates for interviews and consideration.

Program staff works with businesses to create a recruitment strategy that is informed by each business' hiring process and referral request (i.e., large recruitment events, resume submission, assessments). Our goal is to work with businesses and their processes and find the best way to incorporate HireNYC candidates into your already established processes. Therefore, HireNYC can set-up the appropriate referral process that works with any application process you may have.

If the HireNYC hiring periods pose a challenge for you in your hiring process, you must request NYCEDC's written approval of a new process that still provides the opportunity for HireNYC staff to present candidates.

## **We have our own online application – how do we work with you if we have our own established processes for hiring?**

You can still comply with your HireNYC obligations even if you have online applications. HireNYC and the Designated City Agency have much experience working with various employers in different sectors that use online applications.

Again, our goal is to work with businesses and their processes and find the best way to incorporate HireNYC candidates into your already established processes. Therefore, HireNYC can set-up the appropriate referral process that works with any application process you may have.



### **How many HireNYC candidates am I required to interview?**

The number of candidates each business interviews depends on the number of open positions each has available for us to present HireNYC candidates.

Typically, we will provide a 3:1 recruit-to-hire ratio (i.e. for each 1 open position, 3 candidates will be presented for interviews) so that businesses have a substantial number of HireNYC candidates to choose from. If you would like to negotiate that ratio, we can create a recruitment strategy that can account for the amount of candidates you would like to interview.

### **How long is our commitment to the HireNYC Program?**

The commitment to the HireNYC Program is 8 years from beginning of first business operations for the project.

### **You keep mentioning Designated City Agency - who is this?**

The Designated City Agency is the NYC Department of Small Business Services. However, HireNYC can identify additional or other City agency partners depending on the development location. HireNYC staff will provide information on the Designated City Agency providing recruitment services.

### **We already work with a NYC City agency for hiring services – can we just continue working with that agency and not use the HireNYC Program? Isn't it all the same?**

The benefit of HireNYC is that we can work with any City Agency. If you have another City Agency that you've worked with in the past, we are happy to work with them, and incorporate them into the HireNYC process to refer candidates. No matter which City agency is used, your HireNYC program requirements will apply, since each City agency has hiring goals that may not correspond to HireNYC goals.

### **When should I contact NYCEDC's HireNYC staff?**

HireNYC staff should be provided with job type and job description at least 3 months before the commencement of hiring.