

Rochester  Works!

RESPONDING TO
CHALLENGES



ANNUAL
REPORT
2012

Message from the Chairman and Executive Director

Diverse Workforce Challenges and Demands for Services



*Sergio Esteban
Chairman*



*Peter Pecor
Executive Director*

“Our local economy has been resilient and continues to perform well...”

The Rochester Monroe County Workforce System has again been challenged with a continued high demand for services in an economy that is showing some improvement but is still fragile.

By expanding services to meet the needs of all individuals at different levels in their career paths, our programs reflect the demand for services from a diverse client base. They represent a talent bank of people with experience and education ranging from entry-level to professional, experienced, and highly educated, all needing assistance to reenter the workforce.

The level of services we provide is more intense than ever to match the workforce needs of employers and businesses. Workforce clients, job seekers and businesses are more actively engaged in the career search, recruitment and hiring process. We have expanded relationships and offerings, including the Department of Human Services, placement services, workshop series and recruitment events. Our mission continues to be to identify employment opportunities and fill the needs of local employers with qualified, job-ready individuals.

Our local economy has been resilient and continues to perform well in this highly competitive employment environment, confirming the need for providing qualified candidates at all levels of experience, education and training for local employers and businesses. Changes in our local employment and business landscape require job seekers to be actively engaged in developing the tools, knowledge and marketable skills required to be competitive and successful. We continue to meet their needs with traditional services and programs, and new online offerings including a virtual one-stop career center, and education on the use of social media tools for research, networking and job search.

Partnerships and Collaboration

Our ability to successfully provide quality services for our clients requires a major commitment to collaborate and partner with organizations representing education and training, community-based initiatives, trade and industry-focused sector groups, social services and governmental agencies.

We have established a strong relationship with our counterpart workforce development partners in the Finger Lakes nine-county region, a direct reflection of the opportunities that exist. Our foundational partnerships with the New York State Department of Labor, the County of Monroe and the City of Rochester remain strong and have been further solidified through our involvement with the Finger Lakes Regional Economic Development

Council, highlighting the importance of partnering workforce development with economic development.

“The youth of our community continue to be a priority...”

Our distribution system operating three full-service one-stop career centers has been enhanced through our presence at Monroe Community College and the use of the Monroe County public library system for workshops. Our “Hire Me Rochester” brand has been expanded to all jobseekers to highlight the importance of hiring local talent for our local businesses.

Youth are a Priority

The youth of our community continue to be a priority of our Workforce Investment Board and its Youth Council Committee. The ability to sustain a strong local and regional future economy will be dependent upon successfully preparing youth to meet the challenges and requirements they will face in the workforce. We continue to provide skills and workforce development opportunities for our future workers through an active partnership with the City of Rochester and the County of Monroe. We are also working closely with the New York State Department of Labor and the State of New York partnering in facilitating the Governor’s New York Youth Works Program to assist eligible youth with eligible businesses with employment opportunities.

Strong Regional Workforce System

The future and past accomplishments of a strong regional workforce system have been recognized by the public and are supported by our elected officials at all levels of government. The services we provide are focused on maintaining a strong regional economy by identifying and recognizing the needs of businesses and members of the workforce.

Monroe County Executive Maggie Brooks commented, “RochesterWorks!, with the partnerships it has established, has confirmed that workforce development is of primary importance to our community, its economic viability and its future. The ability to assist our residents in their time of need to identify and secure employment opportunities, both for youth and adults, and gain the skills training and tools to compete in this highly competitive global economy is critical for our region’s success. Our County prides itself on having a skilled, ready-to-work workforce and the services of RochesterWorks! and our local workforce system is proactive in making this a reality.” The County Executive confirmed that, “The future of our talent pool is in the hands of our young people. Through year-round and summer youth programs, RochesterWorks! is developing a pipeline and foundational career path for our future workforce. Our youth are learning, earning and experiencing first-hand all the demands and rewards of employment.”

The Mayor of Rochester, Thomas S. Richards, stated, “RochesterWorks! and the City of Rochester recognize the importance of aligning a community’s workforce development system with the area’s economic development to meet the broad staffing needs of our private sector employers. To be successful, we must continue to develop and grow close collaborations between the business community and the needs of our jobseekers.” Richards added, “Government can help enable such partnerships to bring workforce resources to the community. Governor Cuomo’s New York Youth Works Program, provided through the NYS Department of Labor and RochesterWorks!, is an opportunity to connect city youth and employers with incentives for hiring. Thanks to RochesterWorks! for working collaboratively to eliminate barriers to meaningful employment for our city’s residents.”

