

**PROGRESS IN 2009**

JULY 1—SEPTEMBER 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  
THE FACES OF FINGER LAKES WIRED**



Participants attend an orientation session for the fall 2009 Emerging Entrepreneurs course at Monroe Community College in August 2009. The Emerging Entrepreneurs program is operated by Genesee and Monroe Community Colleges. The program is one of several Wired initiatives designed to increase the entrepreneurial spirit and capacity of the region.

Thirty-one (31) high school students ages 16-18 participate in the Cornell Cooperative Extension of Wyoming County's 4-H Camp Wyomoco Dairy Institute camp in 2009. The Dairy Institute was a new STEM program where students learned about milk & milk production, animal nutrition and feeding management, stock management and other elements. Over 350 youth were exposed to Science, Technology, Engineering and Mathematics careers through camps since 2007.



Elishia Ortiz, Young Entrepreneurs Academy SUNY Genesee Wired scholarship recipient for 2008-9, participates in the YEA! Trade Show.



Job seekers practice their job search skills during a five day Career Navigator session hosted at High Tech Rochester.

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

This quarter Greater Rochester Enterprise continued efforts to connect with workforce and educational organizations to share information learned through site selection efforts.

GRE also continued activities to promote regional knowledge of the green technology industry, and the organization continued efforts to host the first Great Lakes Wind Network supply chain event in partnership with the American Wind Energy Association. The event was scheduled for November 10 and will provide an opportunity for companies to learn

about new business opportunities, as well as the skills their current workforce may possess or need to acquire to be successful in this emerging industry.

ZoomProspector, a GIS mapping tool, provides real time information about specific site locations including demographics, workforce data and industry information. The tool is available to regional businesses online and has received a total of 24, 890 hits between January 1–September 30, 2009.

**REGIONAL CLUSTER AND COMPETENCY NETWORKS - GRE**

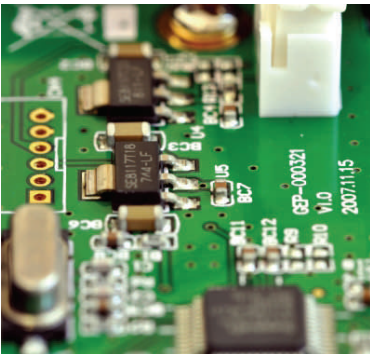


Image: Michelle Meiklejohn / FreeDigitalPhotos.net

In the 3rd Quarter the Technology Council of Upstate New York (TCUNY) continued efforts to position Upstate New York as a top tech region in the nation, and encourage businesses to identify with, and rebuild, the image of Upstate New York as a world-class technology corridor. TCUNY currently convenes

inter-network discussions between existing cluster networks from 18 participating industry associations.

The International Business Council held seminars on the Fundamentals of Foreign Trade Zones and EU Regulations, which drew a combined attendance of 45 individual. IBC events are designed to educate regional business representatives on international trade opportunities.

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

The Regional Skills Alliance staff reported further efforts to rollout the Health Care/Human Service and Advanced Manufacturing RSAs to the GLOW and Rochester/Monroe County Workforce Investment Board areas this quarter. As a result, both WIBs chose to join the existing RSAs rather than create a new organization.

The Advanced Manufacturing RSA, the Finger Lakes Advanced Manufacturing Enterprise (FAME), continued outreach to educational partners and other organizations to promote the workforce needs of the industry. Since the inception of FAME, 127 businesses have joined the organization. The Health Care/Human Service RSA has 22 members.

In addition, a total of 997 Career Readiness Credentials (CRCs) have been issued across the nine county region. A Memorandum of Understanding was issued between the three WIBs to continue utilizing the tool post-Wired funding.

**ENTREPRENEURSHIP**

**THE ENTREPRENEURS NETWORK—TEN**

In the 3rd Quarter, The Entrepreneurs Network (TEN) completed activities for Class VII, which operated on a shortened four month schedule from May to September 2009.

Project staff also completed recruitment activities for TEN Class VIII, which began in September with 22 individuals from 21 regional businesses enrolled in activities. Two graduates of Monroe Community College's Emerging Entrepreneurs program, who partnered to operate an IT education

company, were selected to participate in Class VIII activities.

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.

Since 2006, The Entrepreneurs Network has trained 148 executives from 124 regional businesses.

