

RochesterWorks!

A SHARPER WORKFORCE



Michael Nuccitelli

KEEPING JOBS IN NEW YORK STATE

"How can we be more efficient to retain jobs in New York State?" Alex Molinich, Biology Production Manager for Ward's Natural Science, said that is a question his company wrestled with earlier this year. The same question confronts many other area companies and it is one that RochesterWorks! is helping area businesses address.

Ward's has 180 employees and supplies educational science materials. The firm needs to stay in front of price-driven competitors that are outsourcing more of their operations and buying products from offshore manufacturers.

Earlier this year RochesterWorks! provided technical advice to support the firm's efforts to win an \$86,000 state training grant. Now Ward's 65 production employees are learning cutting-edge techniques that will not just improve efficiency and cut costs, but also help the company remain a leader in its marketplace and keep area residents employed.

Keeping businesses and jobs in Monroe County, helping companies grow and stay competitive, supporting efforts to give employees needed skills, working with businesses to

source qualified applicants, and training qualified new hires— are all part of the RochesterWorks! mission. We also help thousands of area residents obtain jobs or get better ones, by providing job-related services through our Career Center. Everything we do is directed toward achieving one goal – helping Monroe County thrive.

As I end a three-year term as the first chair of the Workforce Investment Board, we must continue to make inroads serving the business community. Focusing on this goal is critically important because we're no longer living in a booming economy with nearly everyone looking for workers but a stagnant one with fewer jobs.

*"We're no longer
living in a
booming economy"*

It makes a difference to our community's future economic health that last year RochesterWorks! talked to nearly 500 businesses – writing contracts for grant reimbursements, providing technical advice on employee training applications, and helping companies get answers to questions.

As I turn over the chairmanship to Marty Birmingham, I'm proud of our progress fostering a closer relationship with area firms. Reaching out to serve even more businesses and job seekers in the future will help Rochester prosper.

I'm honored to have been part of this important work for our community.

Michael R. Nuccitelli
Chair, July 2000 – July 2003
Workforce Investment Board

CONNECTING EMPLOYERS WITH HIGHLY QUALIFIED JOB SEEKERS

To help companies connect with top job candidates, RochesterWorks! enhanced its recruitment services last year. As a result, many area employers are now saving significant time and money by outsourcing some or all recruitment to RochesterWorks! Services are customized for employers and are provided at no charge.

RochesterWorks! assists employers by conducting job searches, coordinating on-site interviews for employers with candidates, and providing on-site space for staffing agencies and corporate recruiters to hold job fairs and interview candidates. An added convenience for companies is the ability to post jobs online at the RochesterWorks! Web site.

For more information call Denise Hess at 263-4308.



Gregg Torbitt, Job Services Specialist

\$5.2 MILLION IN GRANTS HELPS AREA FIRMS

Since RochesterWorks! was founded in 2000, nearly \$5.2 million in training funds have been awarded to Monroe County firms to upgrade their employees' skills. The funds are federal and state dollars overseen by the Workforce Investment Board.



Connie Felder, Business Services Manager

"Overall, our objective is to help businesses develop skilled workers and also train job seekers for in-demand jobs," says Matthew Hurlbutt, Executive Director.

He said the most significant portion of the awards – \$2.4 million in training grants – were made through the state Department of Labor's year-old Building Skills in NY State (#32-I) program. Local companies must apply, but can obtain technical advice from RochesterWorks! business services team. "As a result of our proactive efforts, Monroe County leads the state in attracting these training dollars."

(See page 2 for last year's #32-I award winners.)

