

ANNUAL REPORT 2009

Preparing Transitioning and Emerging
Workers for the New Economy

Embracing Partnerships

Record Demand for Services

Creative Programming

Expanded Services

Funded Training to Enhance
Skills and Competitiveness



Rochester  Works!



A Year of Challenges and Opportunities

From the Chairman and Executive Director
George Scharr and Peter C. Pecor

In the past year we faced many challenges as the global recession has impacted businesses and individuals locally over an unprecedented period of time. In the beginning of this year, with fewer resources we maximized our effectiveness through the continued use of tools and technology, enabling us to maintain the highest level and quality of service for our clients.

In February, we developed a strategy to effectively utilize American Reinvestment and Recovery Act funding, restoring us to the level of allocations we had in 2000. The funding allowed us to serve more customers, and respond to the increased demand for training services. From July 1, 2008 to June 30, 2009, we served 26,402 job seekers, an 18 percent increase over last year.

Our Workforce Investment Board and career centers have a rich history of developing relationships that allow our workforce system to be fully integrated and collaborative. These partnerships have enabled us to expand our distribution system in many ways, which you will see in this report.

Our City and County chief elected officials recognize the importance of workforce development programs and activities to sustain and create a well-trained workforce. This focus has

been clearly communicated to promote economic activity and workforce competitiveness. This message and goal has also been embraced by our community and business leaders, adding strength to our private/public partnerships and collaborations.

We have faced this current challenging economic crisis head-on and will continue to recognize future employment opportunities, identify skill gaps and barriers to employment, and provide funding for training and meaningful skills development. The Workforce Investment Board has maximized its effectiveness through the use of all resources available through the Workforce Investment Act, the WIRED grant, and ARRA.

The commitment of our board, partners, affiliates and agencies has allowed the professional dedicated staff of RochesterWorks! and our primary partner, the New York State Department of Labor, the opportunity to deliver to the community the highest level of quality workforce services.



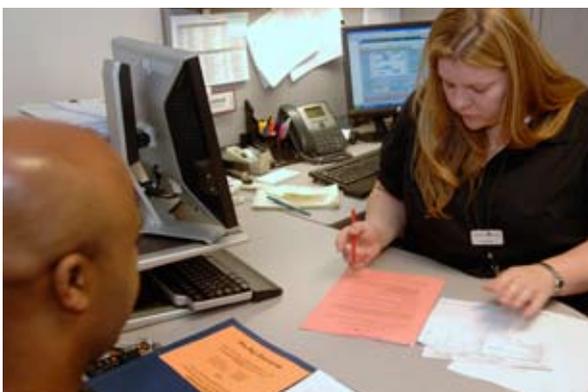
George Scharr



Peter Pecor

RochesterWorks! Embraces Partnerships to Serve More

- Partnered with Monroe County's Public Libraries to bring services and 100 workshops closer to home for job seekers.
- Workers took advantage of periods of extended unemployment to improve their skills or re-train for new, more marketable jobs.
- Job seekers benefited from additional supportive services including gas cards and bus passes to help cover the cost of housing, childcare, healthcare, and transportation.
- Partnered with businesses still hiring to offer almost 100 recruitment events to job seekers.
- More than 1300 businesses received recruitment and training grant services.
- In partnership with the City of Rochester's Summer of Opportunity Program, we expanded summer employment programs to serve more than 3500 youth.



Department of Labor statistics showed one job for every five job seekers.



Record Demand for Services

With unemployment creeping close to double digits, more job seekers than ever turned to RochesterWorks! for help in the 2008-2009 fiscal year.

