

# HRA/DSS PERSPECTIVE



**COMMITTED** TO ASSISTING PEOPLE IN REACHING THEIR MAXIMUM LEVEL OF SELF-SUFFICIENCY



## HRA's Mail It!: Are You on Board?



In November, HRA will launch its Mail-It campaign, inviting all City agencies to utilize its electronic mailing system, Print-to-Mail. An HRA team led by Miklos Ruschak of Management Information Systems and Judith Mittelman Assistant Deputy Commissioner of the Office of Business Communications Services developed and piloted Print-to-Mail in response to the Mayoral charge to take the lead in developing an electronic mailing system that would reduce the enormous costs of mailing at all City agencies.

Since its launch in January 2003, Print-to-Mail has been an unqualified success, dramatically improving mailing speed and accuracy. Through September 2006, nearly 4,200,000 pieces of mail have been processed using Print-to-Mail. HRA has saved \$693,247 in postage and labor costs.

Print-to-Mail is the only existing software with the capacity to consolidate large batch printings from smaller ones. For this reason, the system can accommodate small and even single piece mailings. If your program area is not already utilizing Print-to-Mail to process mailings, find out if it can benefit from using Print-to-Mail. Contact Bob Stockwell in the Office of Business Communications at (212) 331-6074.

## HRA Program Updates

### FIA Concourse Model Center Opening

On September 5, the newly renovated Concourse Job Center returned to serving zip codes 10453 and 10452 as a full-service center. HASA's Grand Concourse Center is co-located. As a model office and with a Back-to-Work vendor on site, Concourse will assist clients with their temporary needs and their employment needs with the highest level of professionalism and efficiency.

### Citywide BTW Career Expo

FIA organized a citywide Back-to-Work (BTW) Career Expo to galvanize contact between employers and BTW program participants. The Expo took place on October 4, 2006 at the 26<sup>th</sup> Street Armory. More than 2,000 BTW program participants attended to explore job opportunities with over 100 employers. In addition to having worked with BTW vendors and directly with employers to broaden the recruitment spectrum, FIA Employment Services has engaged representatives of the Borough Presidents' offices and local Chambers of Commerce to involve community businesses in providing opportunities to community residents for long term employment.

## HRA's TANF Work Participation Strategy is Gaining

As Reauthorized TANF law became effective on October 1, HRA is moving forward with a coordinated strategy for meeting the raised work participation requirement that is the outcome of agency-wide scrutiny and recommendations.

Management Information Systems (MIS) has begun implementing system modifications to enable tracking of the new Federal participation regulations. These changes are also needed in order to meet the new documentation requirements.

The Ring competition is in its second month. The Ring Report has been posted on the HRA Intranet; the Ring Scoreboard, which combines the scores of the centers and teams on a single page, is posted as well. These

monthly reports will be used by all of the job centers to help determine strategies. The Office of Consumer Access and Participation (OCAP) has formed a Back to Work Vendor Participation taskforce of representatives from each

*Each of us in our work has an area of expertise that plays a part in meeting this difficult challenge.*

BTW vendor and from HRA's Employment Services and Work Experience Management. The Taskforce will meet

biweekly to be updated by OCAP on Federal TANF regulations impacting upon activity assignment and to strategize best practices.

Each of us in our work has an area of expertise that plays a part in meeting this difficult challenge. Your efforts are appreciated and your suggestions solicited.

### HRA Perspective Monthly Bulletin

Published by the City of New York Human Resources Administration/ Department of Social Services  
**Michael R. Bloomberg**, Mayor  
**Verna Eggleston**, Administrator/Commissioner  
Office of Public Information & Communications  
**Barbara Brancaccio**, Deputy Commissioner  
**Connie A. Ress**, Media Director  
**Melinda Mousouris**, Writer/Editor  
**Patrice Moller**, New Media Producer

## Event Calendar

### HRA Fall Blood Drives

The New York Blood Center is reporting a critical community-wide blood shortage. Now, more than ever your support is needed.

