

PROGRESS IN 2009

APRIL 1 - JUNE 30, 2009

PARTNERS

City of Rochester
County of Monroe
Empire State Development Corp.
The Entrepreneurs Networks
Finger Lakes Community College
Finger Lakes Workforce Investment Board
Genesee Community College
Genesee/Finger Lakes Regional Planning Council
Genesee, Livingston, Orleans and Wyoming Workforce Investment Board
Greater Rochester Enterprise
High Tech Rochester
Infotonics Technology Center
Monroe Community College
Monroe County/Rochester Workforce Investment Board
Rochester Area Colleges
Rochester Area Community Foundation
Rochester Angel Network
Rochester Business Alliance
Rochester Institute of Technology
RochesterWorks, Inc.
Technology Farm
Trillium Group
University of Rochester

SPOTLIGHT ON SUCCESS CAREER READINESS CREDENTIAL REGIONALIZATION

The WorkKeys © Career Readiness Credential is an assessment tool that measures the real world skills critical to job success. Possession of a certificate demonstrates to businesses that a job seeker possesses the foundational skills they are looking for and the trainability to be successful in an organization. Individuals can earn a Bronze, Silver or Gold level certificate based on their test performance in three areas: Reading for Information, Locating Information and Applied Mathematics.



Wired for Growth

Roll out to all three Workforce Investment Board (WIB) regions began in 2009 and the CRC is now offered at Career Centers in the GLOW and Finger Lakes WIBs and continues to expand its availability in Rochester and Monroe County. To date, the Finger Lakes and GLOW WIBs have conducted nearly 60 CRC assessments.

This quarter, presentations on the CRC were also made to employers and association members attending the Regional Skills Alliance roll out meetings in Monroe County. The CRC allows employers to save time and money in the screening and recruitment process and reduces turnover costs by verifying that a potential employee possesses the skills to be successful in a particular job. Employer Guardian Glass in Geneva referred 22 candidates for WorkKeys testing and has hired 14 individuals. A manufacturing company in the GLOW region tested 8 individuals and 4 were hired. Monroe County business Jamestown Container lists the CRC as a requirement on all job postings and has also hired multiple job seekers to date.

WorkKeys

Project staff are in preliminary discussions with regional school districts, health care providers and workforce development organizations to implement the CRC for their students, clients and recruitment efforts. The CRC has also been utilized at several youth programs in Monroe County, including programs through Grace Ministries, The Epilepsy Foundation, Urban League of Rochester, Hillside, Monroe 2–Orleans BOCES. The Finger Lakes WIB is now offering the CRC for all students in the Wired Increasing Emerging Worker Skills program, Start Here for a High Tech Career.

For additional information regarding the CRC, please contact Erica Bailey, Regional CRC Coordinator, at (585)263-4591 or ebailey@rochesterworks.org.

**CLUSTERS, ATTRACTION AND WORKFORCE KNOWLEDGE
PREDICTIVE ANALYSIS FOR BUSINESS ATTRACTION - GRE**



Photo by Harvey McDaniel

GRE continues to use information learned through attraction activities to assist in workforce development efforts throughout the region. Recent efforts focus on green technology and jobs. According to a report from the American Wind Energy Association (AWEA), in 2008 there were 85,000 total wind industry jobs in the U.S. This figure represents an increase of over 35,000 jobs compared with the previous year.

The majority of these jobs were in manufacturing, operations and maintenance, and construction, but significant growth also occurred for small manufacturing, developers and devel-

opment services, financial and consultant services, contracting and engineering services, and transportation and logistics.

The top 10 wind industry positions for new hires requiring post-secondary education include:

- Manufacturing Engineer
 - Material Engineer
 - Account Auditors
 - Project Manager
 - Mechanical Engineer
 - Electrical Engineer
 - Engineering Manager
 - Construction Manager
 - Development Director
- Business Development Director

REGIONAL CLUSTER AND COMPETENCY NETWORKS - GRE

The Technology Council of Upstate New York (TCUNY) held two board meetings with members from 18 participating industry associations, continuing efforts to convene inter-network discussions between existing cluster networks. TCUNY continues its efforts to promote Upstate New York as one of the top tech regions in the country.

The International Business Council also continued efforts to expand international trade opportunities for regional businesses. Two events this quarter drew 110 participants, including a meeting on conducting business with Canada and an Export Controls Conference featuring speakers from the U.S. Homeland Security, State and Treasury Departments.

