

Finger Lakes Region

Regional Plan

July 1, 2021 – June 30, 2025

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Regional Service Strategies

- a. Identify regional plan strategies and specifically provide detail on how regional plan strategies relate to the workforce needs of local businesses as well as the priority projects from the Regional Economic Development Council (REDC).

The Finger Lakes Workforce Development Board, GLOW Workforce Development Board, and Monroe County/Rochester Workforce Development Board (the three Workforce Development Boards) have a history of collaboration through regional grants and other initiatives. These collaborative efforts have often included our region's three community colleges as partners. Two examples of completed federal grants among our regional partners are NY Inspire (America's Promise) and Finger Lakes Hired (H-1B Ready-to-Work). Most recently, the three workforce development boards have worked with Rochester Technology and Manufacturing Association (RTMA) to support the development of registered apprenticeships in the advanced manufacturing priority industry sector. Our three workforce development boards and three community colleges continue to be alert to new grant opportunities.

- b. Provide a list of executed cooperative agreements where applicable and define how local service providers, including additional providers, will carry out the regional strategies.

The three workforce development boards currently have no executed cooperative agreements. We will work together to fill gaps in resources needed to carry out regional strategies, including funding for industry sector navigators in advanced manufacturing and healthcare and life sciences, as well as a labor market data solution. Specifically, each workforce development board will scan available grant opportunities for funding with a regional scope that might fill the identified gaps. As we discover potential opportunities, we will convene the three workforce development boards to decide whether to pursue the opportunity and to select a lead agency and other regional partners.

Sector Initiatives for In-demand Industry Sectors or Occupations

- a. Identify in-demand industry sectors and occupations.

INDUSTRY SECTOR 1: FLREDC Industry Pillars—Advanced Manufacturing

Our advanced manufacturing sector strategy focuses on the following three key growth pillars: Optics, Photonics, and Imaging (OPI); Agriculture and Food Production (Ag & Food); and Next Generation Manufacturing (Next Gen).

Goals: 1) Work with businesses to fill their immediate need for middle-skill workers. 2) Support businesses in their efforts to upskill their current workforce. 3) Work with businesses and education providers to develop a pipeline of future workers. 4) Assist in the promotion and development of registered apprenticeships and pre-apprenticeship programs. 5) Promote Diversity, Equity, and Inclusion in the current and future advanced manufacturing workforce.

Effects of the COVID-19 Pandemic on the manufacturing sector: The pandemic caused a sharp decline in manufacturing employment in April 2020 with a gradual recovery over

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the next year. Manufacturing employment is now near pre-pandemic levels. However, the effects of the pandemic were experienced unevenly among manufacturers, with non-essential manufacturing experiencing more job losses, and essential manufacturing, especially computer and electronic product manufacturing, experiencing fewer job losses, a faster recovery, and even some modest job gains. The manufacturing industry continues to experience supply shortages and difficulty hiring skilled workers.

INDUSTRY SECTOR 2: FLREDC Industry Pillars—Healthcare and Life Sciences

Goals: 1) Work with businesses to fill their immediate need for middle-skill workers. 2) Support businesses in their efforts to increase wages and upskill their current workforce. 3) Work with businesses and education providers to develop a pipeline of future workers. 4) Promote Diversity, Equity, and Inclusion in the current and future healthcare and life sciences workforce.

Effects of the COVID-19 Pandemic on the healthcare and life sciences sector: The pandemic caused a sharp decline in employment in ambulatory healthcare services in April 2020 with a gradual recovery over the next year. Employment in ambulatory healthcare services is now near pre-pandemic levels. The pandemic caused a less steep and more gradual decline in employment at hospitals through the summer of 2020. Hospital employment has still not returned to pre-pandemic levels. Some of the decline in healthcare employment is due to a lack of available workers. Flexibility in telehealth regulations and reimbursements during the pandemic was very helpful to the industry. The decline in employment in professional, scientific, and technical services was less severe, and the industry is nearly back to pre-pandemic employment levels. The pandemic will likely result in a structural increase in life sciences employment.

INDUSTRY SECTOR 3: FLREDC Industry Pillars—Software and IT

Goals: 1) Work with businesses to fill their immediate need for middle-skill workers. 2) Support businesses in their efforts to upskill their current workforce. 3) Work with businesses and education providers to develop a pipeline of future workers. 4) Promote Diversity, Equity, and Inclusion in the current and future Software and IT workforce.

Effects of the COVID-19 Pandemic on the software and IT sector: The information sector was already in decline prior to the pandemic, mainly due to the decline in publishing and broadcasting jobs, and will likely not return to pre-pandemic employment levels in the near future. The decline in employment in professional, scientific, and technical services was less severe, and the industry is nearly back to pre-pandemic employment levels. The pandemic will likely result in a structural increase in software and IT employment.

