



EMPLOYMENT RESOURCES INC.  
432 COLUMBIA STREET  
CAMBRIDGE, MA 02141  
(617) 494-1154

UPDATE

CAMBRIDGE EMPLOYMENT PROGRAM  
7/1/90 to 5/7/91

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|                                                                                                                  |        |
|------------------------------------------------------------------------------------------------------------------|--------|
| ° Total Applications on File at ERI:<br>(Includes 71 Carry-ins from last year<br>and 247 from Filene's Job Fair) | 569    |
| ° Total Walk-Ins to ERI since July 1st:                                                                          | 275    |
| ° Total Referred Clients since July 1st                                                                          | 222    |
| ° Total Client Referrals to Jobs:                                                                                | 314    |
| ° Total Client Hires to Jobs:                                                                                    | 187    |
| ° Average Wage of Hires                                                                                          | \$6.75 |
| ° Number of Companies listed with ERI:                                                                           | 284    |
| ° Number of Cambridge Companies listed:                                                                          | 193    |
| ° Percent of Companies that are Cambridge:                                                                       | 68%    |

CAMBRIDGE EMPLOYMENT PROGRAM 5/91

PARTICIPANT CHARACTERISTICS

(TOTAL WALK-INS SINCE 7/1/90)

|                           |     |
|---------------------------|-----|
| MALE                      | 63% |
| FEMALE                    | 37% |
| 16-17                     | 3%  |
| 18-21                     | 28% |
| 22-29                     | 28% |
| 30-39                     | 25% |
| 40-54                     | 11% |
| 55+                       | 5%  |
| WHITE (NOT HISPANIC)      | 30% |
| MINORITIES                | 70% |
| A. BLACK                  | 51% |
| B. HISPANIC               | 16% |
| C. ASIAN                  | 3%  |
| SCHOOL DROPOUT            | 23% |
| HIGH SCHOOL GRAD OR EQUIV | 49% |
| POST HIGH SCHOOL ATTENDEE | 28% |
| UNEMPLOYED                | 82% |
| EMPLOYED                  | 16% |
| LIMITED ENGLISH SPEAKING  | 13% |
| PUBLIC HOUSING RESIDENT   | 2%  |

## City of Cambridge

The Economic Development, Training and Employment Committee conducted a public hearing on Tuesday, May 14, 1991 beginning at 4:07 p.m. in the Sullivan Chamber, City Hall.

Councillor Jonathan S. Myers, Chair of the above referenced Committee convened the hearing and stated that the purpose of this proceeding was to receive an update of the Cambridge Employment Plan and an update of the Community Development Department's survey of employers. Present at the hearing were Councillor Francis H. Duehay and Deputy City Clerk John E. Flynn.

Ms. Nancy Brown, Executive Director of Employment Resources, Inc. (ERI) provided the Committee with a statistical update for the period July 1, 1990 to May 7, 1991 (a copy is attached). Ms. Brown stated that the targeted goal of 300 applicants was attainable due to the fact that for the period stated 275 total walk-ins to ERI has been realized. She further stated that at present, some 175 have been placed with a placement goal of some 150. This placement rate includes a combination of the Galleria and the ERI office. She also stated that the City's unemployment rate of 7% has affected the flow of applicants to this program thus allowing ERI to meet its stated goals.

Councillor Duehay inquired of the level of placement with institutions of Higher Education in the ERI combine.

In response, Ms. Brown stated that placement of entry level positions has lagged behind the placement of applicants into clerical ones.

As a follow-up, Mr. Jeff Rockett, of ERI, also stated that past experience illustrates the fact that of thirty applicants referred to Harvard, one is hired versus thirty applicants referred to Sears, fifteen are hired.

Councillor Duehay stated that given past placement experience vis a vis private institutions a new approach by different levels of municipal government may be warranted.

Councillor Myers concurred stating that job development was another channel to be investigated and implemented if feasible.

