

Regional One Stop Partners Meeting
GLOW WDB, Finger Lakes WIB, Monroe County/Rochester WDB
Monday, June 7, 2021
10:00 AM – 12:00 PM
Zoom

Meeting Notes

In attendance were:

Lee Koslow	RochesterWorks	Lkoslow@rochesterworks.org
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Sally Ressue	ProAction of Steuben and Yates	RessueS@proactioninc.org
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Mike Sykes	Ontario County Workforce Development	
Kathy Bailey	OC WD	
Kelly Kiebala	Orleans County Job Development	Kelly.Kiebala@orleanscountyny.gov
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Margaret Betette,	Livingston-Wyoming WIC	MBetette@co.livingston.ny.us
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Patricia Stovall-Lane	PathStone Corporation	PStovall-Lane@pathstone.org
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Charlene Higgins,	Associates for Training & Development (A4TD)	chiggins@a4td.org
Colleen Casali	Native American Community Services	cacasali@nacswny.org
MaryAnn Moore	SUNY ATTAIN Lab at Perry	MaryAnn.Moore@attain.suny.edu
Teresa Van Son	Genesee County Job Development Bureau	Teresa.VanSon@co.genesee.ny.us
Jane Sullivan	Commision for the Blind	Jane.Sullivan@ocfs.ny.gov
Liz O'Brien	Monroe County DHS	Elizabeth.obrien@dfa.state.ny.us
Romanda Gibson-Stevenson	City of Rochester	Romanda.Gibson-Stevenson@CityofRochester.gov

Regional Updates: WDB Solutions Based Efforts to Address Worker Shortages

GLOW WDB, *Jay Lazarony*-

- Plenty of help wanted signs all over the GLOW region. It is a hard time for our employers to fill their positions.
- GLOW has pushed opportunities like work experiences for youth during the pandemic. PY 2020 spent \$100,000 on wages for youth work experiences and continue to try and connect youth and employers. Utilizing employer-based trainings to connect with youth and recent graduates.
- GLOW With Your Hands program focus on 4 in demand career opportunities that are available in the region. (Agriculture, food production, advanced manufacturing and skilled trades.)
 - The goal of the website is to be a career exploration tool for teachers and the career centers and to introduce the careers and the employers that are in the GLOW region. How do we get our youth excited?!
 - GLOW with your hands is coming back in person on September 28th, 2021 at the Genesee County Fairgrounds in Batavia.
 - GLOW with your hands virtual has been very successful and the programming will continue. Hoping to add additional demand careers including healthcare.
 - <https://www.glowwithyourhandsvirtual.com/>
- The Genesee Economic Development Council and Genesee County Business Education does lunch and learns for 4th graders to introduce kids at a young age excited about these types of careers.
- It is a great time to prepare our younger generations for successful careers and bridge the skills gap.

Finger Lakes WIB, *Lynn Freid, Mike Woloson, and Jen May*

- Challenges: Needing to find workers for available positions. Starting to recognize that traditional recruitment and outreach has fallen flat. Low numbers of job seekers on virtual job fairs/events.
- Finger Lakes Hires- promotes a hiring Finger Lakes business each week. The Finger Lakes Hires business of the week. <https://fingerlakesworks.com/are-you-interested-in-becoming-a-finger-lakes-hires-business-of-the-week/>
 - Tell a compelling story about the employers and business; why should someone want to apply for a job there and what does this employer have to offer?
 - Gets insight into the people who work there, available positions and the industry outlook.
 - Collect data and analytics to share with the business during a follow up outcome conversation about what is being successful. Are the employers seeing an increased number of eligible applicants to apply to these positions?
 - FL Hires has 3 different cost tiers up to 7 weeks of promotion in order to make the program accessible to smaller businesses.
- Complex layers of why people aren't coming back to work?
 - Mental health- mental and emotional well-being of workers. We aren't spending enough time focusing on that. Is this a reason why some people may not be reentering the workforce?
 - Is it worth continuing on this career path or with this employer?
 - Unemployment insurance

Monroe County/Rochester WDB, *Lee Koslow and John Premo*

- Monroe county for business services team is capacity.
- Career center closed to walk-ins during covid which has made us rethink how we deliver services and distribute information. Finding this is a great way to control the narrative of job seekers and employers in the area.