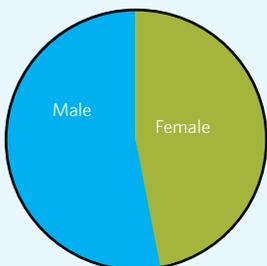
CAREER CENTER SERVICES

Total visits: 86,356

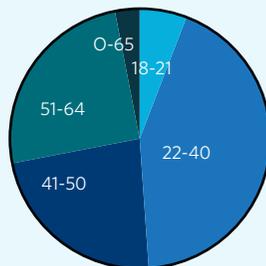
Total unique customers: 31,987

Total finding employment: 12,763

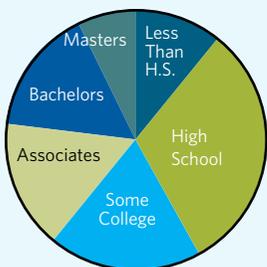
Total participating in skill development and occupational training: 1,736



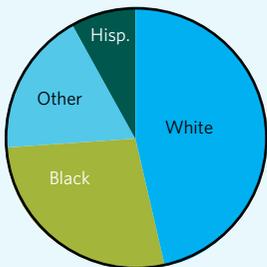
Gender:
Female: 48%
Male: 52%



Age:
18-21: 5%
22-40: 44%
41-50: 22%
51-64: 25%
Over 65: 4%



Education Level:
Less than high school: 11%
High School: 30%
Some College: 20%
Associates Degree: 15%
Bachelors Degree: 16%
Master or higher: 8%



Ethnicity:
White: 47%
Black/African American: 26%
Other: 19%
Hispanic: 8%



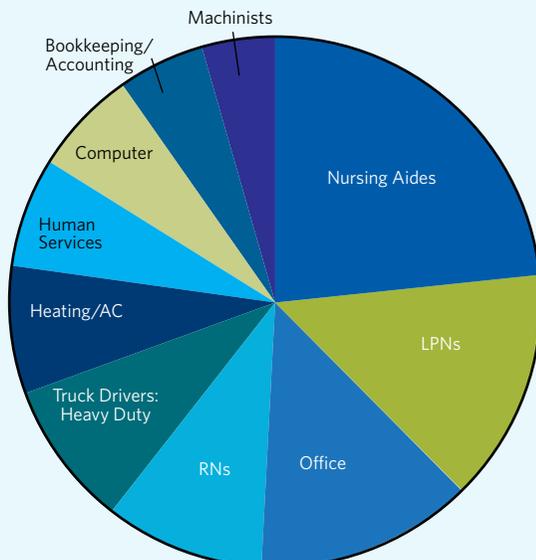
Employment Status at time of service:
Unemployed: 90%
Employed: 10%

TOP 10 OCCUPATIONS FOR TRAINING

(July 1, 2011 - June 30, 2012)

Occupation: Number Trained

- Nursing Aides: 48
- Licensed Practical Nurses: 36
- Office Clerks, General: 32
- Registered Nurses: 22
- Truck Drivers, Heavy & Tractor-Trailer: 18
- Heating, AC & Refrigeration Mechanic/Installer: 17
- Social & Human Service Assistant: 16
- Computer Support Specialist: 15
- Bookkeeping, Accounting Clerks: 13
- Machinists: 8



HIGHLIGHTS FROM THE PAST YEAR

Career Conferences and Job Fairs Attract Thousands of Job Seekers

RochesterWorks! and several community partners hosted large-scale job fairs to connect job seekers with companies looking to fill positions.

The fourth annual RochesterWorks! Career Conference, held in January with Monroe Community College and News10NBC, attracted more than 60 businesses and educational providers. More than 1,500 job seekers attended to meet with business representatives about available job opportunities, learn about training and education programs and go to workshops on topics such as the Top Things Employers Look For, LinkedIn: The Hiring Manager's Favorite Place to Find New Employees, and Building Confidence During Your Job Search. One company hired 13 people as a result of the event.



In June, RochesterWorks! partnered with The Marketplace Mall to host a job fair that drew more than 700 job seekers and representatives from 50 different companies. RochesterWorks! and New York State Department of Labor representatives provided free job search assistance and resume reviewing services as part of Governor Cuomo's "June is America's Job Fair Month" initiative.



