

**Workforce Innovation and Performance Committee of the Monroe County/Rochester Workforce Development Board**  
**Meeting Minutes**  
**Tuesday, June 6, 2023**  
**8:00 to 9:00 AM**  
**Meeting Scheduled via ZOOM**

**Present:** Bob Coyne, Jarmani Dozier, Debra Bell, Marion French, Jennifer Geiger

**Staff and Guest:** Dave Seeley, Lee Koslow, Mary McKeown, Viatta Carter, Antwan Williams, Marisol Young, Laura Seelman, Daniel Donnarumma

**Approval of Minutes:**

A motion to approve the March 7, 2023 meeting minutes was made by Bob Coyne and seconded by Antwan Williams. The motion was carried unanimously.

**WIOA Adult/Dislocated Worker Program Performance, October - December 2022:**

Lee Koslow began this discussion by reviewing the Adult and Dislocated Worker Performance, 2<sup>nd</sup> Quarter, Program Year 2022, on the WIOA primary indicators of performance for Monroe County. Lee reviewed the 5 different Primary Indicators of Performance that we are measured on, which are county-wide measures. Performance is summarized in the Workforce Innovation and Performance Committee slideshow.

**RW Business Services Programs and Activities:**

Laura Seelman provided a refresher on the Business Services Team, including the programs and activities they offer. Their goal is to provide free services to businesses in the City of Rochester and Monroe County to help them meet their recruiting and hiring needs. They work with any business, any size, and any industry. Services they offer include Posting Jobs, On-site Recruiting Events, Community Job Fairs, Virtual Job Fairs, Recruiting Support, Hiring Incentive Grants, and Referrals to Partner Resources. Laura provided examples of these services, which include:

Job Postings: The goal of this is to offer additional ways for businesses to promote their job opportunities to candidates. We have our version of Indeed that we offer in-house. Any business can work with us to get their positions posted on our job board, which is there to be a connector for any company that is looking to hire or promote their opportunities. We will work with them to get their job listed on this job board, which includes all the application information and all the necessary skills, qualifications, and training. Anyone, whether they are someone out in the community who is not working with us, or someone who is working with one of our advisors, can go through, take a look at the job board, and apply directly. The job board is current and kept up to date. The number of jobs posted include:

- PY20 - 3,424 jobs
- PY21 - 3,360 jobs
- PY22 - Posting 2,127 jobs (through 3<sup>rd</sup> Quarter)

Virtual Job Fairs: The goal of this is to offer a virtual way to connect businesses and “passive” job seekers in increasingly online job search in the marketplace. We have launched virtual job fairs in partnership with the County, and we were able to purchase a license for a software program called Premier Virtual, which allows us to offer virtual job fairs to businesses. In the virtual job fair, a business can create a virtual booth, where they can post information about their company and a list of their job postings. The job seeker can create a virtual profile, where they can upload items such as their resume, a picture, and a list of their skills and qualifications. During the actual event time, the business and the job seeker are able to connect

virtually, so they can chat via text or initiate video chats. Business Services launched this service in January 2022. To date, we have hosted 11 events, and have served over 900 job seekers and 130+ businesses.

Recruiting Round Rochester: The goal of this is to offer an opportunity, on a weekly basis, for businesses and job seekers to connect on-site at our 100 College Avenue Career Center. This is a mini, on-site recruiting event for any business that is recruiting and hiring. We have space for 2-3 businesses to come in, where they can sit for 2 hours and actively recruit and interview candidates for open positions that they have. This program has been in existence for a long time, and after Covid, in January 2022, we brought the program back on a slightly smaller scale, with just the 2-3 businesses at a time. This provides a great opportunity for job seekers to come in and have more conversation and connection with businesses. We have had over 130 businesses and almost 800 job seekers come in since we relaunched in early 2022.

Numbers include:

- PY21 - 42 businesses and 283 job seekers
- PY22 - 89 businesses and 513 job seekers

We survey all the job seekers and businesses that come to these events. Survey results that were received include:

Job Seekers:

- 99% of job seekers found the event helpful
- 96% would recommend the event to others
- 67% had follow-up activities planned; online application, phone screen/interview, onboarding

Businesses:

- Reported 232 confirmed interviews and 40+ offers of employment
- 91% likely or very likely to hire a candidate from the event
- 100% said they would attend an event like this again

Community Job Fairs: The goal of this is to increase and diversify the ways job seekers and employers can connect by bringing events to familiar locations within towns and communities. These events are held closer to home, such as at a library or Town Hall, and some job seekers may be more comfortable going to these locations, as well as having an opportunity to make a connection with businesses in their community. To date, Community Job Fairs have been held in Henrietta, Webster, Brighton, Gates, Irondequoit, Greece, MCC Downtown Campus, R-Centers, and more. 387 Businesses and 2,000 job seekers have attended.

Numbers include:

- PY21 - 168 businesses and 839 job seekers
- PY22 - 219 businesses and 1,159 job seekers

Business feedback included the following:

- 353 scheduled interviews
- 244 employment offers
- 83% of companies surveyed reported they expected to hire from these events

Partnership and Collaboration: Through all of our events and on-site and community job fairs, we have had our Community Outreach Liaison, Leroy Banks, and Disability Resource Coordinator, Lindsay Murphy, at these events. Leroy spends time out in the community meeting with individuals, getting them familiar with RochesterWorks services if they are not. Lindsay has been working with ACCES-VR in organizing a series of accessibility in the workplace webinars for businesses to teach them different strategies for working with and hiring candidates with disabilities. This culminated in a job fair that we held last month, that included around 20 employers and about 60 participants, where individuals were able to connect, job coaches were able to come, bring their clients, and really make some good connections. Business Services has also

worked in partnership with the Youth Team and a group of local elected officials to organize different Youth job fairs. Their most recent job fair included over 200 youth and 30 employers.

