

## **Digital skills training for small business employees (“NYC Means Business: Training Your Employees”).**

This training program provides local business owners and their employees with digital literacy, marketing, and online technology skills to remain resilient during the pandemic and to recover as business improves.

<http://www.lehman.edu/techincubator/training-for-small-business/>

The tech center has laid out an agenda that focuses on accelerating digital investments in response to growing businesses needs, using new data to improve business operations, increasing technology capabilities to overcome pandemic restrictions, and increasing the abilities of businesses to grow.

### **Program timeline and goal:**

Program was launched in January 2021 and is expected to be completed by June 2022. The program goal is to enroll a total of 400 incumbent workers from a maximum of 150 unique businesses so that businesses can be sustainable and grow in New York City and their employees will gain the skills to both support their employer’s success and to advance in their career. Four courses were offered in Spanish. In order to reach its goal, Lehman College is collecting the following data from the participants and will report the outcomes to the City Council in the next marking period.

- Status of the business;
- Number of employees retained;
- Number of employees hired; and
- Number of employees with wage increases.

Lehman College is offering four (4) hours of consultation per business: an initial meeting to create the training plan, a mid-point check-in, and a concluding meeting to ensure the successful implementation of training and to develop a cross-training plan.

By the end of the training, businesses and their staff will have new and/or improved digital skillsets that will directly impact the business’ ability to stay in

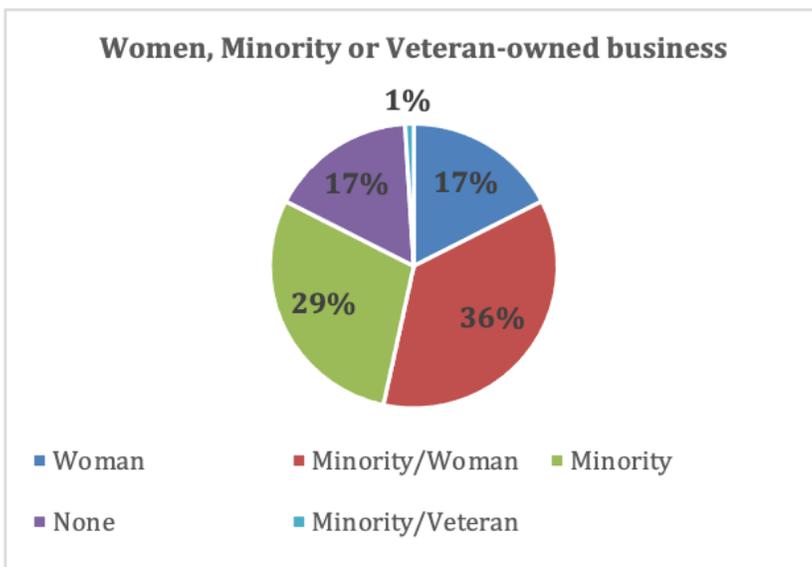
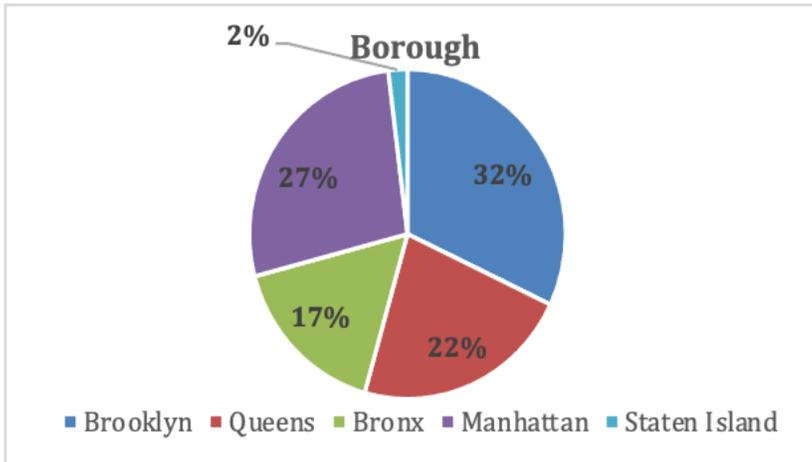
operation as well as provide employees with skills that will make them more successful and marketable in their current and future careers.