**Friday, October 27, 2006**

**HRA Headquarters**, 180 Water Street, 12<sup>th</sup> Floor, Conference/Activity Room, from 10:00 AM to 3:30 PM. To make an appointment, call *Kettly Ménard* at (212) 331-3374.

**Friday, October 27, 2006**

**General Support Services (GSS)**, 250 Church Street, 1<sup>st</sup> Floor Training Room, from 10:00 AM to 3:30 PM. To make an appointment, call *Valerie Sheafe* at (212) 274-6414.

### PAI Lunch & Learn Workshops

**Wednesday, October 18, 2006**

**HRA Headquarters**, 180 Water Street, 12<sup>th</sup> floor conference room, 1 PM. "All About Domestic Violence." Contact *PAI coordinator Karin Felhamer* at (212) 331-3325 for more information.

## HRA McMillan Library: NEW!

Battered Black Women and Welfare Reform: Between a Rock and a Hard Place, by *Dána-Ain Davis*

The Promise of Welfare Reform, by *Keith M. Kilty, Elizabeth A. Segal*, editors

Reconnecting Disadvantaged Young Men, by *Peter Edelman, Harry J. Holzer, Paul Offner*

Disability Rights and the American Social Safety Net, by *Jennifer L. Erkulwater*

If you have a book suggestion for the library contact 212-331-4437 or e-mail the HRA Library.

# HRA Serves with 9/11 Honor Guard

HRA was among the City agencies asked to serve in the honor guard as NYC observed the fifth anniversary of 9/11. The honor guard was drawn from the staff of municipal and private agencies recognized by Mayor Bloomberg for their crucial role in recovery. Twelve staff were chosen to represent HRA in the interagency guard that received families as they filed onto Ground Zero to pay homage to their loved ones.

Together they stood for the wide range of service HRA provided after the attack: from helping to establish a new Emergency Command Post and setting up and managing the Families Service Center at Pier 94, to developing Disaster Assistance to help those who lost food, employment, needed medical insurance and those who were unable to return home.

Participating in the ceremony was an emotional experience for the HRA team. "I was moved that people I helped recognized me. It was overwhelming that they would seek out my face in a crowd," Jose Acosta said. "I saw parents and children who had come to the Family Center now with a sense of closure as they laid flowers and mementos on the site, and I felt fulfilled," Wanda Seals said.

First anniversary Honor Guard selectees were Millie Rosas, Elvia Alexander, Antonio Linares and Jenny Roper, all first responders from ODVEIS. HRA served at each of the anniversaries and other staff will have the opportunity to represent HRA in the future.



*Top Photo: HRA Honor Guard 2006: From l to r: Mohammed Bhulyan Wanda Seals; Patricia Garcia; Lawrence Luk; John Ruscillo; Victor Vila; Luis Mojica; Martha Castellanos-Chin. Not pictured: Dennis Rodriguez; Lloyd Hall, Jose E. Acosta.*



*Memorial and flowers.*



*Third Photo: Memorial plaque.*

*Photos: Martha Castellanos-Chin*

## HRA Participates in ACCESS NYC

NYC residents can now find out about potential eligibility for over 20 health and human services programs with an easy-to-use online screening tool. **ACCESS NYC** enables NYC residents to screen themselves online for multiple government programs through one set of questions. This project is led by the Office of the Deputy Mayor for Health and Human Services, in collaboration with the Department of Information Technology and Telecommunications (DoITT) and other City agencies including HRA/DSS.



ACCESS NYC is available in seven languages at [www.nyc.gov/accessnyc](http://www.nyc.gov/accessnyc). Using this system, residents can determine their potential eligibility, find out how to apply, print application forms, and search for offices. Residents with questions can click the "Contact Us" link within ACCESS NYC, or dial 311 and ask for "ACCESS NYC." ACCESS NYC is free, simple to use, and anonymous.

All HRA employees are encouraged to share this new system with clients and friends.