Hiring Incentive Grants: The goal of these grants is to offset the cost of hiring and training new employees with limited skills and/or work experience. We have 2 grant programs available to help with these costs, which include:

- Work Experience Tryout Program - This is a short-term, 4-week on-site work opportunity, 100% subsidized by RochesterWorks, to allow businesses to assess if job seeker skills and work habits are a long-term fit.
- On-the-Job (OJT) Training Grant Program - This is a wage reimbursement program where an employer will hire and train unemployed candidates with some, but not all, skills needed for a full-time job. This grant will reimburse the employer 50% of the new hire's wages during their first 1-4 months of work, up to a maximum of \$5,000.00.

### **Featured Discussion: Opportunities to Take Advantage of Annually Recognized Events:**

As an introduction to this discussion, Lee Koslow noted that over the years, we and different partners have held or participated in events for nationally recognized months, weeks, or days. This meeting is a good opportunity to talk about it, to hear from everyone what they are planning, what support they could use, or what we would like to do to capitalize on some of the recognition that comes from some of these events, particularly the ones coming up in the fall. Lee touched base on three big events in particular, due to their visibility and the fact that some of us have participated in them year after year. These events include National Disability Employment Awareness Month, which is held in the month of October. The theme for 2023 is Advancing Access and Equity. Manufacturing Day will be held this year on Friday, October 6<sup>th</sup>. Another upcoming event that has a lot of visibility is Hispanic Heritage Month, which starts September 15<sup>th</sup> and runs through October 15<sup>th</sup>.

The group touched base on the following events they have planned and what support they could use:

- ACCES-VR: Jennifer Geiger shared they will be participating in National Disability Employment Awareness Month on October 19<sup>th</sup> at Kodak. She shared RochesterWorks' involvement/history in the event, noting that staff have assisted in any way possible. ACCES-VR is now accepting nominations until June 16<sup>th</sup>. If there are any individuals at RochesterWorks that are working with any businesses, Jennifer would love to receive nominations. She noted the team at RochesterWorks is on the review committee as well and would love to see different businesses being nominated. After accepting the nominations, ACCES-VR will be in planning mode for the actual event. Although their event is on October 19<sup>th</sup>, they also want to promote that it is not just a day thing, that they really want businesses to embrace and look at their best practices, and how are there opportunities for them to evolve and make changes and maybe utilize October as that kickoff point for their business practices. In years past, Jennifer has worked with RochesterWorks on rollouts for social media posts. She would like to brainstorm with RochesterWorks and be able tap into their social media resources for October.
- RTMA: Bob Coyne shared that again, in conjunction with several community partners, on Tuesday, October 3<sup>rd</sup>, they will be doing the ROC With Your Hands event, which focuses on Youth, 7<sup>th</sup> through 12<sup>th</sup> grade students, primarily in the Rochester City School District and Monroe County Schools. This is a one-day career exploration event that takes place at the Rochester Community Sports Complex. Bob anticipates well over 1,000 students this year. They had the time this year to reach out to schools and last year they had around 500 students from the city. This year, they have already received over 500 committed from just the county schools, and the city has not locked in a number yet. They received a lot of assistance from RochesterWorks last year for this event, and they will be reaching out again, as time gets closer. Bob added they will be providing accurate direction for those candidates that sign up individually, as the portal allows for individuals to sign up. If any of those individuals need services, such as a sign language interpreter, or any type of

assistance, those services will be provided as well. Bob will also be working with MCC in regard to volunteers helping at the event.

- WXXI: Marion French shared they are in the early thinking stage with a US Department of Education, multi-year grant they have received, that is working with parents of young children, and one of their focuses is workforce. Some developmentally appropriate shows and different materials have been done. WXXI has been asked to potentially hold events for families, and what they are seeing some of the other states that are also funded doing, is combining these in with other events. In some cases, they are able to draw parents of young children, who also themselves may have workforce interests, so they will do multi-age and invite families, and so forth. Marion is looking at what possibilities are there for certain kinds of events to either go in and table, or will they sponsor their own, because they do some work in other age groups. She noted the materials are still being done at the national level for the little kids, but they will be looking to do some kinds of things, such as having a table at other people's events. She added this is interesting, because it really does take it kind of across the whole range of childhood, and then work that we have done with teens and young adults, in terms of creating media about jobs. WXXI is always interested in partnering.

Marion noted an additional item they are working on right now, that is still kind of in the formative stages. They have additional money to do some more digital videos around the upper elementary grades and middle school, to keep kids interested and have them know about some things so that they take some of the right coursework, or they consider their options for different career pathways.

There will also be a free workshop this summer that will be run out of the business animated studios, that does professional animation. This is a small office, and the workshop will be limited to 15 people. The workshop would allow teens who have an interest in animation, and maybe no experience whatsoever doing it, to kind of explore that opportunity and see what it is like to work with the software and understand it a little bit better. Please share this information with any teens you might be working with:

Free Teen Animation Workshop for 8/3/2023

<https://www.eventbrite.com/e/rochester-teen-film-festival-animation-workshop-tickets-646299698797>

Lee thanked everyone for the very good discussion today.

**Next Meeting Scheduled:** September 12, 2023

Meeting adjourned at 8:54 AM

Submitted by: Mary McKeown

Reviewed by:

Lee Koslow 6/22/2023