Careers Panel Series Focuses on Getting Hired in High-Demand Fields

RochesterWorks! held its first industry careers panels in March and June to help jobseekers learn what it takes to get hired and succeed in local, high-demand fields. The first panel, representing small and large companies and education, was on the Information Technology (IT) sector and featured Paul Tymann, Chair of the Computer Science Department at RIT; Jeff Leist, head of Microworx Direct, Inc.; Susan Peter-Fowler, Senior Technical Recruiter for Technisource; and Michael Napieralski, Manager of Global IT Infrastructure for Garlock Sealing Technologies.

The second featured Advanced Manufacturing and coincided with the rollout of the Advanced Manufacturing Career Pathways grant, led by the Finger Lakes Workforce Investment Board. The grant will provide up to \$8,500 in tuition assistance for as many as 266 unemployed individuals who are pursuing an associate's degree at one of the three local community colleges. Experts included Sam Samanta, Physics Professor at Finger

Lakes Community College; Robert Lasch, Coordinator of the Applied Technologies Center at MCC; Dave Phillips, Training Manager at G.W. Lisk; Jim VanKouwenberg, Workforce Development Coordinator at Optimax Systems, Inc. and Todd Comfort, Regional Sales Manager at Tri-State Staffing.

The next series, focusing on healthcare careers, was held in November. Podcasts of the panels can be viewed at rwcc.org.

RochesterWorks! Becomes Pilot Site for 5 Steps to Rapid Employment Program

In July RochesterWorks! became a pilot site for the *5 Steps to Rapid Employment* program, an intensive, interactive and comprehensive job-finding training offered over five days. It includes four hours of classes during the day and 3 hours of online learning each evening.



5 Steps benefits include faster return-to-work times, benefits for job seekers from all career levels, and a holistic life-planning approach intended to serve participants throughout their careers.

The components are:

- Step 1: Make life's emotional roller-coaster the best ride of your life!
- Step 2: Stop asking, "What do I want to be when I grow up?"
- Step 3: The Traditional Resume is Dead
- Step 4: Who needs a GPS when you've got a M.A.P.?
- Step 5: Closing the Deal

The program encourages participants to see themselves as "Job Campaigners," emphasizing the emotional aspects of job finding with a focused and meticulous action plan that drives participants toward a role aligned with their vision and values.

The first sessions were held in July and August with 26 students participating. Four are now working and another has returned to school. With the national average time to re-employment being 39 weeks, early results are very promising.

Additional sessions are scheduled and graduates will be supported through bi-monthly meetings coordinated by the RochesterWorks! Goodman Street Career Center.

"The class connected the professional and personal so that I can clearly present myself... It has helped me to find my unique value and voice it."

New Work Experience Program Helps Job Seekers Gain and Refresh Skills

RochesterWorks! has operated a full service career center within the Department of Human Services (DHS) since 2008, offering Job Readiness Training, Job Placement Assistance, and Computer Training. Our latest new initiative with Monroe County Department of Human Services, is the Work Experience Program (WEP), which provides people with hands-on experience in a real work setting through internships.



Individuals in this program may not have worked in several months or years, so their skill sets and confidence may be low. The program provides a safe venue to gain and refresh skills and become more qualified to become gainfully employed.

New people coming into RochesterWorks! go through orientation, a job readiness overview, and meet with a Career Services Advisor, who assesses their current skills and future goals. The advisor will recommend a good location for their Work Experience Program. Once in the Program, Career Service Advisors monitor progress to ensure successful outcomes.

RochesterWorks! Career Advisors and Placement Staff have teamed up to place approximately 200-300 individuals a month into Work Experience positions. We anticipate a bright future for people succeeding in their assigned WEP position because they will be offered the opportunity to work directly with someone from our Placement Team. On-the-Job training and funding is available to help make this transition a success. We hope the outcome will be long-term competitive employment, giving people independence and successful futures.

Our growing partnerships with DHS and customers are good ones and the future looks bright for all involved.

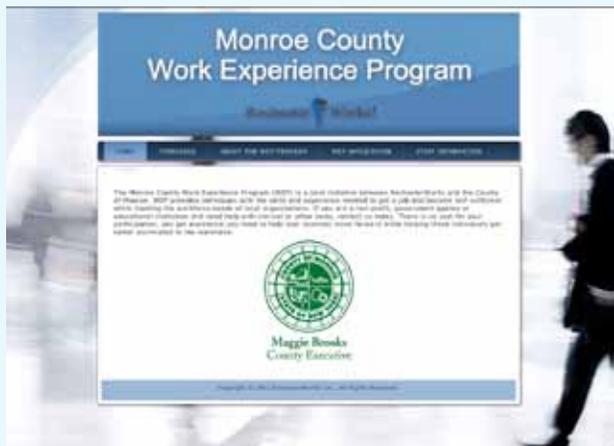


TECHNOLOGY HELPS US BETTER SERVE ROCHESTERWORKS! CUSTOMERS

Monroe County Work Experience Program Now Easier to Access, Online!