3-YEAR GRANT HIGHLIGHTS

- \$2.4 million awarded to 47 companies to train 2,800 employees through the Department of Labor's year-old Building Skills in NY State (#32-I) program
- 33 area companies received more than \$1.1 million to train 500 high tech employees
- 44 companies received on-the-job training grants totaling \$345,000 to train 135 individuals
- 35 manufacturing companies received nearly \$590,000 to train approximately 1,200 workers
- 75 companies received a total of \$726,000 in customized training grants to train 2,000 individuals

Board Selects New Leadership



Marty Birmingham



Stewart Putnam

Marty Birmingham, Fleet Bank Regional President, has been elected chair of the Workforce Investment Board. He succeeds Michael Nuccitelli, President and co-CEO of Parlec Inc., who served as chair since the board's inception in 2000. Stewart Putnam, Executive Vice President of Unity Health System, has been elected vice chair, succeeding Louise Woerner, CEO and President of HCR.

The board is pleased to recognize and thank outgoing board members Matthew Augustine, Ken McAlpin, Clay Osborne, Larry Peckham and Louise Woerner for their service and work on the board on behalf of Monroe County businesses and job seekers. The Workforce Investment Board oversees the RochesterWorks! system.



Matthew Hurlbutt

Looking Ahead to Focus on Workforce Priorities

RochesterWorks! is widely regarded as an innovative partnership of government, business and community groups. Our success in workforce development and connecting businesses and job seekers is essential to our community.

As we begin our fourth year, we're focused on building on our early successes to help solve local workforce issues. To date, we have been more successful than any other community in attracting Department of Labor Building Skills in NY State funds to position local firms to be competitive in their industries. In the year ahead we will continue to focus our attention on bringing dollars to area businesses through this and other training programs. These grants help companies offset operating expenses so they can invest in growth and maximize efficiency.

Some of our other key objectives for the year:

- Work with businesses to solve critical skill shortages.
- Increase local college students' awareness of Rochester's strengths to retain graduates in our community. We'll do this in part by building on Rochester's "Made for Living" campaign.
- Open several affiliate sites to expand access to more job seekers and businesses to the wealth of services we offer.
- Work closely with local economic development professionals to increase jobs and investment in Monroe County.
- Enhance relationships with our partners to ensure the provision of seamless service to businesses and job seekers.

At RochesterWorks! we will continue to focus on providing services that help keep and increase jobs in our community!

Matthew Hurlbutt
Executive Director, RochesterWorks!

Vital Resources for Business

47 Companies Awarded \$2.4 Million

Companies may apply for up to \$100,000 in employee training dollars through the Department of Labor's Building Skills in NY State (#32-I) program. Last year RochesterWorks! held more than 25 workshops and information sessions to help companies and training providers learn more about applying for these grants. Approximately 200 local companies and 50 training providers/consultants attended.

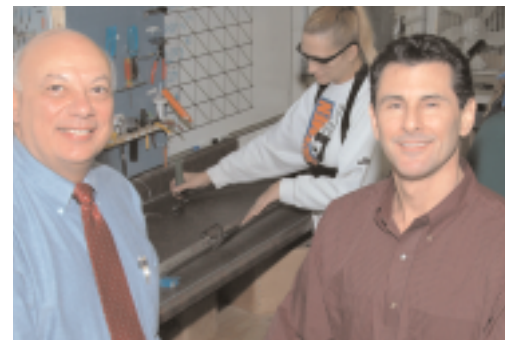


(l to r) Darlene Hedlund, Darlene Dewey, CEO Gary Haseley and Jeff Arnold of Zeller

More funds are available. For information, visit www.rochesterworks.org or contact Connie Felder, Business Services Manager, 258-3538. To date, the following 47 companies have been awarded \$2.4 million to train 2,800 employees:

Advanced Language Translation
ARC Blood Services
Bergmann Associates
Borg Imaging Group
CooperVision
CQC Prosthodontics Inc.
Crane Dental Lab
DeWolff Partnership Architects
Electronic Media Solutions
Empire Precision Plastics
Fisher Associates
Fresnel Optics
Girl Scouts of Genesee Valley Inc.
Harris Corp.
Innovative Solutions
Issac Heating & Air Conditioning
JML Optical Industries Inc.