- b. Identify and describe sector initiatives that address the needs of the identified in-demand industry sectors or occupations.

INDUSTRY SECTOR 1: Advanced Manufacturing

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Current initiative(s):

We have taken an inventory of promising workforce area initiatives with the potential to expand to a regional scope. Here is a list of the initiatives, including partners.

1. The GLOW Workforce Development Board has established relationships with each of the Economic Development Partners in the four-county area. GLOW regularly participates in joint partner meetings, as well as collaborating to assist employers who are seeking training resources. GLOW Career Center staff and Business Centers have a long partnership in supporting the entrepreneurial interests of our customers. Looking to the future, GLOW is working on a number of projects including the continuation of the in-person and virtual GLOW with Your Hands career day. The inaugural event in 2019 focused on helping to prepare youth for future career opportunities in Manufacturing, Agriculture and Skilled Trades. GLOW continues to support the FastTrac Entrepreneurial classes where participants are able to apply for WIOA resources to cover the cost of tuition. GLOW works with all partners to establish new training programs in coordination with Genesee Valley BOCES and Genesee Community College, including The Best center.
2. Machinist/CNC Training in GLOW LWDA. Partners: Genesee County Economic Development Center, GLOW WDB, GLOW Employment and Training Directors, NYS DOL Managers, Genesee Valley BOCES, and Genesee Community College. Industry Partners: Liberty Pumps, Amada, FTT Manufacturing, and B&B Precision Manufacturing. Training program offered at Genesee Valley BOCES Career and Technical Ed Centers in Batavia and Mt. Morris.
3. Advanced Manufacturing Machinist and Mechatronic Technology in Finger Lakes LWDA. Partners: Finger Lakes WIB, Finger Lakes Works Career Centers (including NYSDOL partner management and staff), Finger Lakes Community College, and Wayne-Finger Lakes BOCES. Industry Partners: Finger Lakes Advanced Manufacturers' Enterprise (FAME), GW Lisk, and ITT Goulds. Training offered at employer locations
4. Accelerated Precision Tooling Certificate and Mechatronics Certificate in Monroe LWDA. Industry Partner: Rochester Technology and Manufacturing Association (RTMA). Training programs offered at Monroe Community College.
5. FLWIB Economic Development Committee. The partnership among Finger Lakes WIB, County Economic Developers, and FAME has resulted in a model that is very responsive to business needs.
6. Partnerships With Local School Districts in Finger Lakes LWDA. Partners: Finger Lakes WIB, FAME, Wayne-Finger Lakes BOCES, and local school districts. WFL BOCES offers a Summer Advanced Manufacturing Experience (SAME) program for 9th and 10th-graders. Finger Lakes WIB provides workforce intelligence to local school districts to help shape curriculum and advise students and parents on opportunities in advanced manufacturing. SAME is also provided in Monroe County at Monroe-2 Orleans BOCES through funding from Monroe County's IDA.

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7. The Science and Technology Advanced Manufacturing Park (STAMP) in Batavia. Partners: Genesee County Economic Development Center (GCEDC), GLOW WDB, GLOW Employment and Training Directors, NYS DOL Manager, and Business Services Representatives continue to promote the workforce and training needs for Food and Beverage Manufacturing, Advanced Manufacturing, and Skilled Trades. In 2021, the GCEDC expanded mechatronics training programs with portable training systems that can be deployed alongside in-office re-skilling projects. Mechatronics technician training and pre-apprenticeship programs serve as direct conduits for businesses to access new workers that possess the necessary skills.

8. FAME's 5% Pledge. FAME has asked its members to provide work experience and job shadowing opportunities to interns, high school students, and/or the long-term unemployed to expose them to opportunities in advanced manufacturing. The challenge is to involve a number of interns equal to 5% of a company's workforce. This effort has spread from the Finger Lakes LWDA into Monroe County. Thirty-seven companies have signed the Pledge.

9. MFG Month. RochesterWorks! has held a mini-job fair for manufacturing industry employers in October since 2017. During the month, we emphasize related events taking place in the community and share information on the manufacturing industry to educate and inform individuals on choosing manufacturing (and STEM) as a potential career.

10. FLWIB has sponsored "Finger Lakes Works with Their Hands", a hands on career event for high school students to learn about careers in Advanced Manufacturing and Skilled Trades. Over 700 students attend this event which highlights over 50 exhibitors and has two buildings dedicated to Advanced Manufacturers.

11. The Finger Lakes Youth Apprenticeship Program is a collaboration between Monroe Community College and RTMA. The purpose of the program is to recruit and engage high school juniors and seniors into youth apprenticeship pathways in advanced manufacturing. During the most recent year, six schools participated, 36 companies sponsored youth apprenticeship placements, and 64 students gained work experience.

