Rochester Works!

ANNUAL REPORT **2000 - 2001**

ROCHESTERWORKS! – A UNIQUE PARTNERSHIP THAT WORKS!

The CHAMBER
The Greater Rochester Metro Chamber of Commerce

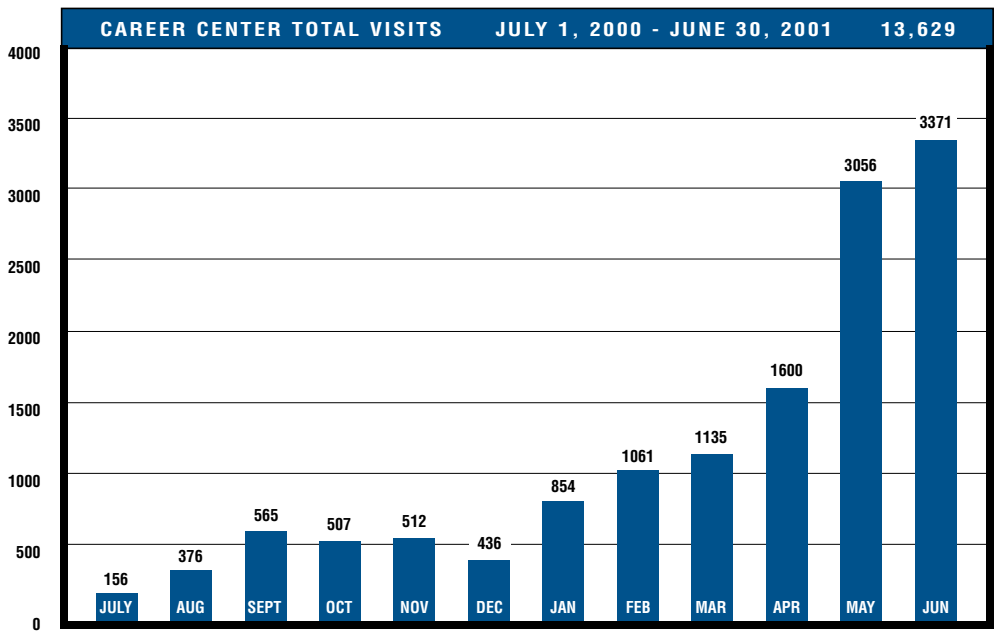
the IMC
working solutions

The Greater Rochester Metro Chamber of Commerce and The IMC provide valuable and innovative leadership for the RochesterWorks! system. They are the co-owners and founders of Rochester Resource Alliance, the not-for-profit administrative support organization for RochesterWorks! The RochesterWorks! system is unique because of the extraordinary efforts and commitment on behalf of all of the partners to build a workforce development system that responds to the community's real job and job training needs. As a result, RochesterWorks! provides tangible, essential benefits to area jobseekers and businesses.

Great credit should be given to Monroe County Executive Jack Doyle and City of Rochester Mayor William A. Johnson, Jr. for their cooperation, vision and support of this initiative.

ONE JOB SOURCE THAT REALLY WORKS

RochesterWorks! is taking off. Every day, more people visit the Career Center to take advantage of personalized services tailored to their needs. Since the launch of a successful marketing program including television and outdoor advertising, and direct marketing to businesses and the general public, visits to the Career Center have sharply increased. During the first year of operation, there were 13,629 visits to the Center and 4,186 individuals served.



PUTTING ROCHESTER TO WORK

MESSAGE FROM THE CHAIRMAN

This has been a milestone year for our community.

Just over a year ago - in July 2000 - the foundation was established for RochesterWorks!, a new approach to providing job seekers and businesses with one-stop access to employment and training services. Centers like RochesterWorks! are being developed across the U.S. because of changes made in the nation's workforce development programs when Congress passed the Workforce Investment Act.

In our own community, we have an innovative way of managing our RochesterWorks! system. In addition to having a Career Center, which is managed by Monroe Community College, we have a community board, the Workforce Investment Board, which provides oversight for the millions of employment and training dollars used to fund local job and job training services. We also have a non-profit organization, Rochester Resource Alliance, to act as the board's administrative arm.