Jordan Products Inc.
Kenron Industrial Air Conditioning
Kirlin Securities Inc.
LAICO Industries & Services
Liberty Precision Industries
Lightnin Operation
Lumarco Computer
Magnum Shielding Corp.
Masline Electronics Inc.
Melles Griot
Mercury Print Productions Inc.
Ormec Systems Corp.
Paetec Communications Inc.
Premier Technical Services Inc.
Proven Methods
PublishEase Inc.
Rochester Hearing & Speech Center
ServerWare Corp.
Southco Inc.



Magnum Shielding President Scott Hurwitz (r) with training consultant Tony Carlisi

Spectracom Corp.
STS Biopolymers Inc.
STS duoTEK Inc.
Telperion Solutions Group
Total Identity Group
Vaccinex Inc.
Vanteon Corp.
Van Zile Travel Service
Ward's Natural Science
Xerox Corp.
Zeller Corp.

Survey Highlights Employer Needs

RochesterWorks! recently conducted a survey to learn more about employer workforce requirements and found:

- Two-thirds of respondents are aware of and/or contacted RochesterWorks! for recruiting, training, information about tax credits, grants, economic development and the labor market. There is high satisfaction with responsiveness and ease of accessing/using.
- Hiring is expected to increase most in professional/technical/managerial, sales, blue collar/trades, and service areas.
- On-the-job training is the top type of training utilized, followed by classroom and online training.
- 46% had job vacancies, the majority to be filled via referrals or recommendations.
- The most important issues facing businesses are recruitment, retention, training and marketing.

HELPING JOB SEEKE

RochesterWorks! helps hundreds of job seekers each week. Here is the story of one person who was changing careers.

It was just a few months before September 11, 2001, when Ann Schwartz, then a 40-year-old sales engineer for a Colorado-based software company, got a call from her boss. It was 10 in the morning, and by noon, he told her, she would be out of a job because of the firm's financial problems.

Schwartz had been working in software-related jobs and, with the impetus of job loss, decided it was time to make a career shift. While investigating a two-year health information technology program at Monroe Community College (MCC), Schwartz learned she could be eligible for a government-paid tuition subsidy.

That advice ultimately took her to RochesterWorks! and down a path she now finds amazing. Among other things, RochesterWorks! required her to do a career assessment of the health information technology field, including informational interviewing and on-site observation of those working in the field. Says Schwartz, this "turned out to be an excellent exercise." Schwartz was approved to receive up to \$5,000 in tuition subsidy for the health information technology program.

Serving All Job Seekers

The Career Center provides a range of free services – help with resumes, job bank listings, job search workshops, information on training and tuition subsidies, counseling, and more – to job seekers of all ages and educational backgrounds. In the fiscal year, which ended June 30, we served more than 6,000 individuals, including 4,500 area residents who used the Career Center for the first time last year. The charts at right provide more information about these 4,500 job seekers.

Visits to Career Center High

Total visits last year were 19,200. The peak period was January through June, with an average of 2,060 visits per month. March was the busiest month.



Center Librarian Jim Trowbridge explains new services to Eida Lopez-Santana

Since the Career Center opened, more than 6,990 people have received intensive services. More than 2,700 gained employment as a result of receiving those services.

Job Seeker Satisfaction

Job seekers consistently rate services high. The average for first-time visitors for the first six months of 2003 was 4.7 on a 5.0 scale. For visitors making as many as four to five visits to the Center, the satisfaction rate is even higher, 4.9.

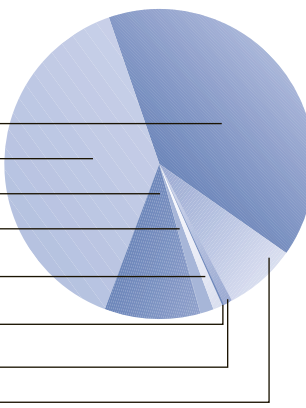
Job Success for the Hard-to-Employ

Two organizations helping hard-to-employ welfare recipients move into entry-level, unsubsidized jobs in the county were recently awarded \$100,000 to extend their programs to June 2004.