Visits Increase 17%

79,856
(17% increase over previous year of 66,526)

Unique Customers Rise 18%

26,402
(18% increase over previous year of 21,583)

Nearly 8,000 Enter Employment

Thousands Receive Training to Enhance Skills

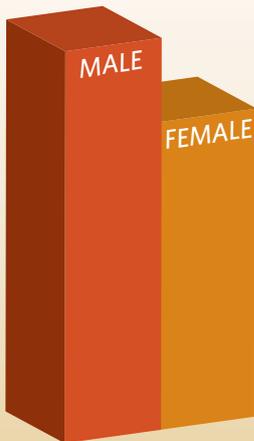
Total trained: 5,594
(includes occupational and skill development for job seekers and workers)

Recruiting Events Connect Job Seekers with Businesses

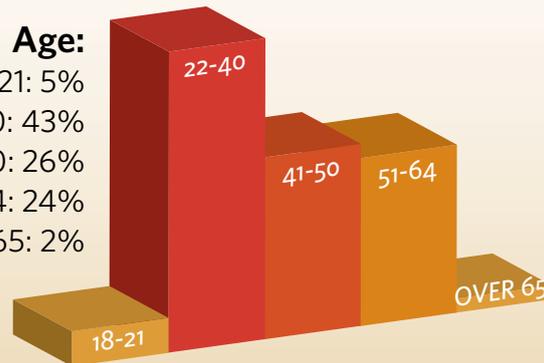
Total on-site recruitment events: 98

Serving Our Diverse Community

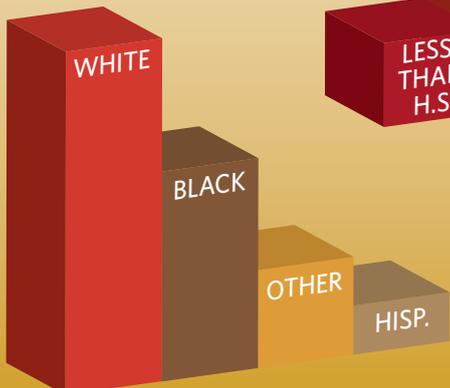
Gender:
Male: 56%
Female: 44%



Age:
18-21: 5%
22-40: 43%
41-50: 26%
51-64: 24%
Over 65: 2%

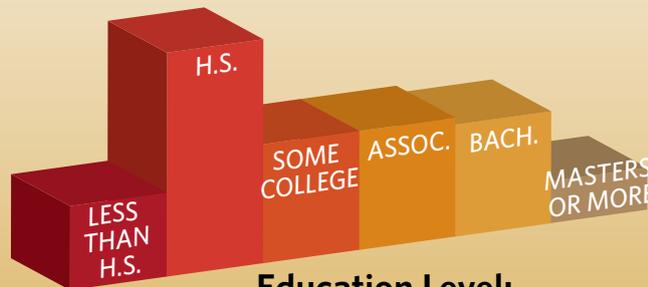


Ethnicity:
White: 49%
Black/African American: 30%
Other: 14%
Hispanic: 7%



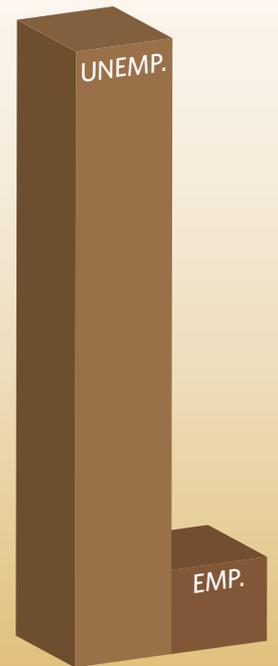
Education Level:

Less than high school: 12%
High School: 32%
Some College: 17%
Associate's Degree: 17%
Bachelor's Degree: 16%
Master's or higher: 6%



Employment Status at time of service:

Unemployed: 88%
Employed: 12%



Joe Lanna, Greece Community Education Summer Camp Counselor and Gateways participants (WIA Program).



Connecting 3500 Youth to Employment Services

In 2009, RochesterWorks! supported programs and services that served more than 2,500 youth with work readiness, job search assistance, and paid employment. Through partnerships with the City of Rochester Summer Employment Program and local youth agencies, more than 3,500 youth received employment related services.

