

# Rochester Works!

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## Draft for Public Comment

Monroe County/Rochester Workforce Development Area

## LOCAL PLAN

JULY 1, 2017 - JUNE 30, 2021

### Executive Summary

The Workforce Innovation and Opportunity Act (WIOA) requires every local board to develop a 4-year action plan to guide service delivery strategies in the local area. The plan's many requirements result in a document that is too long to be of practical use to local partners and front-line staff. Therefore, we have drafted this executive summary to serve as a guide for strategic planning and service delivery in the Monroe County/Rochester Workforce Development Area.

- I. **Focus on In-Demand Industry Sectors:** We have aligned our local workforce strategies with the Finger Lakes Regional Economic Development Council's (FLREDC) priority industries. The FLREDC has identified three Advanced Manufacturing-related industry pillars: *Optics, Photonics, and Imaging; Agriculture and Food Production; and Next Generation Manufacturing*. The FLREDC has also identified *healthcare* as a key enabler under its Pathways to Prosperity strategy.
- II. **Our Strategic Vision:** Through alignment of education, training, employment, and supportive services, meet the needs of both job seekers and businesses in Monroe County. We have identified the following three related goals.
  - a. **Career Pathways:** Under the leadership of the three regional Workforce Development Boards, support the development and design of clearly defined Career Pathways in advanced manufacturing and healthcare, as well as other industry sectors, such as hospitality and tourism, that allow for entry by workers with lower literacy levels. Ensure that workforce services have been designed around these Career Pathways.
  - b. **Sector-Based Strategies:** We recognize the need to engage businesses in designing sector-based solutions to their hiring, training, and retention needs, with a focus on advanced

manufacturing, healthcare, and other industry sectors with significant numbers of persistently unfilled jobs. Support business-led solutions that result in good jobs, encouraging businesses to incorporate appropriate work-based learning opportunities into education, training, and employment programs. Encourage businesses to meet their staffing needs by recruiting from populations that are underrepresented in the workforce.

- c. **Role of the One-Stop System:** Strengthen the local one-stop system to drive alignment of education, training, employment, and supportive services, co-enrolling youth and adult job seeker participants in multiple partner programs whenever possible. One-stop partners should ensure that participants with barriers to education and/or employment have access to one-stop system services.
- III. **The One-Stop System:** The local one-stop system includes career and training services provided by our core partners, required one-stop partners, and other community partners, both at our two comprehensive career centers and other partner locations. Our two comprehensive career centers are located at 255 N. Goodman St. and 276 Waring Rd. The board will work to ensure that a balance is achieved between serving the needs of the Unemployment recipients and other job seekers making use of the comprehensive career centers. Our affiliate career center is located within the Monroe County Department of Human Services at 691 Saint Paul St. We have contracted with a one-stop system operator whose role is to convene partner program entities to promote increased alignment of partner programs.
- IV. **Business Engagement:** In working with businesses, the board engages in three primary activities: *Recruit*, *train*, and *connect*. Each of these activities presents opportunities to promote business leadership in the development of our sector-based strategies. We will look to increase local resources that may be dedicated to work-based learning, including apprenticeships and incumbent worker training within defined career pathways.
- V. **Youth Activities:** Our local area has developed the Youth Works Model for delivering youth services. Essential to the model is the belief that every youth needs (at least) one supportive adult to help them connect to resources that will minimize barriers to employment and education. WIOA program services are offered through RochesterWorks! Career Centers and contracted community partners called Navigators. Navigator contracts have been executed with six organizations who employ 14 Navigators. Additionally, there are two Navigators staffed by RochesterWorks, Inc. located in two of the Career Centers.
- VI. **Training Services:** The following training activities are provided in the local area: occupational skills training (including the classroom training portion of a Registered Apprenticeship); on-the-job training (including the on-the-job portion of a Registered Apprenticeship); transitional jobs; adult education and literacy activities, including English language acquisition; and customized training. Incumbent worker training is also provided if sufficient WIOA Title I Adult funds are available. Occupational skills training services are provided through the use of individual training accounts (ITAs) and are provided to eligible participants through the one-stop career centers. We ensure informed customer choice by allowing for ITAs in demand occupations through the New York State Eligible Training Provider List.