

**A Message from Chairperson...Hal Smith**

Cuts, cuts and more cuts. This past year has been a challenging one for all of us. I am confident we will be stronger because of it. I think some of the belt tightening will be for the good of the overall state.

The good news is that we are on the rebound. We are hearing that there is a real need for middle skilled jobs. Many of the local manufacturing companies are doing very well and need people. We understand that the farming industry is doing well and that "green" jobs continue to grow. Things are looking up.

I had the pleasure of attending the National Workforce Investment Board meeting in Washington, D.C. with our Executive Director, Karen Springmeier, this year. It was a great experience.

It was very reassuring to see how much respect Karen and the Finger Lakes WIB are given on a national level. We have a lot to be thankful for and proud of at the same time. The Finger Lakes region is a great place to live and work.

I would like to thank the great staff of the Finger Lakes WIB as well as the terrific board of directors. What a great job you all do. Without you, none of this good work would be accomplished. I feel we just need to keep our chins up and continue to do more with less. We have done a great job so far. I am confident that with all of the hard work of everyone, careers will continue to grow in the Finger Lakes Region.



**Slate of Officers 2011-2012**

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- At the May Board meeting:  
 The FLWIB, Inc. unanimously approved the slate of officers for the 2011-2012 program year.
- **Chair: Hal Smith**, President of Halco Plumbing and Heating in Phelps. Mr. Smith has been on the FLWIB since 2003 and also serves as Finger Lakes Works...with their hands! Committee Chair.
  - **Vice Chair-Private Sector: Angie Scanlon**, Vice President of Human Resources of Ultralife Corporation in Newark. Ms. Scanlon also serves on the Performance and Evaluation Committee and has served on the FLWIB since 2008.
  - **Vice Chair-Public Sector: Michael Manikowski**, Director of Ontario County Office of Economic Development and Ontario County IDA. Mr. Manikowski serves as the Chair of the Governance and Membership Committee. Mr. Manikowski is a member of the Marketing and Communications Committee and has served on the FLWIB since 2000.
  - **Treasurer: Robert Doebelin**, Director of Resident Services for the Geneva Housing Authority in Geneva. As treasurer, Mr. Doebelin also serves as Chair of the Finance and Audit Committee and has served on the FLWIB since 2002. Mr. Doebelin previously served as Chair of the Youth Council for 6 years.

# The Year in Review

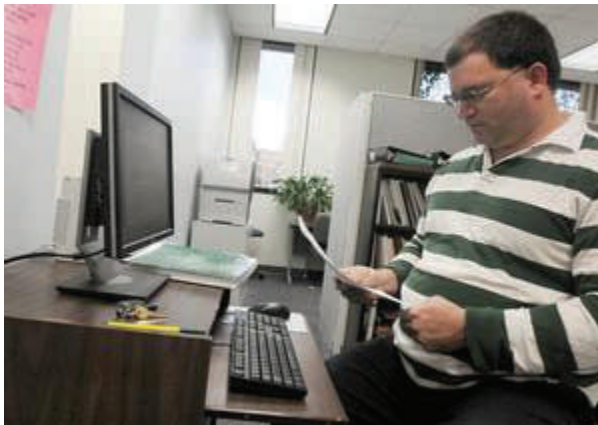
## From Executive Director...Karen A. Springmeier

Reflecting on the program year, I am proud of the efforts of the Finger Lakes Works staff to meet the increased demands of the job seekers and develop programs and services to address their needs. We implemented the Career Navigator Program, an intensive five day interactive, strategic approach to job search. Those attending the program overwhelmingly noted it a success!

Work Keys, the nationally recognized job skills assessment system has been fully implemented into our system. This assessment validates job applicants' skill level in three areas selected by employers as the most important: reading for information, locating information and applied mathematics.

Hal and I had the opportunity to participate in the National Association of Workforce Boards (NAWB) Conference in Washington, DC. At this conference, the Finger Lakes Works...*with their hands!* event received recognition and Hal and I were invited to participate in a YouTube promotion for our program. Check us out under "Workforce System provides hands-on option for gaining work experience."