Funding for the two programs is provided through federal Welfare-to-Work Block Grants.

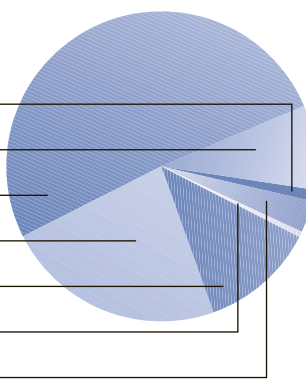
Serving a Diverse Population

| | |
|----------------------------------|------|
| Black/African American | 40% |
| White | 39% |
| Hispanic/Latino | 10% |
| Asian | 1.4% |
| American Indian/Alaska Native | 1% |
| Hawaiian Native/Pacific Islander | 0.1% |
| Other | 0.9% |
| Not provided | 7.9% |



Residents Ages 22-40 are Biggest Users of Career Center

| | |
|----------|------|
| Under 18 | 1.2% |
| 18-21 | 8.8% |
| 22-40 | 51% |
| 41-50 | 23% |
| 51-64 | 12% |
| Over 65 | 0.6% |
| Unknown | 3.3% |



Men and Women Come Equally for Help

| | |
|--------|-----|
| Male | 47% |
| Female | 53% |

To date:

- 17 of 46 enrollees at Catholic Family Center have completed the special program and 82% of the graduates are working in unsubsidized jobs.
- 77 of 156 enrollees at Rochester Rehabilitation Inc. have completed a special program, and 71% of the graduates now work in unsubsidized jobs.

Preparing Youth for the Workplace

1,200 Youth Served

More than 1,200 youth who meet income and other eligibility guidelines received workforce development services last year through 32 community-based programs. RochesterWorks! provided \$2.6 million in funding for the programs.

Approximately one-third of the youth worked in summer employment programs, but the majority participated in year-round programs designed to help them overcome barriers so they can achieve future job success. The students enrolled may have educational issues, be in foster care, be out of school, or face other problems. Programs approved for year-round funding offer access to services that include employment, career exploration, mentoring, tutoring, counseling and leadership/citizenship development.

Programs are funded through the Workforce Investment Act and by funding through the Temporary Assistance to Needy Families (TANF) program approved by the NY State Legislature.

Youth Services Offered Last Year

- In-school: 544 youth served by 10 community organizations
- Out-of-school: 190 youth served by 4 area organizations
- Summer TANF employment: 448 youth served by 13 community groups



Left to right, Mary Connors, East Rochester Village Historian, Bonnie Hanselm, assistant, and student Veronica Dobbs.

Student Learns On and Off the Job

Veronica Dobbs, 17, a senior at East High School, was one of 1,200 youth served last year by community youth programs funded through RochesterWorks! During the summer, Veronica helped computerize records for the Village of East Rochester's historian's office as part of an East Rochester Youth Activity Center program. In addition to working at the Historical Society, Veronica participated in job readiness workshops (e.g., resume writing, interviewing), heard speakers present information on various careers, and completed community service projects.

Barbara Maine, Youth Activity Center director, says Veronica learned about the program through a notice at the RochesterWorks! Career Center, called to find about openings, then "hopped on a bus to East Rochester so she could know more about who we were." As a result of her initiative, Veronica secured the last opening in the program, Maine says.

STUDENTS CHANGE CAREERS

At MCC, Schwartz became active in Phi Theta Kappa, the national honor society for community colleges, completed service projects in her field, maintained a 4.0 average, and won a full scholarship to SUNY Brockport, where she's now beginning studies to complete her baccalaureate degree in health sciences. As a result of the contacts she's made, Schwartz has secured a part-time job in the field, while preparing for a career as a community health educator.