ENTREPRENEURSHIP

THE ENTREPRENEURS NETWORK-TEN

This quarter TEN concluded activities for its sixth class and training for the seventh class began in mid-May. The seventh class has 16 participants from 15 regional firms and program activities are operating on a shortened four month timeline to better meet the needs of entrepreneurs and emerging technology companies, who indicated a desire for more condensed training sessions. Boot camps for this class include Sales Effectiveness and successful Investor Presentations.

REGIONAL SKILLS ALLIANCES AND CAREER READINESS CREDENTIAL (CRC) - FLW, GLOW, RW

Efforts this quarter focused on rolling out the RSAs into GLOW and Monroe County to encourage new business participation while expanding existing efforts in the Finger Lakes WIB. A marketing and communications strategy for the Finger Lakes Advanced Manufacturing Enterprise (FAME) was developed this quarter and includes a new website. Fourteen organizations joined the health care/human services RSA and 23 new members joined FAME.

Regional implementation of the CRC continued and to date the Finger Lakes WIB has conducted 41 assessments and the GLOW WIB has conducted 18 assessments.

Visit the new FAME website at

<http://www.nyfame.org>

To date TEN has impacted 126 executives from 103 regional businesses.

TEN provides regional entrepreneurs with access to national experts and funding resources, offering hands-on programs that train, educate and foster connections critical for building new business ventures and improving the performance of established companies.

ENTREPRENEURSHIP—CONTINUED

EMERGING ENTREPRENEURS PROGRAM (FORMERLY THE ENTREPRENEURSHIP FAST TRACK)—GCC, MCC

MCC had 40 students complete coursework in their spring 2009 program. An additional 23 students are enrolled in coursework through the summer 2009. Plans are also underway to host a community resource forum for aspiring entrepreneurs, Pathway to Entrepreneurial Success 2009, in November. GCC had 31 students attend their spring entrepreneurial courses. Approximately 60 students are expected to participate in the fall program, which may be offered via teleconferencing at GCC satellite centers.

This joint effort at Monroe and Genesee Community Colleges was designed to encourage entrepreneurship in the region, increasing entrepreneurial start-ups and economic growth through entrepreneurial training.

THE YOUNG ENTREPRENEURS ACADEMY—YEA!



Elishia Ortiz, 2009 YEA! Wired scholarship recipient

Activity continued for the 14 YEA! SUNY Genesee scholarship recipients this quarter. Students received lessons in social entrepreneurship and were visited by a media panel, where they learned the do's and don'ts of interviewing

and writing a press release. Students capped off the year by presenting their businesses to hundreds of attendees at the YEA! Trade Show event.

Recruitment for the fall 2009 YEA! class at 9 regional high schools was completed this quarter, with 126 students screened and selected for participation in the fall. Staff from each high school also attended training sessions to learn more about their roles and hear from previous YEA! instructors and students.

STRATEGIC GROWTH THROUGH IMMERSION PROGRAM—RIT

This quarter 30 participants continued and completed coursework in the Phase II Strategic Immersion course focusing on product and technology commercialization.

The Strategic Immersion program is an 8-week executive level course designed to develop entrepreneurial activities and foster sustainable and profitable growth in small to medium sized businesses. Participants are also assigned a mentor to critique their business plan as it develops, and meet with the mentor months after program completion to discuss the implementation process. A total of 93 executives from small and medium sized businesses have completed training through the program since 2006. Online rollout of both the Phase I and Phase II courses is in the planning stages.

The Fall 2009 class begins September 14 and recruitment is currently underway. More details are available at

<http://saunders.rit.edu/executive/index.php> or www.fingerlakeswired.com.

INNOVATION

TECHNOLOGY COMMERCIALIZATION—HTR, INFOTONICS, RIT, TECHNOLOGY FARM, U OF R

During the 2nd Quarter three seminars designed to increase entrepreneurial knowledge were hosted at partner sites and attracted approximately 50 attendees. Through these training efforts, an additional 32 entrepreneurs and innovators were identified that will become part of the community's entrepreneurial infrastructure.

The Technology Commercialization project trains students, researchers, faculty with the skills required to launch new businesses and successfully commercialize new technologies. The project represents a unique level of collaboration between High Tech Rochester, University of Rochester, The Technology Farm, Infotonics Technology Center and Rochester Institute of Technology.

INNOVATION—CONTINUED

SBIR OUTREACH AND ACCESS—HTR

This quarter hands-on training was provided to company principals at 26 businesses, assisting them in developing a grant strategy specific to their opportunity. On-the-Job training was also provided for four specific Phase I and Phase II applications. Recently Congress announced new legislation extending the SBIR/STTR program until 2023, increased

award amounts by 33% and increased total federal funding for the program by 40%

This project provides training to improve regional success in securing funding through the Small Business Innovation Research (SBIR) programs from the federal government, and advance the region's small business tech transfer efforts.