## ENTREPRENEURSHIP—CONTINUED

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

The Emerging Entrepreneurs program is a joint effort at Monroe and Genesee Community Colleges that provide credit-bearing courses that allow individuals to explore potential business opportunities and learn the process for developing a business and marketing plan. The goal is to encourage entrepreneurship in the region, and increase entrepreneurial start-ups and economic growth through entrepreneurial training.

MCC enrolled 40 students in the fall 2009 session of their program, and the 22 students enrolled in the summer program successfully completed activities. GCC had 13 students enroll in their fall 2009 cohort. MCC reported that one new business was established this quarter, for a total of 7 new businesses established since program launch in 2008.

### THE YOUNG ENTREPRENEURS ACADEMY—U OF R

In total, 114 students began participating in Young Entrepreneurs Academy (YEA!) activities this quarter.

In September YEA! began its first year of Wired-supported operation in regional high schools, following a shift in the program delivery model from university to high school sites.

As a result, this quarter 102 11th and 12th grade students began attending YEA! programming at schools in eight of the nine counties in the Finger Lakes region. The 2009 YEA! class operating at SUNY Geneseo also began activities this quarter with 12 students receiving scholarships.

YEA! teaches students the process to create a business or social enterprise, pitch to potential investors and register their businesses and actually launch their company.

166 students have received scholarship funds to attend YEA! since 2007.

### STRATEGIC GROWTH THROUGH IMMERSION PROGRAM—RIT

The Fall 2009 offering of the Strategic Growth Phase I class began in September and completed activities in November, with approximately 39 participants enrolled.

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 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. Activities from both the Strategic Growth Phase I and Phase II course, which focuses on product and technology commercialization, were videotaped in 2009 for sustainability purposes and potential future online rollout.

Approximately 132 executives from small and medium sized regional businesses have completed training through the four course offerings since 2007.

## INNOVATION

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

This quarter High Tech Rochester offered one seminar that provided 14 individuals with key information to increase their entrepreneurial knowledge. One business raised over \$280,000 through HTR's coaching and mentoring assistance. In addition, project leads reported that three businesses applied for grants this quarter with the *potential* for \$5.8 million in investment in the region. As of September 30, the Tech Commercialization program has met or exceeded many of its yearly training goals.

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 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.

This quarter, project lead High Tech Rochester reported that four SBIR/STTR grants were awarded to regional businesses that received SBIR training services, resulting in over \$2.9 million in funds entering the region.

Hands-on training was also provided to 46 regional business representatives to ensure future success in applying for SBIR funding. In addition, two training seminars were hosted which drew 41 and 16 attendees.

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**WORKFORCE DEVELOPMENT**

**REGIONAL APPRENTICESHIP SYSTEM—FLCC, GCC, MCC**

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

MCC had 16 workers from 4 businesses complete Optics coursework in “Machine Shop Concepts” this quarter, and 15 workers enrolled in the “Optics Manufacturing Processes”

course in September.

GCC continues efforts to recruit health care employer participation for possible 2010 program launch.

FLCC continued activities with 27 students participating in the degree portion of the program. Recruitment for the next cohort of apprentices will not begin until after October 2009.

**INCREASING EMERGING WORKER SKILLS PROGRAMS**

The five 2009 Increasing Emerging Worker Skills programs were awarded funding to 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.

The Finger Lakes WIB served 28 students through their Start Here for a High Tech Career program. Program activities focused on emerging careers in Advanced Manufacturing, Health Care and Food and Ag Tech Science, with youth working onsite with employers and participating in business tours and career awareness activities.

The Urban League operated a six week Summer Technical Institute this quarter, during which students attended competency training followed by three, two-week technology labs in the Engineering, Printing, Information Technology and Green industries. The Summer Institute served 30 youth. In addition, recruitment activities for the final Fall Technology Club session were completed, with project activities beginning on September 29 with 23 attendees.

The Rochester Educational Opportunity Center completed two sessions and began activities for its third and final session

this quarter. Through this program, participants receive classroom instruction and preparation for the NYS Certified Nursing Assistant examination, and 27 individuals are projected to complete the program in 2009. As of September 30, 2009, 14 students successfully passed the exam and several are now employed with local health care organizations.

GCC’s Pathways to Careers in Biotech and Health Care enrolled 48 students in their summer program and 47 successfully earned 7 college credits and participated in job shadowing and career exploration. 25% of participants stated their interest in pursuing science careers as a result of their participation. Activities to organize the fall, in-school program are underway and registration activities will continue into the 4th Quarter.