We need to address the Middle-Skill Challenge to meet the demands of the 21st Century Economy. Middle skill jobs—those that require more than a high school diploma, but less than a four year degree, account for nearly half of all current jobs in New York and a substantial share of future openings. We are working with area employers and education providers to develop short term training programs to meet this challenge. I would like to thank the dedicated Board members as well as the members of our industry clusters, Finger Lakes Advanced Manufacturers' Enterprise (FAME), the Healthcare Alliance of the Finger Lakes and Finger Lakes Works...*with their hands!* steering committee for your commitment to addressing this middle skills challenge through innovative pipeline activities and your personal time commitment to share your message. We should all be proud of the work we are doing in these very challenging times.



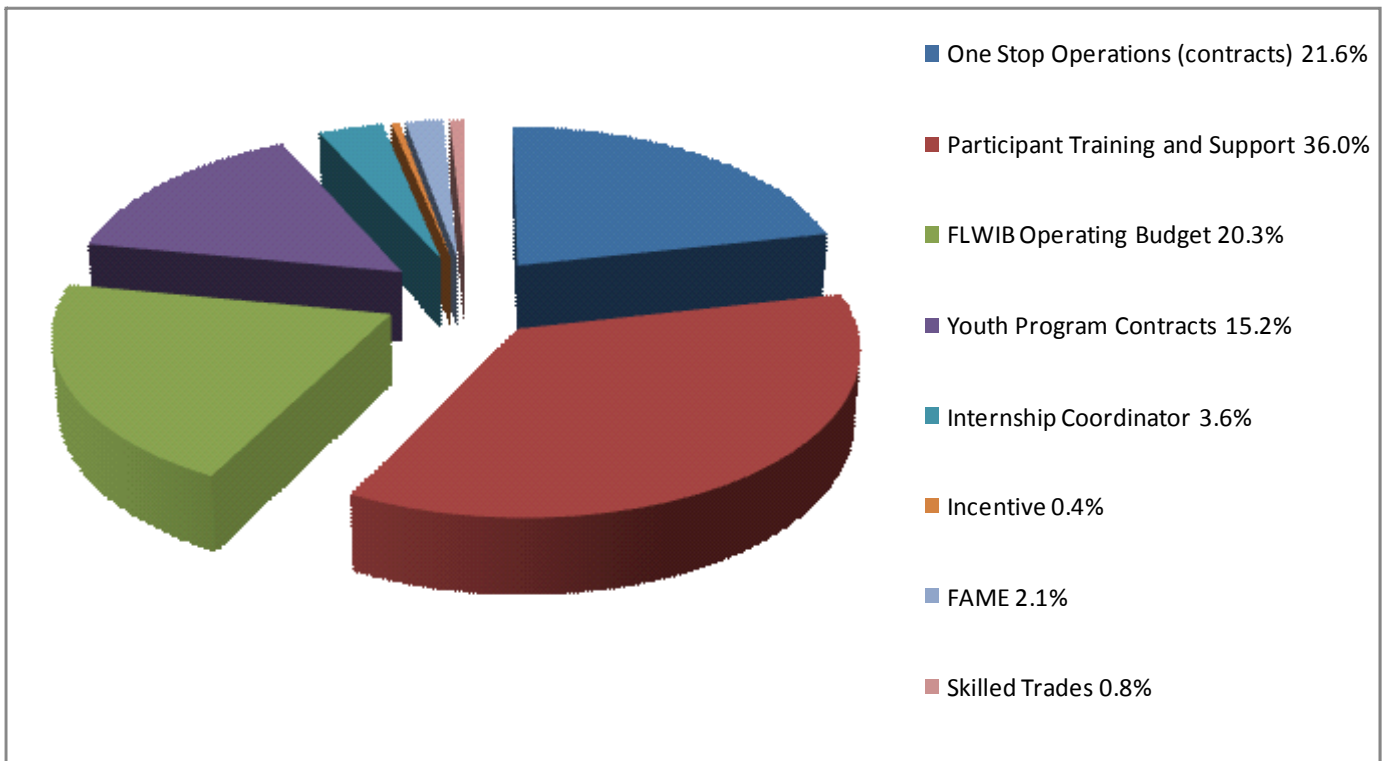
Anthony Schmidt of Canandaigua and a student at SUNY Oswego reviews his resume at the Ontario County Workforce Development office at the Ontario County Complex.