WORKFORCE DEVELOPMENT

SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) CAMPS



STEM Camp activities at the 7 camps selected for funding will begin in the 3rd Quarter. This year Wired awarded \$176,000 to 7 camps to serve approximately 206 high school students ages 16+ during summer 2009. STEM camps provide educational experiences for students, who participate in hands-on activities and learn real world applications of STEM concepts. Scholarships will be provided for youth at the following locations:

- Cornell Cooperative Extension of Ontario County, 4-H Camp Bristol Hills for 24 students

- Cornell Cooperative Extension of Wayne County, 4-H Camp Wyomoco Dairy Institute for 75 students
- Finger Lakes Institute - Hobart & William Smith Colleges, Kids College for 11 students
- Infotonics Summer Science Camp for 36 students
- Rochester Institute of Technology, National Institute for the Deaf Explore Your Future for 25 students
- Finger Lakes Council, Boy Scouts of America Sci-Tek Quest for 20 students
- Monroe Community College Pre-Collegiate STEM Career Track for 15 students

INCREASING EMERGING WORKER SKILLS PROGRAMS

The Urban League served 23 students through its Spring Technology Club this quarter, providing participants with exposure to the Engineering and IT industries. This session introduced a new activity to help students gain critical competencies. Students formed teams and simulated running their own company, including running for CEO and CFO positions, writing job descriptions and generating "income" by encouraging other students to post on their web blogs. The eight week Summer Technical Institute is currently in operation.

The Rochester Educational Opportunity Center will host two summer sessions serving 20 students. The first session began in June and students completed portfolios, participated in mock interviews and took the New York State certification examination for CNAs on July 23. The second session began in early July and will run through August. This year dedicated workforce advisors were added to the program and played a role in helping the program operators emphasize soft/competency skills.

Activities for GCC's Pathways to Careers in Biotech and Health Care ended in June 2008, with over 90% of 108 participating students successfully completing the course. Activities for 48

students in the summer program begin in July, where students will earn up to 7 college credits and participating in job shadowing and career exploration. 75 students have been recruited to participate in the fall 2009 program.

The Finger Lakes WIB received 56 applications for 30 student program slots for its Start Here for a High Tech Career program. Program activities began July 6 and center on emerging careers in Advanced Manufacturing, Health Care and Food and Ag Tech Science.

This quarter the Academy for Career Development began using a distance learning model, using a site facilitator, to provide academic support to participants enrolled at the OCFS Industry School. The recidivism rate for the 37 total program participants is 40%, significantly lower than the expected 75-80%.

The five 2009 Increasing Emerging Worker Skills programs were awarded funding to provide services for 280 youth. These programs provide youth ages 16-21 with the skills necessary for success in high-growth industries, and encourage them to complete high school and pursue technical training.

WORKFORCE DEVELOPMENT—CONTINUED

EDUCATOR INTERNSHIP—FL WIB

Approximately 27 educators are expected to participate in the Educator Internship program from August 3-6, 2009. This summer, educators will participate in the four-day professional development and industry immersion experience, visiting businesses in targeted industries and develop PowerPoint presentations to share with students.

Information from the 2008 sessions was shared with 1,000+ students across the nine county region. Participants in the 2009 session will design a survey or questionnaire to measure the impact of presentations on their students.

REGIONAL APPRENTICESHIP SYSTEM—FLCC, GCC, MCC

MCC had 16 workers from 4 businesses complete Optics coursework in “Measurement and Analysis” and enroll in “Machine Shop Concepts” this quarter. GCC continues efforts to recruit health care employer participation for possible fall 2009 program launch. FLCC continued project activities for participants enrolled in the QC Chemistry degree and Apprenticeship programs.

The Apprenticeship programs, operated by the three community colleges, create structured career pathways for training within targeted industries in the region.

WORKFORCE EXCELLENCE REGIONAL CENTER (WERC) - FLCC, GCC, MCC

WERC began providing scholarship funds for course and/or training delivery for unemployed and/or underemployed workers at any of the three colleges, and 31 scholarships were awarded through June 20, 3009.

This quarter WERC also funded a portion of FLCC’s new non-credit Direct Support Professional (DSP) curriculum to launch the course and allow it to be offered regionally. The 6-week course is designed for individuals beginning careers assisting those with developmental or physical disabilities.

Staff continue to meet with representatives from all three colleges to explore existing vocational/technical courses that could be converted to an online format and delivered regionally.