Mr. Gerald Mimno, Chief Project Planner - Community Development Department (CDD), commented on the need to establish a relationship between job lookers versus job getters and that companies have indicated their willingness to be more involved with the training aspect of employment.

Councillor Myers stated that this willingness will serve to be mutually effective in the future.

Mr. Rockett stated that ERI has been most successful in its placement rate with new firms - those locating in Cambridge for the first time - over the past year than with well established firms.

Councillor Myers offered one possibility of some legislative action where institutionalized training would be established through the offering of tax incentives to firms.

Mr. Robert Lewis, Executive Vice President of the Chamber of Commerce, inquired of the Chair the specifics of the legislative action.

Councillor Myers in response stated one option might be tax credits but further research and analysis needs to be completed.

Mr. Lewis cited the Chamber's feeling that it is increasingly more difficult to deal in the City especially as it relates to businesses ability to grow.

Councillor Myers countered by stating the City's willingness to assist in filling employment needs.

Mr. Lewis stated that he was encouraged with the job development aspect but also stated the need to look at all economic development issues facing the City. He cited the tourism model as one of these issues.

Councillor Myers stated his desire to work with the Chamber in future partnership for the whole of Cambridge.

Councillor Myers inquired of any additional items and issues that the Committee should be aware of as it relates to the Cambridge Employment Plan.

Ms. Brown stated the need to better identify those firms with a poor entry level rate of hiring and explore possible inroads that could be made.

Councillor Myers suggested the formation of an on-going Council of Employers as an avenue to establish communications between the City and Businesses.

At this time, the Committee heard from Mr. Michael Rosenberg, Assistant City Manager for Community Development for a status report on the Survey of Employers.

Mr. Rosenberg stated that the data collection aspect of the survey had been completed with responses from 91 businesses out of a targeted sample of 100.

Ms. Brown inquires of the survey selection process of the 100 targeted firms.

Mr. Randy Wilson of CDD outlined the process employed where subsetting of the Chambers database resulted in a wide array of survey participants.

Mr. Rosenberg noted that the schedule outlined in previous Committee hearings was pretty much on target with an Executive Summary to be release in mid June. He further stated that the survey has provided a great deal of useful information for future application in the job programming area. He also stated that training will be an important factor in the approach taken to the business community in the process to open doors and dialogue.

Councillor Myers concurred with Mr. Rosenberg 's assessment of the survey and the future approach by the City Council and the City to move the process to the next step.

Mr. Rosenberg stated that the City will make a presentation of the Executive Summary to the Chamber in mid June to solicit feedback and comments of the analysis. He further stated the belief that contracts will be made at this point and built on in the future.

Mr. Mimno commented on the need to define common training clusters during the summer of 1991 to complement the survey and move the process.

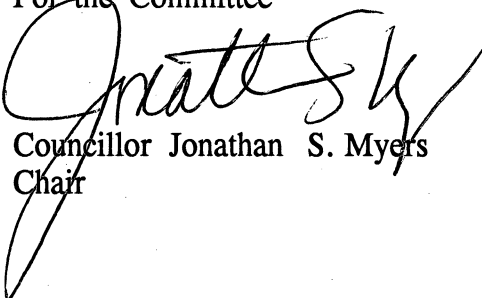
Councillor Myers concurred stating that an Employment Policy Council will provide a real service to the business community and the citizenry.

Mr. Rosenberg inquired of Ms. Brown of the possibility of access to ERI training and employment financial resources of public/private concerns.

Ms. Brown responded in the affirmative and outlines a program at Mount Auburn Hospital where financial resources are provided by ERI and teaching resources are provided by Mount Auburn.

The hearing was adjourned at 4:51 p.m.

For the Committee



Councillor Jonathan S. Myers  
Chair

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S-840

#### COMMITTEE REPORTS

Report from Economic Development, Training and Employment Committee for a hearing held Tuesday, May 14, 1991 to receive an update of the Cambridge Employment Plan and an update of the Community Development Department's survey of employers.

In City Council,

June 24, 1991

*Report accepted  
Placed on file*