(photo courtesy of the Daily Messenger)

# The Fiscal Year in Review

## 2010-2011 Expenses

One Stop Operations (contracts)	\$538,165
Participant Training and Support	\$895,549
FLWIB Operating Budget	\$506,215
Youth Program Contracts	\$377,485
Internship Coordinator	\$88,789
Incentive	\$11,118
FAME	\$52,078
Skilled Trades	<u>\$19,973</u>
TOTAL	\$2,489,372



# Finger Lakes Works Job Seeker Services

## *The Year in Numbers*

- 9,732 people received services through the five Finger Lakes Works Career Centers
- 5,783 of these customers were new registrants
- 496 workshops were provided to 4,826 jobseekers
- Over 750 youth participated or attended one of the many youth programs and career fairs.
- 509 businesses received services
- 11,531 jobs were posted
- 83% Individual Training Account Graduation Rate
- 34 businesses participated and 437 job seekers attended the Wayne County Business Council Job Fair, October 2010
- 83 people enrolled in the Career Navigator Pilot Course

## *Workforce Investment Act (WIA) Funds*

### *Individual Training Accounts*

Funding Source	# of Individuals Served	Funding Amount
Adult	101	\$327,177
Dislocated Worker/NEG	123	\$267,207
Youth	23	\$ 39,735
Trade Adjustment Assistance Act	58	\$261,430
Total	134	\$895,549

## **Comments from those who have taken Career Navigator:**

(Career Navigator is a 5-day interactive, strategic approach to proactively managing a career now and in the future.)

- Career Navigator gave me the confidence and knowledge of today's job market to hopefully turn the tides and land a job I want.'
- 'Pat Piles offers a wealth of knowledge in an easy and interesting format.'
- 'Outstanding scope of learning material. You can apply so much to job search efforts.'
- 'Marketing Plan gave me a new way to look at showing people who I am and what I can do.'
- 'Interviewing questions—gave me 'why' the questions were being asked.'
- 'Gave me hope, optimism, and an effective game plan.'
- 'I enjoyed the whole program. I learned a lot of info that I didn't know before.'

# Finger Lakes Works Job Seeker Services

## Trade Adjustment Assistance Act (TAA)

The Trade Adjustment Assistance Act provides services to workers who lost their jobs due to foreign trade.

Services include:

- Job Training
- Income Support
- Job Search and Relocation Allowances
- Tax credit to help pay the costs of health insurance,
- A wage supplement for certain re-employed trade-affected workers 50 years of age and older.

Workers from three companies in the Finger Lakes region—Annex Manufacturing (Lyons, Wayne County), Exxon-Mobil (Macedon, Wayne County) and Data Listing Services DBA The Connection (Penn Yan, Yates County) were certified in this program. In addition, Finger Lakes is serving workers who live in our area but worked for companies in other areas.

Provisions under amendments passed by Congress that expanded services and benefits in 2009 ended for petitions filed with the Federal government after February 2011. These expanded benefits allowed workers in service occupations to be eligible. Workers at Exxon-Mobil and The Connection, as well as several Monroe County companies that had significant number of workers that live in the Finger Lakes counties, such as West Thomson Reuters and Thomson Reuters Tax and Accounting, fit into this category.

Local services included on-site presentations to provide individual services before and after the businesses closed. Company specific workshops and networking groups were held throughout the year.

Program Performance:

- 250 were dual enrolled in Trade Act and WIA
- 32 are currently enrolled in training
- 45 have completed training and 25% of these people are re-employed in training related occupations
- \$269,843 was spent for training services

## Business Services



**Healthcare Alliance of the Finger Lakes**  
The Power of One: Growing Workforce Talent

In an effort to expand efforts to a nine county region, the Healthcare Alliance of the Finger Lakes went through a strategic planning process facilitated by Bonnie Ross, Sr. Vice President of Strategic Initiatives, Thompson Health. The process involved stake-holders throughout the region and the result was dynamic goals and a work plan for achieving those goals. Additionally, the group will be utilizing technology-like conference calling and webinars in an effort to reach all the participating agencies. Some of the plans call for regular seminars focused on best practices for recruiting and retention, a career day for high school students, development of a speaker's group and much more!