Our achievements in this first year tell an important story about the progress being made in our community. Working together, we helped thousands of area residents get jobs or improve their job skills, provided valuable support to dozens of businesses seeking qualified employees, and doubled available funding for Rochester area employment and training programs. The result is a stronger workforce for Greater Rochester.

None of this would have been possible without the cooperation and dedication of our board, our staff and our partners from business, government and non-profit organizations. Together we are making a difference in peoples' lives – serving those who need a job and those who create jobs.

To what do we attribute our success in this critical first year?

- The creation of a streamlined system that links area employers with qualified job seekers.
- The melding of two distinct governmental administrative arms into a single non-profit organization.
- The launching of a highly successful marketing campaign, *"It worked for me,"* effectively spreading the word to the entire community about employment and job training services.

It has been my honor to serve as chair of our community board and to be part of a very successful first year. We now look forward to expanding access to our services through the addition of franchises at other locations throughout Monroe County and by enhancing our website as a "virtual one stop center." We hope that RochesterWorks! becomes a household word and that you will see it as the preeminent resource for employment and training assistance.

Michael R. Nuccitelli, Chair
Workforce Investment Board

JOB PLACEMENT

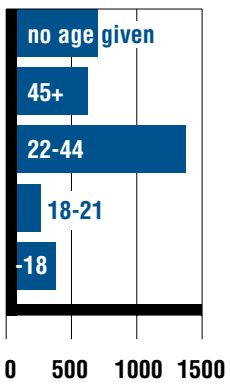
FOR DISLOCATED AND LOW-INCOME WORKERS WAS JUST

OVER 75% FROM JULY 2000 TO JUNE 2001.*

RochesterWorks!

SERVING A DIVERSE POPULATION

CLIENT AGE DEMOGRAPHICS



Consistent with our goal, RochesterWorks! is serving a diverse population. Visitors to the Career Center came from every area of Monroe County. They represented all age ranges and diverse ethnic backgrounds. Between July 2000 and June 2001, 18% were employed but looking for a better job, and 82% were unemployed. Their education levels ranged from having no high school diploma to graduate level degrees.

EXPERTISE AT WORK

Using up-to-date information on funding, specialized training programs, job openings, employment trends and tax credits, RochesterWorks! employment counselors and advisors designed custom solutions for area employers. Helping area businesses fulfill human resource needs helps Monroe County companies prosper and grow.

SOME HIGHLIGHTS…

- RochesterWorks! and the Department of Labor offered services to more than 2,800 area workers who were laid off.
- 618 individuals were placed in jobs through the RochesterWorks! Career Center.*
- More than 30 companies held job fairs at the Career Center.
- Center staff visited more than 200 area companies to increase awareness for services.
- The Career Center won the 2000 CCSI (Coordinated Care Services, Inc.) Award for establishing a collaborative relationship with community providers to improve employment opportunities for individuals with disabilities.
- RochesterWorks! System staff placed more than 960 youth in programs.

HELPING COMPANIES GET TRAINING FUNDS

RochesterWorks! helped companies of all sizes throughout Monroe County access competitive State training funds and economic development programs. RochesterWorks! actively increased awareness among community organizations about the availability of training funds and encouraged and supported their applications. RochesterWorks! helps streamlines and simplify the application process for local companies in two ways:

1. by filing consolidated applications for employer consortia.
2. by supporting applications employers make directly to the State. This is a service that we hope to expand to attract as much funding as possible for companies in Monroe County.

$3.7 MILLION IN HIGH TECH TRAINING FUNDS

- Monroe County led 28 areas in the State that were awarded grants in April to train workers for high tech careers. Monroe County businesses were awarded $3,725,812, almost one quarter of the total $15 million in funds awarded statewide, to train 725 local high tech employees.
- The second largest single grant recipient in the State was Rochester Resource Alliance (RRA), which represented a High Tech Consortium of 29 local companies that applied for funds, and was awarded $2,251,505 to train 395 employees.
- West Group was awarded $999,850 to train 160 employees.
- RRA represented a consortium of 8 engineering firms in the Western New York area. Western New-York Finger Lakes M/WBE Training Consortium was awarded $258,457 to train 158 employees.
- Vaccinex LP received $216,000 to train 12 employees.