- Newsletter
- Press releases- recently had 2 interviews on local tv channels
- Social media
- Recruitment Spotlight Events- have done several of them focusing on a different career track: child care, healthcare, production and manufacturing. Currently holding one on non-profit and human services. <https://form.jotform.com/211375709216152>
 - Currently highlighting 12 business in the non-profit and human services sector. On the website you can learn about the industry, the job openings at these highlighted companies, as well as learn about the culture and why you as a job seeker may want to work there.
 - Each of the Recruitment Spotlight events have grown in popularity with increased participation. The production and manufacturing had 100+ job seekers were directly referred to companies. Businesses have been very pleased with the events and the number of people who have applied to their openings.
- Figuring out the full impact has been very challenging
 - Grant funding is allowing them to start utilizing a new and improved job board specific to RochesterWorks. Which will allow them to be more interactive and engaging with the job seekers and businesses.
- ROC2025 <https://www.roc2025.org/>
- There is a lot of anecdotal information on why people aren't going back to work. Created a survey to understand why people in the region aren't going back to work. Please distribute to unemployed workers: <https://www.surveymonkey.com/r/RWback2work>.

Highlighted Topic: Fleet Electrification Regional Readiness Survey, *Jenny Loewenstein*

The Genesee Finger Lakes Regional Planning Council along with the Genesee Transportation Council is working on a Fleet Electrification Feasibility Study for the Genesee Finger Lakes Region in order to provide a framework for regional stakeholders on best practice of fleet electrification. The fleet electrification regional readiness survey will help us understand our regions workforce needs in order to make this shift. Does our region have or is it positioned to attract a workforce that can contribute to the design, construction, operation and maintenance of the new equipment and infrastructure necessary to make this shift? Please fill out the questions below and return by June 21. The survey is attached in this email.

Highlighted Topic: American Graduate Program, *Marion French*

American graduate is a national public outreach media focused on the dropout rate and getting people to reconnect. Over the last couple years, it has moved to focusing on in demand careers and how to get people to move into these careers. Last work was focused on 16 to 24 year old's and doing profiles on people in these in demand careers. The profiles have been very successful and useful to workforce development agencies for job placement and resources. Very much encourages people to continue to utilize the 40 profiles/videos on their website (<https://www.wxxi.org/grad>).

American graduate is launching a new initiative to focus on the younger age group to help with the career pipeline. Help learn about career options and businesses within their communities. Along with the National Project they launched the American Graduate Path to the Future on June 8th. To register please visit: <https://www.wxxi.org/amgrad/pathtothefuture>. The launch will include both national and regional conversations and hopes to connect with younger students and understand how to talk with youth about career tracking by utilizing social media campaigns, and app, etc.

Highlighted Topic: Senior Community Service Employment Program, *Charlene Higgins*

SCSEP is a jobs training program for low income or unemployed adults (ages 55+). They connecting their clients to internship opportunities with community partners (501C3s, nonprofits and government agencies). Clients in the program typically make minimum wage and train 20 hours a week. They are actively recruiting in the region for both in person and remote opportunities. The application can be found here: <https://a4td.org/?app=scsep>.

The SCESP program is always for host agency partners to come on board. Any agency that is a 501C3, a nonprofit or a government agency how is looking to fill an intern roll with an older adult please reach out. Placements can often be great opportunities to fill longer term or perinate roles within your organization. Contact Charlene Higgins directly with any questions or if you would like to connect a worker or organization to SCESP.

Partners Update

Native American Community Services, *Colleen Casali*

- Recently acquired the contract to cover 15 additional counties in New York, covering the Syracuse, Rochester and Buffalo regions (17 counites total). They work primarily with the native American population in workforce programing and educational needs.
- Have people contact them to determine their eligibility to access the funds that Native American Community Services has available.
- Currently the office is closed- a lot of virtual programing (primarily college students currently). Since they are a community services agency besides workforce development and education, they are also providing services to elders, parents, foster care, youth, heathl and wellness.
- Coordinating an event for graduating high school and college students. Hoping to recruit recently graduated students to enter into their programming for assistance for job placement and skills training.
- Since they are new to this 9-county area they are still learning the lay of the land- what is available out there, what are the employment areas in the counties. Currently looking for a full-time employee to cover the Rochester-Syracuse area.
 - Hoping to see support and input from our partners as they learn more about our 9-county region.
- Looking to submit application for continued funding.