# Business Services

Over the past year the Business Services team has continued to focus on the supply of workers provided to the businesses in the area. This approach aligns with what employers have told us they need and the resources available to us. We've added Work Keys as a pre-requisite for On-the-Job Training programs based on recommendations from the industry leaders. We continue to work with our business clusters such as FAME, Health Care and Skilled Trades to promote programs that respond to the middle skill shortages employers are experiencing.

## PY10 Outcomes

Businesses Served	509
New Businesses Registered	107

## On-the Job Training

Advanced Manufacturing	43	72%
Service/Other	8	13%
Skilled Trades	6	10%

"On The Job Training program provided our company with a cost effective way to develop our workforce."

Betsy Bourne, CPIM  
Controller



## Business of the Month

During the year, Finger Lakes Works has recognized employers throughout the region for their contributions to the local economy. Along with this recognition, the program provides tours for staff. These tours have been essential in providing staff with up-to-date labor market information.

Below is a list of the businesses that were recognized during the program year:

- Sarrasin's on the Lake
- Hip Shot Products, Inc.
- Hotel Clarence
- Scepter
- Hallagan Furniture
- Baldwin Richardson Food
- Eastview Veterinary Clinic



# Business Services

## WorkKeys

WorkKeys is a job skills assessment program measuring “real world” skills that employers believe are critical to job success. The program is valuable for any occupation and at any level of education; connecting work skills, training, and testing. It is the basis for the National Career Readiness Credential (CRC), validating job applicants’ skill levels in the three areas selected by employers as the most important: Applied Mathematics, Locating for Information, and Reading for Information.

Employers have identified a need to build a skilled workforce. By using this tool, employers of Advanced Manufacturing, Healthcare, Skilled Trades, Information Technology, Retail/Tourism, and New Sciences are provided with a tool (the CRC) to “screen in” new potential hires and identify the level of foundational skills needed to be successful on the job, learn new skills, and increase retention. In addition to providing assessment services, each area also provides on-line, skill building training to new potential hires and/or incumbent workers. With these objectives in mind, Finger Lakes, Monroe County, and GLOW WIBs work together to implement testing facilities in all areas.

Businesses throughout our region are currently using WorkKeys testing and have incorporated this tool as part of their recruitment process. Educational programs have included WorkKeys as part of their training curriculums to establish a baseline of foundational workplace skills and to become more familiar with the tool. Marketing of WorkKeys is continuous and ongoing.

Overall this initiative has proven that employers and job seekers do benefit from the WorkKeys program. When promoted, WorkKeys gains much interest and this tool saves employers time from having to do extensive recruitment, decreases staff turnover, and increases employee retention. WorkKeys was designed to act as a “screening in” recruitment tool where employers along with One-Stop staff, can determine which CRC scores would be appropriate for given open positions. WorkKeys has a professionally job profiled database of over 18,000 occupations.

Weekly testing is offered at Finger Lakes Works One Stop Career Centers and referrals are through One-Stop staff, employers, partner agencies, and schools.

**Referrals:** 443 for the period July 1, 2010 – June 30, 2011

Customer/Client referrals: 36%

(17% were Veterans)

Business referrals: 58%

Education/Training referrals: 5%

**Customers Serviced:** Finger Lakes Works serviced 443 customers July 1, 2010 - June 30, 2011

Career Readiness Credentials Earned: 96.1% received credential attainment rate

- Platinum Level 6 or above: .5%
- Gold Level: 27.6%
- Silver Level: 49.3%
- Bronze Level: 18.7%
- None earned: 3.9%

# Business Services



FAME (Finger Lakes Advanced Manufacturers' Enterprise) has continued its workforce and outreach efforts in the past year, attempting to make an even greater impact on the advanced manufacturing worker pipeline by targeting students, parents and counselors in our area. FAME's outreach efforts in 2010 and early 2011 have included company tours, internships, job shadows and corporate sponsorships. FAME continues to promote careers in advanced manufacturing by targeting youth at career/job fairs and hands-on events (*Finger Lakes Works... with their hands!*, MCC's *High Tech Expo*). As an initiative of FAME's worker pipeline activity, six Finger Lakes middle school teams were sponsored for participation in the Fall 2010 US FIRST LEGO League competition. FAME's strategic partnership with Finger Lakes Community College has yielded a new program offering that is currently enrolling students, Instrumentation and Control Technologies (<http://www.flcc.edu/ictech/>), and was recently a highlight in a SUNY system report (<http://www.suny.edu/researcheconomicdevelopment/howsunymatters/>).