"Programs like this provide our youth with an opportunity to try out career settings they would not normally have the opportunity to experience"

- Laura, Program Operator

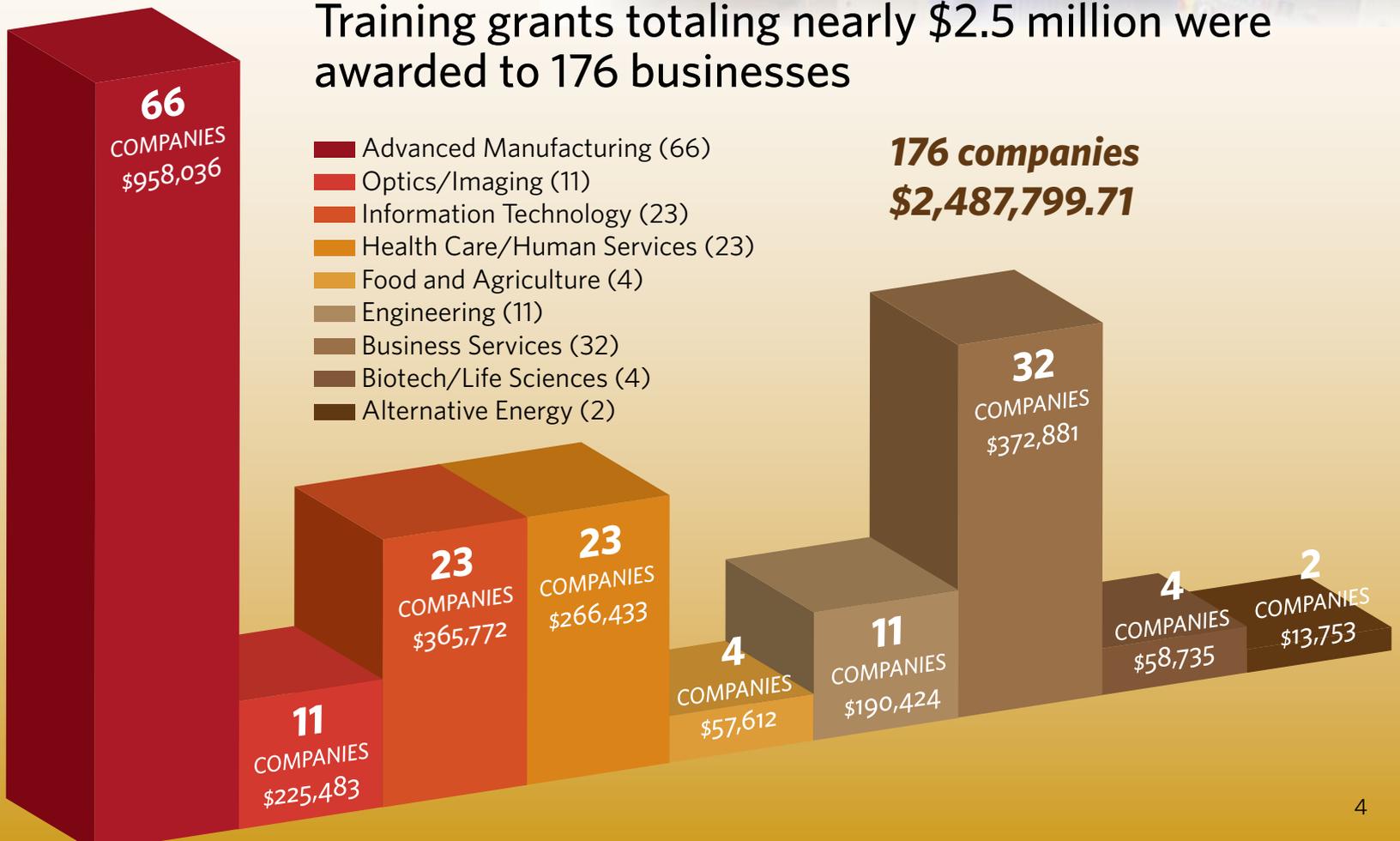
Vital Services Provided to 1,300 Businesses

RochesterWorks! Business Services team provided services to over 1,300 businesses. These services include posting job orders, grant assistance, job fairs and other recruitment events, and referrals to other organizations. Almost 1,000 (965) jobs were posted through us. Funding was approved for training 3,384 workers in the 9-county region.

