

# Economic and Workforce Development

## Missing Goals

1. Need for job coaches – access VR not enough capacity to address post-secondary needs
2. RMAPI
3. RCSD – not connected to BOCES
  - a. Need more resources in the district for career development/career
  - b. Technical education – provides technical skills training and apprenticeship programs
4. Rochester Works
  - a. Programs that address systemic challenges between social services and workforce development
5. Tourism is the first handshake of economic development
6. SUNY system – national rankings – these systems
7. Young people not going to college – not choosing career education
  - a. Due to lack of career focus in high school
  - b. Educators need to be involved in workforce. Need more career counselors to provide exposure to the broad spectrum of choices in the career pathway
8. BOCES new visions – career exposure for professionals that require formal education
9. Define roles of the County: clear definition of the county's role and services; the county's role as a trusted information provider or provides trusted resources
10. Promote services: there are a lot of services besides county government and the county could help to push that information to the public
11. Be a community convener: assist to bridge conversations among different agencies

## Missing Priorities

1. Consider all components of employment pipeline (all schools and programs)
2. STEM programs, trades, raise awareness in K-12 workforce education
3. NYS \$500 billion for air quality in schools
  - a. This impacts education outcomes
  - b. Be proactive, not reactive
4. Address supply chain challenges and find opportunities in market gaps
5. Address COVID setbacks in education system
6. "Intentional recruiting" for workforce development in Monroe County
7. COVID related staffing issues persist in hospitality industry especially in lower wage jobs
  - a. Wages
  - b. Training
  - c. Promotions
8. NYS regional councils are doing strategies on W.D. now and finding need for more collaborative work
9. Readdress pressure to go to college
10. RTS system limits business development
11. Help kids understand employment and life pathways in school
12. Labor shortage/people shortage
13. County assistance with healthcare costs?
14. More communication about who is doing what to respond to the workforce needs (otherwise duplication can occur)

- a. County can bring people together to talk about who is doing what and work together to provide pathway programs
- 15. Reeducate parents about options outside of college
- 16. Connect social services to workforce development
- 17. Require early education (as early as an elementary level) about workforces. Introduce trades and different career paths to young audiences
- 18. After-school programs – wraparound services at school: identify business partners for services, such as YMCA and REC center. The county could also bring in service providers

#### How to attract more business:

- 1. Streamline the process: permitting process is very cumbersome and requires multiple jurisdictions permitting processes. This discourages new businesses from coming to Monroe County
- 2. Adaptive reuse of vacant properties
- 3. Prioritize economic development projects

#### How County can help:

- 1. More investment in professional development for county staff – increase efficiency and workforce retention
- 2. County provides a model ordinance for overlay zoning
- 3. Leverage/marketing short/easy commute to attract business
- 4. Workforce development for Agri-business – a special trade requires unique skills.
- 5. Creative financing for food production companies – it is a tough industry and requires local support financially
- 6. Broadband is an important infrastructure to attract high-tech companies, also for start-ups. Most internet providers are looking at past records which discriminate against some users; affordability is another challenge for some small/home businesses. We need more broadband providers in Monroe County.
- 7. Local businesses marketing with IDA/GRE to help with business, but also hiring, and hiring needs.
  - 1. GRE chimed in and said, we can do this. We work with business to develop marketing/commercials for local businesses. Please reach out to us.
- 8. Shovel Ready Sites – We know we need them. Two issues.
  - 1. Improving the process at the State Level
    - 1. Advocacy / Advocate @ State Level for changes to speed of the process. We need an adequate process, but not something that is just jumping through hoops.
    - 2. Working with partners to identify sites, needs, etc.
- 9. Allow benefits (TANF/Welfare/Unemployment) to continue to accrue to recipients while they are receiving training, being upskilled etc. Being cut off of benefits as soon as you have a paying position disincentives some people. Especially those who have other obligations such as kids and family.

10. Follow up to the above, we lack support services for workers. Many are financially able to procure these services, but many workers are not and we no longer living in a society where one person can support a family on one income.
  1. childcare/transportation – We need to value these careers and pay accordingly, while ensuring affordability.
  2. Not enough drivers ed / a lot of families without cars
11. Education is a workforce development / economic development issue. And it starts younger than ever, some say kindergarten, others around 3-5 grade. But several issues:
  1. We need to make children and parents aware of careers available, and not solely focus on College. A good life and career can be had in many fields not requiring college education. Focus on skills training, not just classroom training.
  2. We need to expose kids to more careers. Especially, in underserved communities where a variety of careers may be less prevalent.
    1. We need to make this a part of Workforce Development and put money behind it. We don't have the staff, time, and funding to do this without more resources.
    2. Consider a Four eyes approach, send two people to events to ensure each child/parent can get necessary attention.
  3. A part of this is storytelling, not only that a life without college can be a successful life, but what companies do locally and what skills they need.
    1. This includes story telling about the debt to earnings ratio of college - no debt to immediate earnings of trades. And career advancement.
    2. We need to change the expectation that everyone goes to college and it's the only way to a solid career/life.
  4. Trade Representatives could do much of the above with a \$20k investment for additional marketing and outreach at schools.
  5. Reinvest in career counseling to help kids explore careers, their skills/desires, and what makes sense for them.
12. Duplicating best practices from companies able to fill workforce needs and transferring to other companies.
  1. Examples – Optimax and Wegmans. Many of which invest in employees or remove barriers to employment by training, being open to non-traditional paths, and understanding that prior mistakes don't dictate future outcomes.
    1. [Optimax Hiring Explanation](#)
    2. [Wegmans Hiring Explanation](#)
  2. Prioritize Investing in people
    1. Reward people for growing with a company
    2. Retention Bonuses
  3. Work with New Americans, Refugees to upskill for available presentations.
  4. Evaluating Job descriptions, worry less about having the right education/degree or checking all the boxes. Identify the necessary skills and aptitude for the position and hire people who can grow into the role – we don't have enough workers for positions (Retirement from Baby Boomers is hurting the workforce, we don't have enough replacement workers).
  5. "Slug" of students who have been impacted by COVID, they struggled through education and have missed out on parts of in-person education. This is a wider issue coming

forward and we need to prepare our education system, workforce development professionals, and businesses.

1. Soft skills
2. Communication skills
3. Working directly and in-person with others

13. Under the second GOAL fourth Strategy add “Culture” to Recreation and Culture.

14. Diversity and Inclusion are net benefits to local companies – Need to expand awareness:

1. Net benefits = wider talent pool, different perspectives, able to connect with different communities.
2. Disconnect between info-sharing between companies that value diversity and inclusion and those that don't.
3. Need to advertise job opportunities and companies commitment to diversity and inclusion.
4. Incentivize Business Owners to participate
  1. Educate on MWBEs Programs available from the State/County and broaden their scope to more areas.

15. COMIDA should evaluate a program that will increase benefits by a set percentage for business owners to participate in programs we support, C-PACE, MWBE, Etc.

1. Example Ulster County has specific points assigned to its UTEP based on their priorities - <https://www.ulstercountyida.com/wp-content/uploads/Matrix-Updated-5-18-22.pdf>