FLCC, *Todd Sloan*

- Has been doing monthly updates on what is going on at FLCC, so if you aren't seeing those in your inbox please reach out.
- Converted health care programs to virtual blended learning programs in the beginning of Covid.
- Through a partnership with SEIU 1199 in downstate were happy the programing and will probably continue these types of blended/virtual training programs in healthcare across the state. Keep an eye out for those.
- Have been focused on developing a foundation in advanced manufacturing training. With a special focus on what competencies are common in most occupations in advanced manufacturing. The goal is to introduce shared competencies that are linked to about 15 different occupations.
 - Believe it will be specifically helpful to our rural counties
 - Will be launching this as a dual enrollment training in the fall.
- If anyone is interested in poverty and economic mobility in rural areas FLCC is part of a nation project called Rural Bridges. They are 3 months into the yearlong project.
 - FLCC is doing a lot of research on the specific needs and barriers of underrepresented groups in our rural areas.

- The college just received approval to be a lead on a project to develop 100 credit hours in advanced manufacturing. They will be working with 4 other community colleges with the hope that these programs will be across the state. The project starts in July.
- One of the challenges is that they are so spread out it is hard to get learners to one of their centers. In the fall they will be doing virtual reality labs. Bringing virtual reality headsets to people in the community to do training sessions.

SUNY ATTAIN Lab at Perry, *MaryAnn Moore*

- Optimistic that they may be going to back to the office and in person soon.
- Always gets great ideas and information from these meetings on how the ATTAIN Lab can continue to assist in work readiness trainings and think about shared competencies
- GCC will be offering Microsoft Office certifications for credit

Commision for the Blind, *Jane Sullivan*

- Seeing participants in the community; started back out stationing at some of the career centers that are open. Started with Genesee County.
- Able to link with Finger Lakes Textiles in Waterloo, they did a tour and can consider it competitive integrated employment for their participants. These positions have good pay and benefits. All of this was because of the great partnerships between our one stop operators and partners.
 - They are looking for employees, and some of their participants are interested.
 - Although Finger Lakes Textiles is in Seneca County, they are willing to make transportation arrangements for people in Canandaigua, Geneva, and Penn Yan.

ACCES-VR, *Jenn Geiger & Danielle Maloy*

- Continue to work with individuals remotely, planning on being back in person late summer/early fall.
- Seeing an uptick in people applying for services- and feel this will continue.
- A lot of partnerships are happening- GLOW works with hands events and is engaged with summer youth employment with all of the career centers. Partnering with Rochester Works on a number of events, open to additional partnerships
- Participated in a virtual event with DOL, and will continue to partner with and present at those meetings.
- October is National Disability Employment Awareness Month. This year they will be doing an in-person event with Kodak (their partner for the last 5 years). Looking forward to seeing all of the nominations of local businesses who are going above and beyond to employ disabled workers and create an inclusive and diverse work environment.
- Providing a variety of developmental work experiences for students exiting high school
- <http://www.acces.nysed.gov/vr> to apply for services

RochesterWorks, *Viatta Carter*

- Continue to see costumers virtually
- Virtual eLearning services and workshops are available.
- Since January they have been partnering with the Monroe County library system to facilitate workshops such as the train the trainer workshops for library staff.

Monroe County DHS, *Liz O'Brien*

- Unemployed worker survey will be sent out through June 25th with their appointment letters, employment assessments so the survey will reach those who use public benefits in Monroe County.

- Pilot with Career Systems- sent out invite letters to all of our individuals on public benefits that are considered work limited to see if there was any interest in an orientation or a connection with ACCESS- VR

Genesee County Job Development Bureau, *Teresa Van Son*

- Gearing up for summer youth employment programs
- Promoting a new CNA program with GCC starting on July 7.