Schwartz says she received significant encouragement, and personal and professional mentoring from Nancy Wegman, her job services specialist at RochesterWorks! At the MCC convocation to honor top graduates, Schwartz says, students were called on stage, and the deans shared highlights of the students' achievements. "Afterward, I called Nancy and told her how grateful I am that someone helped me. I told her, 'You need to know, you're doing some really good work.'"



Ann Schwartz

THE YEAR IN REVIEW

OCTOBER 2002

Career Development Services Named Career Center Operator



Accessing job information online

Career Development Services began managing day-to-day operations of the Career Center. It was selected by the Workforce Investment Board in September to succeed Monroe Community College, which operated the Center since it opened in 2000.

Career Development Services was selected because it met several key criteria including proven experience, a plan to certify staff trained in customer service, the necessary management and financial structure, and being able to provide a variety of services to a diverse job seeker and business customer base.

Carol Silver Elliott, President and CEO of Career Development Services said, "The mission and goals of the Career Center are closely aligned with those of Career Development Services, and allow our organization to extend our services further into the community."

JANUARY 2003

RochesterWorks! Certified

RochesterWorks! was certified by the NY State Workforce Investment Board, signifying it meets the state's highest quality standards for providing workforce development services. "Our goal," said Executive Director Matthew Hurlbutt, "is to make it easy for businesses and job seekers to access effective job and job training services."

RochesterWorks! Targets Critical Demand for Healthcare Workers

To help alleviate the nursing shortage, RochesterWorks! announced that it would double the amount of training assistance from \$5,000 to \$10,000 per person for people who want to retrain for nursing careers. Up to \$5,000 per person was available for training for other healthcare careers.



Sonia Ferracina to get nursing degree

"There is a vital need in our area for healthcare workers, particularly nurses," said Mathew Hurlbutt, Executive Director of RochesterWorks! "To target this critical demand, we dedicated more than \$370,000 to help 155 people who lost jobs retrain for new careers in healthcare."

Funding for the program, was provided through the Workforce Investment Act, and is helping local job seekers train for Certified Nursing Assistants, LPNs, RNs (traditional and accelerated programs), Medical Secretaries/Medical Billing and Coding Clerks, Dental Assistants, Addictions Counselors, Health Administrators, Patient Care Techs and positions in Medical Records.

FEBRUARY 2003

Briefing for Legislators Held

Area legislators attended a special briefing where RochesterWorks! leaders talked about employment and training services and strategies to address employment and economic needs.

APRIL 2003

Career Fair Sponsored

RochesterWorks! co-sponsored a Career Fair for 1,500 job seekers and 40 employers at the Rochester Riverside Convention Center. SUNY Rochester Educational Opportunity Center and the NY State Department of Labor presented the fair.

JUNE 2003

Three New Affiliate Sites Selected

RochesterWorks! announced plans to add up to three affiliate sites to expand access to services for job seekers and businesses. The new sites will open in stages starting this fall and continuing through early 2004.

They are:

BOCES II Center for Workforce Development
Westview Commons Business Park
3545 Buffalo Road, Gates

Burns Personnel
3300 Monroe Avenue, Suite 307
Pittsford Place Mall, Pittsford

Manpower
1425 Jefferson Road, Henrietta

New on our Web Site www.rochesterworks.org

- Business Case Studies
- Employer Resource Guide
- Complete Grant Information and Applications
- Job Seeker Workshop Schedule
- Easy Access to Labor Market Information

MONROE COUNTY/ROCHESTER WORKFORCE INVESTMENT BOARD

William A. Johnson, Jr., *Ex-Officio*
Mayor, City of Rochester

Jack Doyle, *Ex-Officio*
Monroe County Executive

Philip J. Banks, *Assistant Commissioner, Economic Development, City of Rochester*