12. See also Initiatives Common to All Three Industry Sectors, below.

Additional resources needed:

1. To make our efforts at developing a meaningful advanced manufacturing sector strategy successful and sustainable, we need a full-time industry sector navigator whose role is to coordinate the efforts of economic development and workforce development in this sector for the entire region, with a focus on business engagement. This individual could also increase the emphasis on workforce development in the REDC planning process. Projected annual cost: \$100,000.

2. See also Additional Resource Needed by All Three Industry Sectors, below.

INDUSTRY SECTOR 2: Healthcare and Life Sciences

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Current initiative(s): We have taken an inventory of promising workforce area initiatives with the potential to expand to a regional scope. Here is a list of the initiatives, including partners.

1. The GLOW Workforce Development Board and our partners continue to promote the opportunities that exist in the Healthcare and Life Sciences sector. Although the pandemic slowed training services down, resilient training providers along with GLOW workforce partners quickly adapted many of the long time in-person trainings to virtual programs, and supplied students with the necessary technology to participate. Since the beginning of the pandemic, nearly 70% of all GLOW classroom trainings were Healthcare, as the pipeline for jobs in this field remain wide open. The Best Center at Genesee Community College has recently been certified to begin teaching Certified Nursing Assistant programs. Along with the variety of other offerings from The Best Center, Genesee Community College and Genesee Valley BOCES, GLOW is prepared to meet this incredible demand.

2. Coordination of Training in Healthcare Occupations. Partners: GLOW WDB, GLOW counties, GLOW school districts, Genesee Community College, and Genesee Valley BOCES. Ongoing strategic planning to engage healthcare providers and address their workforce and training needs. During the past program year, more than two-thirds of WDB-funded ITAs were in healthcare occupations.

3. Employer-Based CNA and LPN Training Partnerships in Finger Lakes and Monroe LWDAs. Partners: Finger Lakes WIB, RochesterWorks! (Monroe County/Rochester WDB), Finger Lakes Community College, and Wayne-Finger Lakes BOCES. Industry Partners: Rochester Regional Health System, Monroe Community Hospital, Seneca County Nursing and Rehabilitation Center, St. John's Home. On-site training at various healthcare facilities.

4. Partnerships With Local School Districts in Finger Lakes LWDA. Partners: Finger Lakes WIB, Healthcare Alliance of the Finger Lakes, and local school districts. For 8 years this partnership has produced an annual career exploration event known as "Serving Community Healthcare in the Finger Lakes". Each year hundreds of high school students from dozens of local school districts attend to learn about careers in healthcare from local healthcare providers. Additionally, The Healthcare Alliance of the Finger Lakes has sponsored an annual healthcare job fair designed to highlight openings in one of the fastest growing industries in the Finger Lakes. Finger Lakes WIB provides workforce intelligence to local school districts to help shape curriculum and advise students and parents on opportunities in healthcare.

5. Wyoming County Healthcare. Various partners. William F. Thiel left a legacy to the county to address and benefit the health needs of Wyoming County residents. Funding priorities are determined by community forums.

6. See also Initiatives Common to All Three Industry Sectors, below.

Additional resources needed:

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1. To make our efforts at developing a meaningful healthcare and life sciences sector strategy successful and sustainable, we need a full-time industry sector navigator whose role is to coordinate the efforts of economic development and workforce development in this sector for the entire region, with a focus on business engagement. This individual could also increase the emphasis on workforce development in the REDC planning process. Projected annual cost: \$100,000.

2. See also Additional Resource Needed by All Three Industry Sectors, below.

INDUSTRY SECTOR 3: Software and IT

Current initiative(s):

We have taken an inventory of promising workforce area initiatives with the potential to expand to a regional scope. Here is a list of the initiatives, including partners.

1. The GLOW Workforce Development Board has established relationships with Economic and Workforce partners in the four county area. Partners meet on a regular basis to discuss the training needs for our job seekers and businesses for all sectors including Information Technology. GLOW Career Center staff and Business Centers have a long partnership in supporting the interests of those seeking training in this sector. Although the desire to provide training for our customers is present, many of the tools needed may not be. GLOW partners continue to push for reliable internet access for the entire GLOW region. We look to make this cost affordable to our job seekers. Orleans County in GLOW has begun a Digital Literacy initiative that will help those that need the skills necessary to participate in this sector.

2. See also Initiatives Common to All Three Industry Sectors, below.

Additional resources needed:

See Additional Resource Needed by All Three Industry Sectors, below.

Initiatives Common to ALL THREE INDUSTRY SECTORS:

1. The Finger Lakes Workforce Investment Board has established an Economic Development Committee that meets quarterly in an effort to understand the needs of our local businesses. Committee members include the four county economic developers, workforce development managers from the counties, and training providers. Outcomes of the meetings include the development of a soft skills curriculum that is provided to job seekers in the career centers, along with presentations focused on staffing needs and transportation needs for local employers. The meetings also provide a forum to share best practices along with valuable labor market information to assist in developing hiring and training responses for the various industries in the region. This model could provide the basis for conducting regional meetings of the three workforce development boards with the nine county economic developers in the future.

