

Commentary/Op-Ed - December 2017

Op-Ed: Making Small Business a Bigger Part of the Workforce Equation

The nation's workforce training and job placement programs have long focused on large businesses. But with small businesses driving economic growth and job creation in cities nationwide, it's time for smaller employers to become a larger part of the workforce equation.

by Jonathan Bowles and Jeanique Riche-Druses

Small companies have created two-thirds of the nation's net new jobs over the past 20 years. This entrepreneurial boom is generating economic opportunity in cities across the nation and strengthening communities through more inclusive growth. But despite these evident successes, many small businesses struggle to find and retain the employees they need in order to grow. At the same time, workforce development providers still make the bulk of their job placements with large companies, despite the opportunity presented by a nation of entrepreneurs. Making the connection between workforce programs and small business will require an effort at all levels of government, with rewards that will ripple throughout the economy.

In this *Next City* op-ed, Center for an Urban Future Executive Director Jonathan Bowles and Vice President of Global Philanthropy at JPMorgan Chase & Co. Jeanique Riche-Druses argue that it's time for smaller employers to become a larger part of the workforce equation.

Read the op-ed here.

This op-ed is a continuation of the Center for an Urban Future's extensive research on workforce development and the issues facing small business including the studies, *Making the Connection: Aligning Small Businesses and the Workforce Development System* and *Scale Up New York: Creating Middle Class Jobs by Growing New York City's Small Businesses*

Photo credit: Andrew Neel/Unsplash

This op-ed was made possible by **JPMorgan Chase & Co.** through its **Small Business Forward Initiative**.

General operating support for the Center for an Urban Future is provided by **The Clark Foundation** and the **Bernard F. and Alva B. Gimbel Foundation**

.We are also grateful for support from Fisher Brothers for the Center for an Urban Future's Middle Class Jobs Project.

Center for an Urban Future (CUF) is an independent, nonprofit think tank that generates innovative policies to create jobs, reduce inequality and help lower income New Yorkers climb into the middle class. For 20 years, CUF has published accessible, data-driven reports on ways to grow and diversify the economy and expand opportunity that are anchored in rigorous research, not preconceived notions about outcome. Our work has been a powerful catalyst for policy change in New York City and serves as an invaluable resource for government officials, community groups, nonprofit practitioners and business leaders as they advocate for and implement policies to address some of New York's biggest challenges and opportunities.

RELATED PRESS

BID Seeks Cure for Hospital Neighborhood

NYCity News Service, by Shoshannah Buxbaum, February 10, 2020

Business at a breaking point: Owners struggle to survive as the city adds on more regulations

New York Daily News, by Jessica Walker, December 17, 2019

First Mandated Survey of Small Businesses Identifies Problems But City Points to Existing Services

Gotham Gazette, by Samar Khurshid, October 08, 2019

CENTER FOR AN URBAN FUTURE
120 Wall Street, 20th Floor, New York, NY 10005

cuf@nycfuture.org © All Rights Reserved.