

MEDIA CONTACT: Tricia Anne Campbell
Senior Marketing & Communications Coordinator
tcampbell@rochesterworks.org

WORKFORCE PROGRAM SEEKS TO PREPARE 270 INDIVIDUALS FOR CAREERS IN MANUFACTURING WITH PRIMARY FOCUS ON ROCHESTER RESIDENTS

Rochester, NY, June 27, 2023—RochesterWorks and the Young Adults Manufacturing Training Employment Program (YAMTEP) today announced the launch of their ROCSEEDS workforce program that will connect 270 individuals, primarily City of Rochester residents, to direct employment over the next two years. Up to 70 of the program participants will be local high school students, with a pipeline to a manufacturing career upon graduation.

Growth of the ROCSEEDS program, which prepares Rochester residents for manufacturing jobs in a matter of weeks by providing them with basic manufacturing skills and work readiness training, is being supported by a \$862,000 grant from Empire State Development's (ESD) Office of Strategic Workforce Development.

Executive Director of RochesterWorks, Dave Seeley said, "RochesterWorks is excited to partner with YAMTEP and ESD on the ROCSEEDS program and be able to offer individuals from the City of Rochester the opportunity to prepare and train for jobs in the manufacturing sector. We are most appreciative of the funding awarded by the State for this program and feel this is a perfect example of how government can support innovative and effective workforce programs that help all members of our community to participate in our economy."

Empire State Development President, CEO and Commissioner Hope Knight said, "Our Office of Strategic Workforce Development is continuing to make strategic investments that will train employees for jobs today, and for the future. We are pleased to support RochesterWorks and YAMTEP on their efforts to put New Yorkers on the path to success for years to come."

President of YAMTEP, Tyrone Reaves said, "YAMTEP is proud to be a part of the ROCSEEDS program. Being able to actively help these individuals train and prepare for a good-paying job, a sustainable job, in the manufacturing sector, not only helps them and their families, but also benefits all of us in Rochester as a community."

State Senator Jeremy Cooney said, "Providing a path to future employment is critical for the development of Rochester's next generation. New York State is proud to support the ROCSEEDS partnership, and the invaluable work of both Rochester Works and YAMTEP. I look forward to the success of this new initiative, and the positive impact we will see on the lives of more than two hundred young people."

Assemblymember Demond Meeks said, "I am proud to see such an important partnership taking place between YAMTEP and RochesterWorks to uplift the next generation of skilled workers. Promoting lasting change for our residents and families means connecting them to meaningful economic opportunities and

gainful employment. Programs such as ROCSEEDS are essential for providing the members of our community with the skills necessary to succeed and advance in their chosen careers. It is critical that we continue to work together in providing members of our community with resources and education that allow them to thrive. I want to thank the YAMTEP team, RochesterWorks, and my state colleagues for their continued commitment to the welfare of our community and the people of Rochester."

Assemblymember Harold Bronson said, "As Chair of the Assembly's Committee on Economic Development, I have long supported apprenticeship and manufacturing training programs as a way to bring equity, opportunity and economic stability to our marginalized communities. I am proud to support the work YAMTEP and ROCSEEDS are doing to provide that opportunity for young people – particularly young people of color and those who have been part of the criminal justice system – to help them gain knowledge and technical skills they need to enter the workforce."

ROCSEEDS will utilize YAMTEP's successful training curriculum for entry level employment primarily in the manufacturing industry. This entry-level employment preparation program has proven to be one of the most effective of its kind in New York State for preparing at-risk populations, who are generally underrepresented in the workforce, for gainful employment. This includes those with experience in the criminal justice system, those impacted by gun violence, as well as those facing significant barriers to employment. The program will provide a subsidy for participants, helping to provide a bridge between enrollment and employment.

Through the ROCSEEDS partnership, RochesterWorks Youth Services Program will enroll participants and provide funding for supportive services such as equipment, childcare, and other basic needs as part of the process. The ROCSEEDS program will also utilize YAMTEP's transportation infrastructure which has already mitigated a considerable barrier to entry to the manufacturing sector for many job seekers. Upon successful completion of the program, most ROCSEEDS graduates will also be connected to their first employment opportunities.

Founded in 2015, YAMTEP provides basic training services individuals with little work experience and connects them with employers, primarily in the manufacturing sector. This includes basic job readiness and soft skills training, as well as basic occupational skills such as CNC Machinist training, forklift certification and other basic manufacturing fundamentals.

With the support of organizations like RochesterWorks, YAMTEP has successfully placed several hundred individuals into employment over the past several years. Its success is driven by the training platform, and also by the employer partners who continue to hire YAMTEP graduates.

Interested participants may contact Henrene Brown at RochesterWorks by phone: 585.258.3500, ext. 3552 or by email at rocseeds@rochesterworks.org.

#

About RochesterWorks

RochesterWorks is Monroe County's largest employment and training initiative. We are a nonprofit dedicated to providing free employment and workforce services to job seekers, youth, and businesses in Rochester and the Greater Monroe County Area.

Learn more about RochesterWorks, our programs, events, and services by visiting www.rochesterworks.org or by calling our Career Center at 585-258-3500, (TTY: 800-662-1220). RochesterWorks is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities.

About YAMTEP

For more information about YAMTEP see <http://yamtep.com/>.