- **1,000 jobs posted**
- **Grant assistance**
- **Job fairs and recruitment events**
- **Referrals to other resources**
- **3,384 workers trained (9-county region)**



Training grants totaling nearly \$2.5 million were awarded to 176 businesses



Collaborative Spirit and Partnerships Stimulate Job Creation and Economic Development



As local governments are asked to do more with less, it is critical that we continue to embrace our community's collaborative spirit and focus on our public-private partnerships to stimulate job creation and economic development. Monroe County and RochesterWorks! have partnered to collectively provide services and

programs to better serve the needs of businesses, job seekers, and youth.

Investing in our youth is an important priority for a healthy future. This year, RochesterWorks! and the Rochester-Monroe County Youth Bureau provided summer internships to many young people. It was an incredible opportunity for interns to gain valuable work experience during the summer months and receive job readiness training.

In addition, our Digital Skills for Youth program gives area youth the opportunity to intern with local businesses to develop hands-on technical skills. This successful partnership helps prepare our skilled workforce of the future.

As our economy continues to diversify, workforce development has become increasingly critical to our ability to meet the skilled labor demands of area employers. To further this effort, Monroe County, RochesterWorks!, and the Urban League reopened the newly renovated RochesterWorks! Career Training Center at the Monroe County Department of Human Services on St. Paul Street. The Center is now equipped with improved tools and resources to increase the marketability of job seekers in today's global economy.

Monroe County is fortunate to have dedicated leaders and business professionals that are committed to developing unique public-private partnerships. Together, we will keep our local economy on the path of growth and prosperity.

MAGGIE BROOKS
MONROE COUNTY EXECUTIVE

A Welcome Burst of Momentum

As Rochester celebrates its 175th Anniversary the economy is showing encouraging signs. In May, JP Morgan Chase Co. announced it will create 250 new jobs downtown, expanding its local workforce to about 750 people; Nothnagle Realtors announced it will locate its headquarters in the Cascade District, bringing 65 existing jobs and creating 35 more by 2010; and CGI Communications announced the creation of Fifth Year Productions that will bring 100 new jobs to the Granite Building.



These announcements, of nearly 450 new jobs, added a welcome burst of momentum to the progress we're making to breathe new life in our Center City. It is gratifying when companies of this caliber recognize the value of doing business downtown.

Other companies are investing in Rochester: PAETEC is committed to building its new world headquarters that will anchor Midtown's surrounding redevelopment; and Christa Companies/Morgan Management Partnership, selected for the new Midtown Tower, will bring high-end commercial and residential real estate downtown.

The Department of Neighborhood and Business Development began July 1 after the merger of the Economic Development and Community Development Departments and the Neighborhood Service Centers. It provides high quality housing, supports successful businesses and ensures safe and attractive neighborhoods to retain current customers and attract new ones.

Economic development continues to be our focus. Our objective is good jobs and strong neighborhoods. We want Rochester to be the best city anywhere to live, work, play and raise a family. We appreciate RochesterWorks! investment and are grateful it plays a pivotal role in our region's economic vitality.

ROBERT J. DUFFY
MAYOR, CITY OF ROCHESTER

Making Greater Rochester a premier place for employment opportunities and a rich source of talent for businesses.

We provide a wide range of services for businesses and job seekers, most free of charge.

Business Services

- Recruit Qualified Employees
- Train Your Workforce
- Restructure Your Workforce
- Hiring People with Disabilities
- Resources for Entrepreneurs
- Skill Assessment Services

Job Seeker Services

- Career Planning
- Comprehensive Skills Assessment
- Career Center Computers, High-speed Internet Access, Copiers and Fax Machines
- Free Workshops
- Job Fairs and Career Conferences
- Job Search Assistance
- Networking Groups
- Disability Navigator Services
- Online Career Advisor
- Online Job Search
- Online Orientation
- Online Skill Development
- Training Grants
- Career Credentials
- Adult Education Referrals
- Basic Skill Development Programs
- Referrals to Community Resources



Visit Us Online
www.rochesterworks.org

Rochester  Works!

Career Centers

255 North Goodman St.
 Rochester, NY 14607
 T: 585-258-3500
 F: 585-232-3727

276 Waring Road
 Rochester, NY 14609
 T: 585-266-7760
 F: 585-266-7041

691 St. Paul Street (Dept. of Human Services)
 Rochester, NY 14605
 T: 585-753-5655
 F: 585-753-5665