In October 2010, FAME's advanced manufacturing industry Signature Event, "*The Future is Your Decision*," featured renowned economic trend forecaster Alan Beaulieu. This event, hosted by Monroe Community College, brought advanced manufacturing professionals together to discuss and debate opportunities in our region over the coming years. It was attended by over 100 manufacturing and education professionals. December 2010 marked FAME's first Industry/Academia Roundtable Event highlighting the vast shortage of "middle-skills" resources for advanced manufacturers in our region. This effort brought together educators from FLCC and MCC with advanced manufacturing executives to determine the needs and requirements for future workers in their businesses and industries. This Roundtable effort has continued into 2011, with events at MCC and GCC, and spawned a new initiative to introduce students and their parents to advanced manufacturing facilities in the Finger Lakes region. This new program has begun offering tours of local advanced manufacturing facilities, and during the month of May 2011 tours were offered at STC-MEMS (formerly Infotonics, Canandaigua), GW Lisk, and Gorbel. June tours included Optimax Systems and Sydor Optics. Students and parents have been highly complimentary of this opportunity to see the inner workings of advanced manufacturing facilities: "*We attended the tour at the STC-MEMS facility and were very impressed. Thank you for organizing these helpful and informative sessions.*"

FAME continues to maintain its website ([www.nyfame.org](http://www.nyfame.org)), and has established group pages on both *LinkedIn* (target audience – Advanced Manufacturers and workforce professionals) and *Facebook* (target audience – youth). FAME promotes membership opportunities and executive networking events, and has recently partnered with area Chambers of Commerce (Canandaigua, Geneva, Seneca County, Victor, and Wayne County) to provide membership incentives to those companies joining (or a member of) both organizations. FAME's paid membership initiative has gained momentum; it now has 48 paying members across all nine counties in our region.

FAME received funding from three of the Finger Lakes Industrial Development Agencies in the current year (Ontario, Seneca, Wayne). Efforts continue to align Monroe and GLOW counties into a cluster initiative similar to FAME's four county Finger Lakes group. The new program year promises to be another exciting year for FAME!

# Youth—The Workforce of Tomorrow

## Student Internship Program

**Funding:** NYS DOL Grant

**Internships:** 32

**Breakdown of Individuals:** 17 colleges, 1 high school

(colleges include Keuka, Nazareth, FLCC, UCF, RPI, St. John Fisher, RIT, HWS, Clarkson, SUNY Albany, SUNY Geneseo, SUNT Brockport, SUNY Plattsburgh, SUNY Binghamton, Penn State, Syracuse and Alfred State College.

**Number of Employers Served:** 21 employers in four counties

(BioWorks, RetroTech, Hampton Inn, Sigma Marketing, GW Lisk, OptiGolf, Gorham Tax Service, James Wolfe Agency, Clear Momentum, Geneva Ramada Inn, Seneca BioEnergy, Tierney Pension, Finger Lakes Radio Group, Sassy Scrubs, Core Tech/Strategic Solutions Group, ITT/Goulds, Seneca Falls Savings Bank, Optimax, Boerman Tax Service, Creative Environment and Reliant Community Federal Credit Union.

**Completion Rate:** 96%      **Retained after Internship:** 85%

The Finger Lakes Internship Program concluded its third year of a three-year grant on June 30, 2011. The extremely successful program serving the Finger Lakes area college and high school students was well-received by the employers in Ontario, Yates, Wayne and Seneca counties who hired them.

Students studying engineering, accounting, hotel/tourism, IT, marketing, finance, welding, public relations, business administration, journalism and natural resource management successfully completed paid internships directly associated with their fields of study. Local employers largely extended continuing employment opportunities to their interns. Thank you to FLWIB members ITT/Goulds, GW Lisk, Optimax, Seneca Falls Savings Bank and Gorbelt/Retrotech for their participation this year and for helping the internship program make valuable introductions of top Finger Lakes students to local area employers. A Win-Win for all involved!