The Academy for Career Development provides On-the-Job Training and classroom instruction in the Information Technology industry to at-risk, incarcerated youth. The recidivism rate for the 37 total program participants is 42.5%, significantly lower than the expected 75-80%. Participants complete the Microsoft Digital Literacy online assessment (score 0-100), and average pre-score is 36.7 and the average post-score is 90.3, representing a 53 point increase.

**WORKFORCE DEVELOPMENT—CONTINUED**

**EDUCATOR INTERNSHIP—FL WIB**

Twenty-seven (27) educators representing 16 school districts were exposed to careers, skill and education requirements in the Advanced Manufacturing, Food & Agriculture, Health Care/ Life Sciences, IT and Optics industries in the 2009 Educator Internship program from August 3-6, 2009.

Educators participated in a four-day professional development and industry immersion experience, including visits to businesses in targeted industries. Twenty-five (25) employers provided tours and information this quarter. Participants then developed PowerPoint presentations to share with their

students and colleagues, which are available at <http://www.monroe.edu/racec>.

In a post-program evaluation, 80% of participants indicated they finished the program with a better understanding of business and industry trends, and 100% stated they learned information about careers to share in their schools.

Since 2007, 69 educators attended the program, and survey results indicate that Information from the sessions has or will be shared with 1,200+ students across the nine county region.

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

In mid-2009, WERC began awarding scholarship funds to unemployed and underemployed individuals. In the 3rd Quarter, 99 applicants were approved to receive funding, including 23 students attending an FLCC course, 52 attending a GCC course, and 24 students attending a course at MCC. In total, 131 individuals have received WERC scholarships, representing eight of the nine counties in the Finger Lakes region.

Project staff reported that nine individuals receiving WERC scholarships achieved employment as a result of their training; seven as Certified Nursing Assistants and two as Direct Support

Professionals.

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

Post-Wired WERC will transition to become an operation embedded in the three college workforce offices.

**SCHOLARSHIP FUND—GLOW, FLW, RW**

In the 3rd Quarter, 56 unique companies were awarded funding to train 723 employees. The Scholarship program is one of two programs that received a no-cost extension through June 2010, pending the availability of funding.

Since the program launch in September 2006, Finger Lakes Wired has allocated over \$5.5 million for 305 unique businesses to increase the skills of 8,400 workers, with \$8.5 million in matching funds provided by business.

Incumbent workers have received skill upgrades in the following industries through September 30, 2009:

Advanced Manufacturing	4,524
Business Services	1,136
Alternative Energy	163
Engineering/IT	819
Healthcare/Bio Tech	713
Optics/Imaging	678
Food & Agriculture	371

**CAREER NAVIGATOR—RW**

The Career Navigator is an intensive job search and career management training program for professional, Dislocated Workers. Each CN class provides up to 30 participants with five days of interactive job



Participants at High Tech Rochester

search and career management training, followed by weekly networking and job search team meeting.

The program will begin operation at sites in the GLOW and Finger Lakes WIBs in November and December.

As of September 30, five sessions were offered in Monroe County with 103 individuals successfully completing activities. Based on attendance in the first four classes, average participant income is \$60,000 and average age is 52.

## 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 communication in support of regional economic strategies.

## WORKFORCE DEVELOPMENT—CONTINUED

### SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) CAMPS

STEM Camp activities occurred during the 3rd Quarter, with seven (7) camps receiving scholarship funds to provide youth ages 16+ with educational, hands-on experience and real world knowledge of STEM concepts.

In 2009 Wired scholarships were provided for 145 high school students.

Scholarships were provided for youth at the following locations:

- Cornell Cooperative Extension of Ontario County, 4-H Camp Bristol Hills for 11 students
- Cornell Cooperative Extension of Wayne County, 4-H Camp Wyomoco Dairy Institute for 31 students
- Finger Lakes Institute - Hobart & William Smith Colleges, Kids College for 8 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 14 students

Surveys from some of the STEM camps assessed the program impact on student participants. At the Cornell Cooperative Extension of Ontario County's Get S.E.T. for a Career Camp, 100% of participants stated that they increased their awareness of Science, Engineering and Technology activities, and 54% stated that their interest in exploring S.E.T. activities and/or careers increased. Nearly 40% of youth that attended the Dairy Institute at Cornell Cooperative of Wayne County indicated they gained new knowledge of career possibilities by attending the camp. The majority of attendees at the Sci-Tek Quest camp responded that they would be more likely to pursue STEM academic subjects as a result of their experience.

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