The Monroe County Work Experience Program (WEP) (monroewep.org), a joint initiative between RochesterWorks! and the County of Monroe, has launched a new website. WEP provides individuals with the skills and experience needed to get a job and become self-sufficient while meeting the workforce needs of local non-profit organizations. The

website, launched in April 2012, is a collaborative portal for Monroe County and participating WEP sites to provide easy access and tracking. The site is managed by RochesterWorks! and is the first of its kind for managing the WEP program.



Program Features

- Automated time reporting system
- Easy access to requesting WEP interns
- Automated Intern return process
- Automated time card reminders

This system is currently managing more than 100 WEP placement sites and 1,000 WEP Interns.

Reaching Customers 24/7/365 with Social Media

To better serve our customers, we have taken a proactive approach leveraging Facebook, LinkedIn, Twitter, YouTube, Wordpress and our own Virtual Career Center (rwvcc.org) to extend services outreach to customers 24/7/365. Our Social Media department is focused on providing the most current information about job search, workshops, job fairs, training grants and more. We are also working on video productions so that soon we can offer Virtual Workshops any time any place, meeting the needs of today's job seekers.



Customer Assistance Switchboard Saves Clients Time, Increases Knowledge

RochesterWorks! exclusive Customer Assistance Switchboard is an intranet-based directory portal that is automatically visible when a client opens Internet Explorer. It was created to empower people, encourage improvement and reduce the amount of attention needed from staff. Icons on the screen are linked to resources, websites, and instructional videos, ranging from tutorials on job search, Internet-based training, use of popular programs and resource room common practices, to frequently-used websites such as Department of Labor and job search providers. This simple yet effective dashboard of information helps clients save time, work more independently, and increase their knowledge base. It has also increased the staff and resource room efficiency.

Infrastructure Upgrades Speed Access & Enhance Job Search

With our infrastructure upgrade, we've made a significant investment in the level of technology that we provide. Our clients now have access to all new desktop PCs with the latest version of Microsoft Office Suite and the most up-to-date operating system. This ensures that our customers are exposed to the latest technologies. We've also upgraded our Internet bandwidth providing our clients with faster and more reliable access to training and web-based job search tools. Implementation of content filtering has allowed us to protect our network from Internet-based malicious attacks and help our clients maintain a job-search related focus.

Client Walk-in Database Helps Increase Customer Satisfaction

To provide our clients with a higher level of customer satisfaction RochesterWorks! has leveraged the power of Microsoft's SharePoint server and designed a customized Customer Flow Management System (CFM). This has allowed for increased communication among customer interfacing team members and other benefits including:

- Automated email alerts decreasing customer wait times, and improving wait-time projections, increasing customer satisfaction
- Advisors are better prepared before meeting customers
- Cross-team transparency into customer workload
- Timely and more accurate reporting
- Increased staff efficiency
- Reduced paper cost

BUSINESS SERVICES

RochesterWorks! continues to serve as an extension of local businesses' HR departments by providing recruitment assistance and other services. With so much talent and so little time, RochesterWorks! offers invaluable support, working closely with company representatives to understand their needs and culture and identify and refer appropriate candidates. More than 100 companies have successfully hired employees utilizing our services. More than 90% of these placements utilized the On-the-Job Training Hiring Incentive grant.

On the Job Training: 101

Supporting Worker Training

RochesterWorks! helped fund incumbent work training, awarding more than \$180,000 to 30 companies in manufacturing, business services, health care, human services, printing and more through Customized Training grants.

Companies Awarded: 30

Funding Awarded: \$180,000

Business Matching Funds: \$202,000

Number of Trainees: 314

INDUSTRIES

Manufacturing

Alternative Energy

Optics/Imaging

Supermarket

Business Services

Non-Profit

Health Care

Telecommunications

and more



"I believe that if I surround myself with positive people, positive ideas will come my way."