### Testimonials:

#### **Great connections leading to full time employment!**

Sam, 4th year Hobart William Smith College Computer Science Student  
Intern at CoreTech/Strategic Solutions; February-April 2011

#### **This is a wonderful program. Both interns have been offered and accepted engineering positions with Strategic Solutions Group.**

George, Software Engineer  
Core Tech/Strategic Solutions Group, LLC

#### **It increased my knowledge of not only biodiesel production but also how a start-up business operates. It (my internship) was extremely helpful and a great opportunity to gain experience.**

Matt, 2nd year FLCC Natural Resources Conservation student  
Intern at Seneca BioEnergy; April—July 2011

**I had always been more focused on consumer marketing. This internship helped me to expand my horizons and explore business-to-business marketing. It's been great learning the various marketing efforts that are used at BioWorks and being able to bring that knowledge with me into my future career. This experience has really benefitted me and I'm happy I was able to take part in this internship program.**

Breann, 2nd year FLCC Liberal Arts student transfer to Nazareth/Communications  
Intern at BioWorks, Inc.; Summer 2010

#### **Excellent job! Very helpful to have someone else do the search for intern candidates and pre-screen.**

Tamara, Marketing and Public Relations Office, BioWorks

# Youth—The Workforce of Tomorrow

## Youth Workforce Investment Act (WIA) Contracts

Program Year (PY) 2010 WIA Youth Contract was awarded to the partnership of Ontario, Wayne, Seneca and Yates Counties. This was the fourth year of the partnership and the second year of a new, 2-year contract. The County Workforce Offices have a long history of operating successful youth programming in the Finger Lakes and they partner with other area service providers including FLACRA.

**Highlights:** WIA eligible youth between the ages of 16-21 throughout the four county Finger Lakes region are provided an array of services to assist them in becoming job ready. Program elements include: alternative secondary school services, numeracy/literacy assessment and support, work experience, comprehensive guidance and counseling, support services, occupational skills and post-secondary training programs, leadership development and adult mentoring. Out of school youth were provided with On-the-Job training opportunities and enrolled in Individual Training Accounts.

The use of a new work readiness assessment practice, the National Work Readiness Credential (NWRC) was implemented; testing sites were approved in partnership with FLCC and staff were trained as proctors to administer tests to out of school youth.

**Total youth served:** 251 (119% of goal)

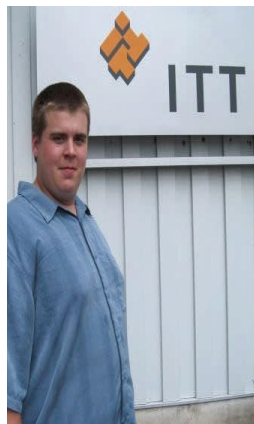
Disconnected (out of school, out of work) youth served: 151

- As proposed, emphasis was on target population of disconnected youth. Sixty-nine percent (69%) of youth served were disconnected youth (137% of goal)
- 55% of youth served attained a degree or certificate (107% of goal)
- 73% of youth served were placed in employment or education (114% of goal)
- 38% of youth attained Literacy/Numeracy gains (82% of goal)

**Funding:** Workforce Investment Act Title I Total budget for PY10: \$447,062



**Dikeedran**, proudly displaying his Certified Nursing Assistant certificate on the steps of his new employer, Soldiers and Sailors Hospital in Penn Yan.



**Brandon** at his Gould's Pumps internship after successfully completing his freshman year at Alfred State College, majoring in Welding.



**Natasha** successfully completed her training for both CNA and Home Health Aide certification and is currently employed as a CNA at Clifton Springs Hospital.



**Jeuel** is attending Finger Lakes Community College and has part-time employment at the Foot Locker retail store.

# Youth—The Workforce of Tomorrow

Finger Lakes Works...with their hands! October 7, 2010



"I liked the opportunity to talk with employers, it helped me understand this field of work better"  
Josh, FLTCC student

"I loved the equipment, the machinery, the interaction, the hands-on EVERYTHING. It was fun and exciting!"