Livingston-Wyoming WIC, *Margaret Betette*

- Refer participants to different employers across Livingston and Wyoming counties
- Currently has an open position for an outreach worker- please share <https://www.livingstoncounty.us/Jobs.aspx?UniqueId=98&From=Personnel-DepartmentCounty-Jobs-98&CommunityJobs=False&JobID=Outreach-Worker-Part-Time-at-Department--1245>
- Farmer market season just started June 1. Every participant 6 months of age or older is eligible to receive a booklet of farmers markets checks at participating farmers markets
 - Increased the cash fruits and vegetable dollar amount increased to \$35 a month until September as part of Covid relief funds.

Community Action of Orleans and Genesee, Child Care Resource and Referral Program, *Taryn Moyle*

- Helps pair families and employers with child care programs
- Keep Community Action in mind as you help onboard new employees at local agencies to help pair to the appropriate child care programs. Can provide information and presentations to local organizations and employees.
- There are CCR&Rs across the state can help you find the right office contact.
- Working on scholarships for essential workers. Scholarship program is ending at the end of June; will send out a notice when the scholarship is available to reapply.
 - Can help pay for child care needs for essential workers.

Genesee Community College, *Tish Williams*

- GCC is launching CNA program June 6 as mentioned by Tera.
- Currently looking at leveraging our Perkins funding to support CTE programs

Wayne County Workforce Development, *Jenn Weaver*

- Working feverishly on our summer youth employment program. We are seeing a lot of our youth having success in landing their own employment this summer.
- It certainly is a jobseeker's market. This type of market works well with our Welfare to Work and Youth populations.

Yates County Workforce Development, *Joe Davis*

- Focusing on getting youth into employment- working on their summer youth employment program.
- Seeing a lot of direct hires and businesses are changing their approach to attract workers right out of high school.
 - Setting up opportunities for improvement
- Providing virtual services and workshops, looking forward to working with clients in person again.

Orleans County Job Development, *Kelly Kiebala*

- Ramping up for the summer youth program
- Seeing a lot of direct hires
- Facebook live sessions every week to highlight employers and jobs that are available.
 - Has been successful and receiving positive feedback from employers.
- Fully remote right now (office is under construction)
- Offering as much remote and phone call assistants that they can, working with individuals who don't have internet access.

Ontario County Workforce Development, *Mike Sykes*

- Promoting the FL WIB programs
- OJTs and training programs are popular right now
- A lot of businesses concerned about labor shortages and potentially losing contracts.
 - What are the long term effects of these labor shortages? Will this impact businesses being able to get contracts in the future even when they are fully staffed?

City of Rochester, *Romanda Gibson-Stevenson*

- Council Member Melendez, the Mayor's office of Community Wealth Building, and Department of Recreation and Human Services are partnering to host Roc the Block community employment fairs. Being held on the second Thursday of each month from June until September.
 - The first one being held on June 10 from 1 to 5 at Central Park and Third Street.
 - Over 30 community partners are participating

RochesterWorks, *Antwan Williams*

- The RochesterWorks youth center is now co-located with the City of Rochester in downtown.
- Easing back into the office and looking to partner with other organizations to expand their youth services such as Job Corps
- Summer employment- requiring them to think outside the box; utilizing social media such as TikTok in order to meet youth where they are.
- Bring youth voices to the table, conducting a survey on how can they better connect and better serve youth.
- Partnering with the city schools in the fall to start the job applications and make sure to students are job ready.

Genesee County DSS, *Carla Mindler*

- Temporary Aid to Needy Families, families that are on cash assistance in Genesee County- under normal circumstances they would be required to look for work, but as a State directive individuals are not required to look for work.
- DSS is making referrals if people are interested in employment.
- The employment unit is working on other DSS activities during this time.

Monroe BOCES, *Cherie Becker*

- Career and tech programs have done pretty well even with hybrid attendance.
- Adult education services are not seeing as many people enrolled in courses as typical.
- Went back to in person classes in the fall with all of the precautions.
- Monroe BOCES is looking for entry level staff and struggling to find people.
 - Concerned that this is going to be the same struggle that the City will see as it reopens more and more students are back.

Wrap Up and Next Meeting

Working with our workforce development boards to schedule the next local meetings and prepare the agendas. A calendar invite will be sent out ASAP.