JOB READINESS PROGRAM LEADS TO SUCCESS FOR JOE CRAYTON

When you pull into the parking lot you are greeted with the fresh scents of flour and several other ingredients used to make pizza dough. The inviting experience continues as you walk into the doorway and are welcomed by professional smiling staff. This is what Joe Crayton experiences every day when he goes to work at Goglanian Bakeries, Inc.

Joe has been employed there for several months and says with a smile, "I like the job, it keeps me busy, and I don't miss any time." Before landing the job Joe was referred to RochesterWorks! where he learned about computers, email, the importance of soft skills and how to find a job. Working with the RochesterWorks! placement team, he was introduced to Goglanian Bakeries, where he interviewed and was offered a job.

Joe started in production, learning new things according to Team Leader Craig Young. "Joe came to us with a work ethic and attitude that propelled him to a higher than entry level position." He quickly transitioned into sanitation and safety, a very important position in a bakery, where he learned about better sanitation, safety, and health regulations and how to recognize and handle any problems.



"I do things the right way, learn something new each day and I plan to be there a long time."

What is the secret to his success? Joe said, "They're good people, and they care. I work 10 minutes from home, can ride my bike to work, get exercise, go home, spend time with the kids and grandkids and go to bed. I do things the right way, learn something new each day and I plan to be there a long time."

When HR Manager Linda Gaddis was asked what makes a successful candidate at Goglanian Bakeries she said, "Someone who is accountable for his or her actions, responsible around food, has a general good work ethic and is able to maintain this behavior long term. RochesterWorks! has sent us very good candidates, who are very energized when they come in here."

Rumor has it that sometimes, for employees working on the weekends, pizzas are made in the test kitchen for employees to enjoy. Many employees at Goglanian Bakeries have become part of Joe Crayton's family. Joe is in a much better place because of Goglanian Bakeries, and Goglanian Bakeries is in a better place because of Joe's dedication and hard work.

YOUTH SERVICES

PREPARING OUR FUTURE WORKFORCE

Total funding = \$2,272,546

- \$1,395,969 (WIA - year-round)
- \$876, 577 (TANF - summer-only)

Total Youth Served

- 937 (14 to 21 years of age)

WIA

- 468 served in year-round work readiness programs
- 286 placed in employment and/or post-secondary education
- 284 attained a degree or certification

TANF

- 2948 youth aged 14 to 20 applied for summer jobs
- 469 were placed utilizing RochesterWorks! funding
 - 306 youth worked in structured project-based experiences
 - 139 youth worked directly with local businesses
 - 24 participated in Digital Skills for Youth first learning Microsoft business-related applications and applying them through paid internships at local businesses
- An additional 390 youth were placed by the City of Rochester's Summer of Opportunity Program (SOOP)

Business Services

- 41 youth participated in our new Youth Work Experience Program gaining valuable experience and earning a paycheck while working with local businesses for a set period of time
- 199 youth placed in jobs - seasonal, part and full-time
- 84 different employer/business partners benefited



"I believe if I try my best I can overcome any obstacle that is before me."

Youth Works Workforce Development Model is Rolled Out

With a national youth unemployment rate* of 17.1%, more than twice that of adults and even higher for most minority groups, RochesterWorks! has rolled out the Youth Works Workforce Development Model to coordinate resources with institutions that support youth in their development of workforce readiness and participation.

The Model:

- Links key stakeholders (business, schools, workforce development) to the emerging worker
- Provides a framework for successful workforce development of the emerging worker
- Increases the number of youth attaining a H.S. Diploma or equivalent
- Enhances youth post-secondary readiness
- Improves youth job readiness
- Develops social and emotional skills of youth
- Ensures the involvement of a caring adult with each youth
- Leads to successful employment
- Supports the Monroe County/Rochester Youth Council in funding effective programming



*U.S. Bureau of Labor Statistics, July 2012

To learn more about the Model visit the Youth Council Page of RochesterWorks! website at http://www.rochesterworks.org/wib_youth.aspx

County Executive Maggie Brooks supports the rollout of the Youth Works Model on May 30, 2012.