Nick, Naples High School

**Highlights:** 523 students from 23 Finger Lakes schools participated at Finger Lakes Works...with their hands!, our 5th annual skilled trades and advanced manufacturing event held on October 7th at the Rodman Lott and Son Farms in Seneca Falls, NY. Over 100 volunteers and workforce staff members assisted the youth as they explored the hands-on activities and exhibits of 35 area contracting firms, labor unions, colleges, trade schools, advanced manufacturing firms and other related organizations. Every student was provided with a hard hat, safety glasses, backpack, healthy lunch and an opportunity to enter to win one of five \$100 US Savings Bonds. This well-received event continues to be a valuable career exploration field trip for area youth and an opportunity for Finger Lakes employers and agencies to showcase their workforce needs and requirements.

**Students served:** 523 (420 served in PY09)



## Youth Council

**Highlights:** Full Youth Council meetings were held 6 times during the year with sub-committee meetings convened as needed. The Youth Council currently boasts full membership and includes representatives from many area youth-serving organizations as well as participating WIA youth and members of the business community interested in the employment and future of youth in the Finger Lakes.

The Youth Council issued a competitive RFP for year-round youth program funding, reviewed proposals and made recommendations that were ultimately accepted by the full board for Program Years 2011-13. In addition, the Youth Council responsibilities are to review youth policy, address trends affecting youth employment and success, and make recommendations to the full WIB on youth issues. A special event hosted by Rose-land Water Park was held to recognize out of school youth who achieved their GEDs and have secured or are working towards full time employment.

# Finger Lakes Workforce Investment Board, Inc.

## Board Members 2010-2011

**Geoffrey Astles**

Ontario County

**Wilson Augustave**

PathStone Corp.

**Jessica Bacher**

Hampton Inn

**John E. Becker, II**

Gay & Son Agency/Becker McLean Co.

**Lina Brennan**

Finger Lakes Regional Health Systems

**Mary Lee Burnell**

Seneca Nursing Home & Rehabilitation Center

**Menzo Case**

Seneca Falls Savings Bank

**William Castiglione**

Ontario ARC/Abbey Industries

**Margaret Churchill**

Wayne County IDA

**Colleen Combs**

American Federation of Government Employees L-3306

**Deborah Culeton**

IDI Billing Solutions

**Clark Culver**

International Brotherhood of Electrical Workers (IBEW)

**Jennifer DeVault**

Thompson Health

**Robert Doebelin**

Geneva Housing Authority

**Dawn Edwards**

Reliant Community Federal Credit Union

**Sarah Fantauzzi**

Baldwin Richardson Foods

**Jack Farrell**

Keuka College

**Ronald L. Golumbeck**

ITT Industries

**Joseph Hamm**

NYS Department of Labor

**Steve Isaacs**

Coach and Equipment Manufacturing Corporation

**Annette Leahy\***

ViaHealth of Wayne

**Nicolette Leathersich**

VESID

**Robert E. Leiby**

Red Jacket School District

**Michael Mandina**

Optimax Systems, Inc.

**Michael Manikowski**

Ontario County Office of Economic  
Development and Ontario County IDA

**Dr. Joseph J. Marinelli**

Wayne-Finger Lakes BOCES

**James Marquette**

Wayne County Courthouse

**Cindy Marushak\***

Garlock Sealing Technologies

**John Mueller**

Willow Bend Farm, LLC

**Kevin O'Hagan**

Veterans Administration—Canandaigua VA

**Dave Phillips**

G.W. Lisk

**Sarah Purdy**

Yates County

**Kenneth Riemer**

Buttonwood Grove Winery

**Dr. Barbara Risser**

Finger Lakes Community College

**Orlando Rivera\***

PathStone Corporation

**Michael Rusinko**

Five Star Bank

**Angie Scanlon**

Ultralife Corporation

**Charles Schillaci**

Seneca County Division of Human Services

**Suzanne Sinclair**

Seneca County

**Hal Smith**

HALCO Plumbing and Heating

**John Socha**

Showboat Motel

**Martin Teller**

FLACRA

**Jocelyn VanGelder**

Finger Lakes Works Lyons

**Martin Williams**

Wayne County Department of Aging & Youth

\*Members who left during the year.

**WIB STAFF:**

**Karen Springmeier**, Executive Director

**Pat Gopen**, Youth Systems Coordinator

**Michael P. Woloson**, Business Services Coordinator

**Debbie Sowards**, Fiscal Coordinator