Thomas Battley, *Economic Development Manager, County of Monroe*

Ron Behan, *Executive Director, UNICON*

Kenneth Bell, *Regional President, HSBC Bank USA*

Marty Birmingham, *Regional President, Fleet Bank of New York*

Susan Boyce, *Admissions Counselor, Western New York Job Corps*

Melva L. Brown, PhD, *Dean & Executive Director, Educational Opportunity Center*

William G. Clark, *President & CEO, Urban League*

David Croop, *Board of Directors, Native American Cultural Center*

Mark Darrow, *Director, Human Resources, Gleason Corporation*

Carol Silver Elliott, *President & CEO, Career Development Services*

Gary H. Foster, *President, The Foster Group*

Stephen D. Hooper, *President, Health Economics Group, Inc.*

John D. Hover, *President & CEO, Hover Davis*

Nicolette Leathersich, *Acting Regional Director, VESID*

R. Wayne LeChase, *President & CEO, LeChase Construction*

Robert Lewis, *President, Rochester Manpower Staffing*

Thomas F. McHugh, *Executive Director, Rochester Housing Authority*

Augustin Melendez, *Director, Human Resources, Eastman Kodak*

Charles Murphy, *VP, Human Resources, University of Rochester*

Gail Murray, *Manager, Resource Planning, Corporate Human Resources, Xerox Corporation*

James H. Norman, *Executive Director, Action for a Better Community*

Michael R. Nuccitelli, *President & CEO, Parlec, Inc.*

Peter C. Pecor, *Regional Administrator, NYS Department of Labor*

Dianna G. Phillips, PhD, *Director, Center for Workforce Development, Monroe 2 BOCES*

Donna L. Phillips, *Manager, Community Partnerships, Rochester City School District*

Gerry Pierce, *Director, Human Resources, Wegmans Food Markets, Inc.*

Stewart Putnam, *Chief Operating Officer, Unity Health System*

Kimio Ramadhan, *VP, Human Resources, Ortho-Clinical Diagnostics*

William W. Rose, *President, Datrose Industries*

George Scharr, *Senior VP & CFO, Flower City Printing, Inc.*

Patrice Scheg, *VP, Human Resources, Time Warner Communications*

Jack Spillane, *VP, JP Morgan Chase Bank*

Patricia Stovall, *Director, Training & Employment Programs, Rural Opportunities, Inc.*

Dustin Swanger, PhD, *Associate VP for Workforce Development and Dean of Technical Ed., Monroe Community College*

Bill Thomas, *VP, Human Resources, Rochester Gas & Electric*

Dawn Tobin, *VP, Tobin Associates*

Bob Trouskie, *United Auto Workers*

Julio Vazquez, *President & CEO, Ibero-American Action League*

Fran Weisberg, *President & CEO, Lifespan*

James W. Winston, *Manager, Monroe County Workforce Development Division*

Sherri Wood, *Acting Director, Monroe County Department of Social Services*

COMMUNITY PARTNERS

Action for a Better Community
City of Rochester
County of Monroe
Greece Central School District
Ibero-American Action League, Inc.
Lifespan
Monroe #1 BOCES

Monroe #2 - Orleans BOCES
Monroe Community College
Native American Cultural Center
New York State Department of Labor
NYS - Vocational and Educational Services for Individuals with Disabilities (VESID)
Rochester Business Alliance, Inc.

Rochester City School District
Rochester Educational Opportunity Center
Rochester Housing Authority
Rural Opportunities, Inc.
Urban League of Rochester
Western New York Job Corps

ROCHESTERWORKS! – A PARTNERSHIP THAT WORKS!

RochesterWorks! is an unprecedented community-wide, collaborative partnership of Career Development Services, the City of Rochester, the County of Monroe, The New York State Department of Labor and the Rochester Business Alliance.

ROCHESTERWORKS!

34 St. Paul St. Rochester, New York 14604 (585) 258-3500 Fax: (585) 232-3727
www.rochesterworks.org

CAREER CENTER HOURS

The Career Center at 34 St. Paul Street is open from 9:00 am – 4:30 pm Monday through Thursday and 9:00 am - 4:00 pm on Friday. For information on other locations visit our Web site.

© 9/03 RochesterWorks!

Rochester Works!

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 790
ROCHESTER, NY