The goal of the WERC initiative is to create a cooperative, centralized infrastructure providing regional workers and students with innovative access to training and education services available at Monroe, Genesee and Finger Lakes Community Colleges, thereby better meeting the needs of regional businesses.

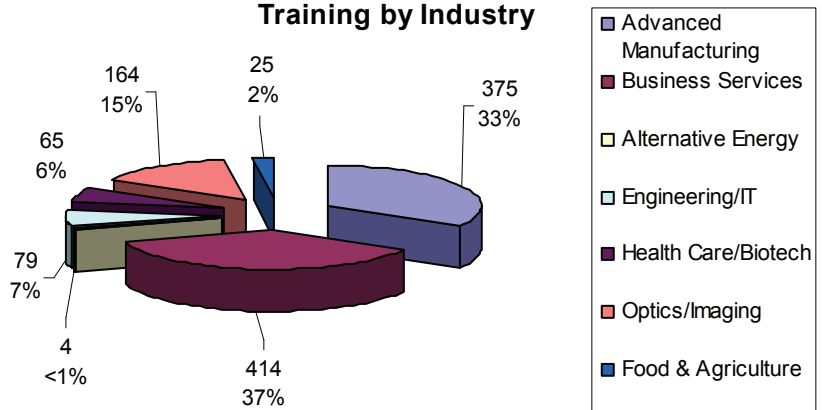
SCHOLARSHIP FUND—GLOW, FLW, RW

In the 2nd Quarter 59 companies were awarded funding to train 1,126 employees. Since the program launch in September 2006, Finger Lakes Wired has allocated over \$4.8 million for 270 unique businesses to increase the skills of 7,600 workers, with \$7.6 million in matching funds provided by business.

Number of Individuals trained by industry in the 2nd Quarter 2009:

Advanced Manufacturing	375
Business Services	414
Alternative Energy	4
Engineering/IT	79
Healthcare/Bio Tech	65
Optics/Imaging	164
Food & Agriculture	25
Total	1,126

Finger Lakes Wired 2nd Quarter 2009 Training by Industry



ABOUT WIRED

Finger Lakes Wired is a partnership of 23 economic development, educational, workforce development, and business organizations from the nine-county Finger Lakes region surrounding Rochester, NY. Finger Lakes Wired is one of several regions funded by the U.S. Department of Labor WIRED (Workforce Innovation in Regional Economic Development) Initiative to support economic development and transform regional economies.

This collaborative effort is led by its partner organizations, who have met regularly since May 2006, to support a strategic approach to regional economic development. They have adopted a mission and vision, and have agreed to guiding principles, a strategic direction, and actions in support of this effort.

Mission

Increase the region's capacity to support talent development for sustained economic growth.

Strategic Direction

- Energize the region's entrepreneurial economy;
- Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures;
- Educate and empower workers to successfully compete in the changing global economy;
- Build a collaborative regional education, workforce and economic development system.

Strategic Outcomes – Completion of WIRED

- Increase private sector job growth relative to national average.
- Increase average wages relative to national average.
- Increase retention of 20 to 34 year old workers in region.
- Adoption of a regional identity resulting in collaborative networking and

NEW UNEMPLOYED WORKER TRAINING PROGRAM LAUNCHED

Finger Lakes Wired and RochesterWorks! are launching a new program at the end of August designed specifically for the professional level job seeker. Career Navigator is a five-day, intensive training program designed to teach transferability of skills into new industries and occupations; provide tools and resources to promote proactive job search methods, develop ownership and accountability for personal career management and maximize the power of group learning and support.

Rochester's unemployment rate of 8.4% combined with the shrinking number of larger employers in the area has resulted in an extremely competitive marketplace and urgent need for this program. This program goes beyond polishing the resume. It will emphasize the "soft skills" or workplace competencies which are in such high demand by employers.

The program also differs in its delivery approach by utilizing participant-centered learning to maximize and expedite the learning curve. It will also foster the concept of networking as a learning tool and means of information sharing.

RochesterWorks! is partnering with companies and organizations in the community to offer this program at various locations around Rochester. The goal is to identify sites on the east and west sides of Rochester to accommodate the people from both regions. RochesterWorks! is grateful to the following sponsors for their generosity and willingness to help: The United Way, High Tech Rochester, Rochester Business Alliance, ER Associates, and Fairport, Seymour and Gates libraries.

The successful launch of Career Navigator in Monroe County will stage the expansion into both Finger Lakes and GLOW region.

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"The Finger Lakes region is a premier place in which to innovate, investing in entrepreneurial operations, educating workers and empowering them to be agile, adaptable and aligned with global opportunities."