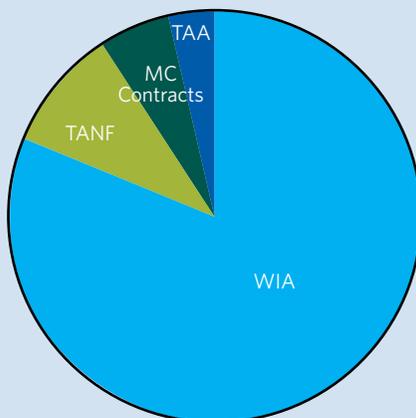
A vertical banner for Rochester Works! for Youth!. The banner has a dark background with white and yellow text. At the top, it says "Rochester Works! for Youth!" with a logo of two stylized figures. Below that, it says "Finding a job just got easier!". A list of services is provided: Job search assistance, Find a job faster, Build your resume, Interviews that get you hired, How to keep a job and move up the ladder, Using social media, Choosing a career, and Training grants. At the bottom, the phone number "585-258-3500" is displayed. The website "erworks.org" is written vertically on the left side. There is a small photo of a man's face on the left side of the banner.



FINANCES

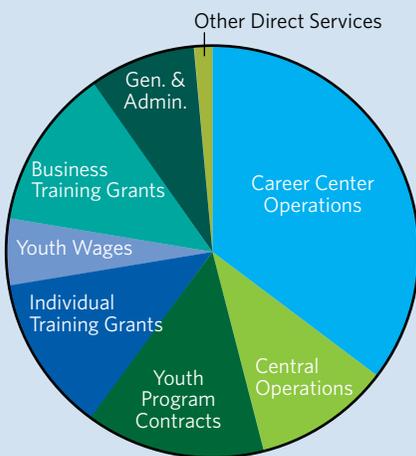
REVENUES 2011 - 2012

Workforce Investment Act (WIA)....	\$4,958,454
American Recovery and Reinvestment Act (ARRA)	\$0
Temporary Assistance to Needy Families (TANF)	\$536,682
Trade Adjustment Assistance (TAA)....	\$183,377
Monroe County Contracts	\$267,260



EXPENDITURES 2011 - 2012

Career Center Operations.....	\$2,226,078
Central Operations (including Business Services)	\$684,947
Youth Program Contracts.....	\$853,148
Individual Training Grants	\$830,415
Youth Wage Subsidies	\$286,570
Business Training Grants	\$912,944
Other Direct Services	\$33,007
General & Administrative.....	\$513,710



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

Business Services

- Recruit Qualified Employees
- Train Your Workforce
- Tax Credit Information
- Shared Work Programs
- Online Job Order System
- HR Assistance
- Resources for Entrepreneurs
- Skill Assessment Services

Job Seeker Services

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

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



Workforce Investment Board

Ex-officio

Maggie Brooks, *Monroe County Executive*
Thomas S. Richards, *Mayor, City of Rochester*

Business

Dana Abramson, *President, Achieve Results*
Alice Curry, *Employee Care Team Manager, Hammer Lithograph Corporation*
Robert Donahue, *Vice President, Corporate Services, Unity Health Services*
Sergio Esteban, *President, LaBella Associates, PC*
Claire Fisher, *President, Fisher Associates*
Glenn Jeter, *Owner, McDonald's*
Ann Kowal, *President, Special Care Systems, LLC*
Mark Maxim, *President, HCR*
Charles Murphy, *Vice President, Human Resources, University of Rochester*
Elizabeth Pieters, *Vice President, Career Development & Transition, ER Associates*
Joe Rizzo, *Manager of Economic Development, Rochester Gas and Electric Corporation*
Gary Rogers, *CEO, Dockhardware*
George Scharr, *Senior Vice President & CFO, Flower City Printing, Inc.*
Timothy S. Shortsleeve, *Partner, TYS, LLP*
Stella Slaight, *Vice President, M&T Bank*
Robert J. Titus, *CEO, Innovative Solutions*
Jeffrey Valentine, *Senior Vice President, Product Marketing, MS Networks*

Other than Business

Keenan Allen, *NET Administrator, City of Rochester*
Paul Burke, *Administrator, Workforce Preparation, Rochester City School District*
William G. Clark, *President & CEO, Urban League*
Ann Marie Cook, *President & CEO, Lifespan*
Beth Holt Ehmann, *Empire Zone Coordinator, City of Rochester*
Robert Franklin, *Deputy Commissioner, Monroe County Department of Human Services*
Joseph Hamm, *Regional Administrator, NYSDOL*
Nicolette Leathersich, *District Office Manager, ACCES-VR*
James Norman, *CEO, Action for a Better Community*
Todd Oldham, *Vice President, Economic Development & Innovative Workforce Services, MCC*
Judy Seil, *Director, Department of Planning & Development, County of Monroe*
Patricia Stovall, *Director, Training & Employment Programs, PathStone*
Bob Trouskie, *Regional Director, Workforce Development Institute*
Ken Warner, *Executive Director, UNICON*