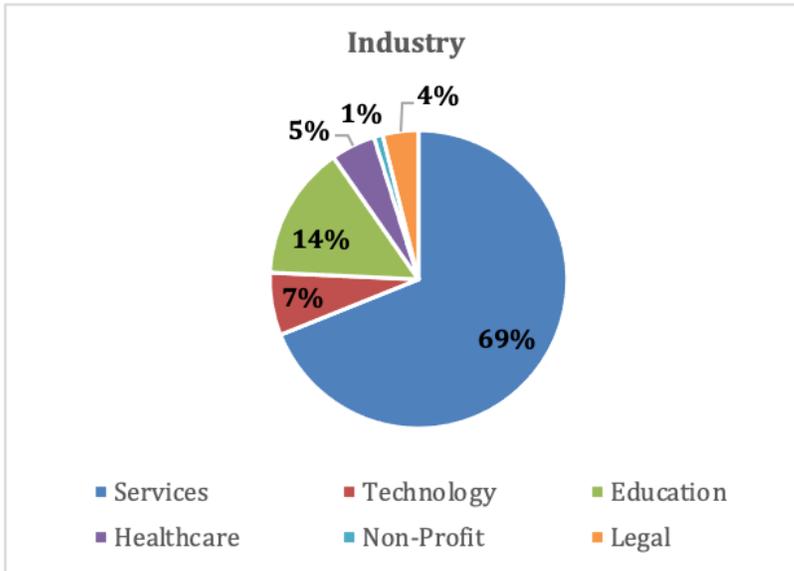
### **Participant counts Jan 21-Dec 21**

<b>Participation between Jan 21-Dec 21</b>	
Total # of Business (headcount)	133
Total # of Trainees (headcount)	289
Total # of Trainees completed 1 or more courses (duplicated)	421

<b>Courses/ participant count Jan 21-Dec 21</b>	
Communication: Google Meet and Gmail	43
Document Creation: Google Docs, Sheets, Slides	31
QuickBooks	41
Shared Cloud Storage: Google Drive	32
Data Collection, Surveys and Analysis: Google Forms	29
Building an Online Presence	37
Finding New Customers Online	30
Create Your Own Website / Selling Your Product Online – BOC	21
Microsoft Excel 365: Part 1	30
Health and hygiene in a pandemic	6
Cloud Storage: Dropbox and Microsoft OneDrive	23
Microsoft Excel 365: Part 2	12
Scheduling and Managing Zoom Meetings (for Hosts)	9
Zoom Essentials	7
Microsoft PowerPoint 365	6
Microsoft Office 365 Basics	5
Payroll Fundamentals (Digital Payroll Using QuickBooks for Small Business)	6
Introduction to Microsoft Teams	17
Sp - Communication: Google Meet and Gmail	3
Microsoft Word 365: Part 1	5
Sp - Shared Cloud Storage: Google Drive	4
Sp - Document Creation: Google Docs, Sheets, Slides	4
Sp - Data Collection, Surveys and Analysis: Google Forms	3
Education: Google Classroom	5
Microsoft Outlook 365: Part 1	2
Computer Basics (Computer Essentials)	9
Microsoft Outlook 365: Part 2	1

**Participant demographics**







**Launched Training for Your Employees to provide business owners and jobseekers skills in digital literacy, marketing, online security, and COVID-19 safety**

Training for Your Employees provides no-cost, online training to help business owners, non-profit leaders, and employees located in NYC. All trainings are taught online with a live instructor on specific dates/times. To date, 308 businesses have applied for this program, 83% of which are self-reported M/WBEs.

### Success Story: Step With Purpose

Shannan, owner of Step With Purpose daycare and a participant in the Training for Your Employees program, was a single parent with a son with special needs. She often had to call out from work to care for her son. Always fearful she would lose her job, she took a stab at opening a daycare in her home.

Shannan and her staff took the Google Suite Workshop Series, Zoom classes, and Building an Online Presence. These new digital skills helped expand her marketing efforts and offer virtual open houses, leading to more students in her care and increased hours for staff.

*“The fact that all my employees were able to get training through SBS was amazing. Being able to give my staff education and training they can use whether they stay with me or go somewhere else means a lot to me.”*

– Shannan Ramsey, Step With Purpose

**Business Name:** Step with Purpose, LLC  
**Owner/Contact Name:** Shannan Ramsay  
**Business Industry:** Daycare  
**Years in Operation:** 16 Years- Business Started in 2005  
**Website:** <https://www.stepwithpurposellc.com/>  
**# of Employees:** 5  
**# of Employees Trained in this program:** 5

### **How was their business affected by the pandemic?**

Our business was affected by the pandemic in so many ways - We lost 60% of our children, and 10% of our staff. It was and still is scary times for us - we had to quickly learn how pivot our business, we had to learn how to promote and operate the business in so many ways that we were not ready for at first.

What courses did they/employees take?

- Google Suite Workshop Series
- Zoom Classes
- Building an Online Presence

### **Why was this program a success?**

This program at Lehman college was priceless; it has given myself and my staff the confidence we need to successfully build the business. The class was so convenient; the teachers were amazing, and the staff was very patient and supportive. This class has allowed me to get the strength I needed to innovate new things like virtual learning, surveys, google slides, zoom interviews just to name a few. It's so hard competing with big companies when you own a small business so being able to give my staff lifelong skills meant a lot to me.

**Outcomes:** Was able to recruit 6 new children to the program as result of digital efforts which allowed existing staff to add back hours that were cut during the pandemic and the business to take on 2 summer interns. We are also hiring another employee part time.