$1.7 MILLION FOR MANUFACTURING TRAINING

- Manufacturers in Monroe County will receive $1,690,845 to train 4,531 employees. Governor George E. Pataki announced the funding in July. Monroe County's funds are part of $15.6 million in State grants to be awarded to 83 manufacturers and organizations. The grant money will help manufacturing businesses give employees training to keep up with the latest developments in information technologies, processes and innovations.
- The largest single grant recipient in the State was RRA, which represented a manufacturing consortium of 49 companies and was awarded $1,111,295 to train 3,818 employees.
- The Gleason Works received $479,550 to train 673 employees.
- Roehlen Engraving received $100,000 to train 40 employees.

OTHER AWARDS

- RRA helped 12 organizations (training organizations and businesses) receive grants totaling $2,859,750 through NY State Department of Labor InVEST Program to train 661 employees.

ROCHESTERWORKS! FOR AREA BUSINESSES

Local businesses worked through RochesterWorks! and Rochester Resource Alliance, Inc., and found help meeting essential training and human resource needs. Here are a few examples:

- DeCarolis Truck Rental, the State's largest independent truck leasing/rental company, is training more than 50 technicians with the help of a training grant.
- RochesterWorks! is working with the local staffing industry to help them find workers and serve businesses.
- Break It, Fix It, Ride It, a start-up information technology middleware company, received funds to train employees and keep their computer programming skills current.
- ENI, a leading worldwide manufacturer of radio frequency and direct current high power conversion products, received a grant to send employees to a Train-the-Trainer program in soldering electrical and electronic assemblies.

One stop for all the job help you need.

Services for Spanish-speaking clients.

Online and personal job search resources.

Rochester Works!

JOBS FOR YOUTH

ROCHESTERWORKS! DRAWS MORE FUNDING TO AREA

Through RochesterWorks! funding available for youth summer employment programs increased by $230,000 in 2001. RochesterWorks! provided funding in 2001 to serve approximately 1,300 youth, an increase over the 978 youth served in the previous year.

RochesterWorks! sought proposals from area companies and organizations for more than $2.5 million in available funding for youth employment programs. Organizations receive funding to provide workforce development services for youth between the ages of 14-21 years old. The goal is to help youth develop basic educational skills; encourage them to complete high school or obtain a GED, pursue further education, expose them to careers, employers and the work world; reinforce the relationship between what is learned in school and skills acquired on the job; and help focus youth on contributing to the community.

A true one-stop intake/assessment plan is now in place for youth throughout Monroe County where in-school or out-of-school youth can visit one of the 12 partner agencies or the Career Center and register for various youth programs. By June 30, 2001 more than 960 youth were placed in programs through this system.

SURVEY HIGHLIGHTS JOB OPPORTUNITIES & NEED FOR EMPLOYMENT/TRAINING SERVICES

In first quarter 2001, Rochester Resource Alliance released results of a comprehensive local survey conducted on job openings and employer job requirements. More than 220 employers in Monroe and surrounding counties responded.

The survey provided an important "snapshot" of area job openings and trends that will help guide training and employment initiatives in the Rochester region. Results show:

- **A significant number of job vacancies exist** in our area.
- **A wide variety of jobs are available**.
- **73% of vacancies are categorized as "hard to fill"** and the majority of those jobs are in healthcare.
- Sectors reporting **the most job openings are healthcare (40%), retail (20%), manufacturing (11%) and business services (8%)**.
- New employers are not the only ones creating new jobs – the majority are being created by established employers.
- **More than half of the top 10 types of jobs open do not require experience** – people just need help getting "job ready."
- Education is important – **the top 10 positions require a high school diploma or bachelor's degree**.

ELIMINATING THE LANGUAGE BARRIER TO JOB SEARCH SUCCESS

The RochesterWorks! Career Center has made it easy for Spanish-speaking customers to get job search and career planning services. Visitors to the Career Center find employment specialists and customer service representatives who speak Spanish, as well as brochures, forms and surveys printed in Spanish. The Center recently introduced two workshops in Spanish, Career Orientation and Introduction to Computers, and plans to add other services for Spanish-speaking residents throughout the year.

Debbi Ellis, Director of the RochesterWorks! Career Center, says, **"We serve a significant number of individuals of Hispanic origin in our area and want to be sure that language is not a barrier to their finding a job or getting a better job."**

Julio Vazquez, president and CEO of Ibero American Action League, commends RochesterWorks! for expanding services in Spanish. Vazquez serves as vice-chair of a special United Way Committee – the Hispanic Community Assessment Committee – which has just completed a new study. **"One firm finding is that when services need to be available to the Hispanic community, there has to be a Spanish component in order for them to be effective."**

IT WORKED FOR ME

Here are just a few examples of how The RochesterWorks! Career Center helped people in their job quest.

- A woman in her late 50s, laid off after nine years as a hospital employment assistant, walked into the center and two weeks later started training for business computer technology. She now makes more money at her new job at another hospital and her employer gives her time off for training.
- A Spanish-speaking, recent immigrant from Puerto Rico with experience in auto mechanics asked for our help. An employment specialist called the manager of an auto parts store, who interviewed the man. He started the next day as the night stock employee.
- A truck driver receiving unemployment insurance got help with his resume at RochesterWorks! Within one week he had three job offers in his field and now makes significantly more than he did in his previous positions.
- An electrician with 10 years experience in his native Ukraine, had worked two years as a rock crusher after arriving in the U.S. in 1998. RochesterWorks! helped develop his resume and faxed it to a company in Rochester with openings for electricians. He was hired immediately as an apprentice.
- A 37-year old with experience in food preparation wanted more pay and better working conditions. RochesterWorks! helped him with his resume, job leads and career counseling. He's now a cook and gets better pay and job benefits.

A variety of workshops.

Job readiness assessment.

Job counseling by experienced advisors.

RochesterWorks!

A NETWORK OF COMMUNITY TRAINING PROVIDERS

RochesterWorks! refers clients to the following approved training providers:

Accent Training
ABVI – Goodwill
Academy for Career Development
Action for a Better Community
Autodraft
BOCES I
BOCES II
Bryant and Stratton
CompUSA
Computer Confidence, Inc.
Continental School of Beauty
Element K
Empire State College
Genesee Valley BOCES
Greece Community Education
IKON Office Solutions
Monroe Community College
New Horizons
Onondaga School of Therapeutic Massage
PDI
Rand Worldwide
Rochester City School District
Rochester Educational Opportunity Center
Rochester Institute of Technology
Rochester Landscape Technicians
Rochester Rehabilitation Center
Saint John Fisher College
The Health Association

Training Referrals to the Rochester City School District were for the General Education Diploma (GED) and English as a Second Language (ESOL) programs.

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ROCHESTERWORKS! – A UNIQUE PARTNERSHIP THAT WORKS!

RochesterWorks! is an unprecedented community-wide, collaborative partnership of The Greater Metro Rochester Chamber of Commerce, The IMC, Monroe Community College, the Department of Labor, the County of Monroe and the City of Rochester.

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Matthew Hurlbutt, *Executive Director, RochesterWorks!/RRA Inc.* Debbi Ellis, *Director, RochesterWorks! Career Center*

MORE INFORMATION
For more information on employer or jobseeker services, please call 258-3500 or visit our website: www.RNYworks.com

* For dislocated and low-income workers enrolled in Workforce Investment Act programs.

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CAREER CENTER EXTENDS HOURS

The RochesterWorks! Career Center has extended its hours of operation on Wednesdays and Thursdays to meet client needs. The Center is now open 8:45 am – 7:00 pm on those two days. On other weekdays, Center hours are 8:45 am – 5:00 pm.