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2. In an effort to both increase the skills of the region’s workforce and provide residents with tools to train for new job opportunities, Finger Lakes Works has launched its “SkillUp® Finger Lakes” program. All eligible residents can take classes, explore career pathways and even prepare for various industry-recognized certifications, all for free and all from home. Through an online portal, Finger Lakes Works provides free access to over 5,000 courses from Skillsoft, a nationally recognized training provider of workplace, business, technical and IT courses. Whether they are looking for a first job, a new job, or to advance in their chosen field, residents can take advantage of this career enhancing training. SkillUp® Finger Lakes delivers flexible, self-paced learning that can be accessed from anywhere with a high-speed internet connection, 24/7. Users will complete a self-assessment of their skills, identify any skill gaps, and automatically receive recommended courses to remediate those gaps. Jobseekers can train in essential workplace skills, study job interview talking points and search for employment opportunities nationwide. Available topics include Microsoft Office, Effective Customer Service, Project Management, Leadership, Critical Thinking, CompTIA, and many more.

3. In Wayne County, a partnership has formed between the Wayne County Economic Development office and Edge Factor to tackle workforce development challenges, inspire students, reach parents and job-seekers and build relationships between local companies, schools and families. EDGE Factor uses the power of cinematic storytelling to showcase real-life stories of people using their heads, hands and technology to push back the edge of what is possible, make STEAM relevant to the real world, instill soft skills and ultimately, take people on a journey to discover how they can launch exciting careers and career pathways right in their own community.

4. RochesterWorks! has relationships with Monroe County Economic Development, Greater Rochester Enterprise, and the City of Rochester Business Development to collaborate and assist employers who are seeking training and talent acquisition resources.

5. RochesterWorks! staff participate on various technical training related advisory boards at both the pre- and post-secondary education levels.

6. Throughout the year RochesterWorks! hosts various industry-related recruitment events. These events include informing job seekers of the many industry-related companies, jobs, and careers that exist within our local area. Examples include manufacturing, healthcare, information technology, service, education, and government. Other key partners include NYSDOL, RTMA (industry associations), MCC, REOC (higher education), and the Greater Rochester Chamber of Commerce.

Additional Resource Needed by All Three Industry Sectors:

A sustainable sector strategy depends on a continuous analysis of workforce needs. Current products available through NYSDOL R&S Division lack the detailed analysis and access to real-time LMI that we need. The costs of these products are modest but beyond what our WIOA Title I budgets can sustain, especially given the budget cuts that we have sustained over the last several years.

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Regional Labor Market Analysis

- a. Include an analysis of regional economic conditions incorporating the existing emerging demand sectors and occupations, the employment needs of businesses in those sectors and occupations, as well as noting if the information used in the analysis was provided by the New York State Department of Labor’s (NYSDOL) Research and Statistics (R&S) Division (if not, provide what source was used for complete analysis).

ADVANCED MANUFACTURING

The Finger Lakes Region has a large workforce and a clear comparative advantage in manufacturing. According to JobsEQ® data from the 4th quarter of 2020, the Finger Lakes Region has 61,856 workers in the manufacturing industry, comprising 11.5% of the regional workforce. The Location Quotient (LQ) for manufacturing in the region is 1.39, as compared to .54 statewide and 1.00 nationwide. Here are the individual county data.

Table 1: Manufacturing Industry Data by County

County, % (and #) of Mfg. jobs,	LQ	Average Mfg .wage vs. Average of all Industries
Genesee 14% (3,200)	1.70	\$57,574 vs. \$46,214
Livingston 4% (1,728)	1.02	\$57,700 vs. \$44,069
Monroe 10% (37,547)	1.22	\$71,612 vs. \$55,859
Ontario 13% (6,734)	1.60	\$61,085 vs. \$50,786
Orleans 10% (1,821)	1.86	\$55,263 vs. \$44,990
Seneca 17% (2,013)	2.10	\$82,527 vs \$51,092
Wayne 20% (5,785)	2.39	\$56,722 vs. \$46,433
Wyoming 11% (1,744)	1.50	\$52,194 vs. \$47,336
Yates 18% (1,284)	2.03	\$43,516 vs. \$38,740

Source: JobsEQ®

Data as of 2020Q4

Notes: Figures may not sum due to rounding. All data are based on a four-quarter moving average.

The Finger Lakes Regional Economic Development Council (FLREDC) Upstate Revitalization Initiative (URI) Plan, October 2015, measured the comparative advantage of three advanced manufacturing industry pillars in the Finger Lakes region: Optics, Photonics, and

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Imaging (OPI); Agriculture and Food Production (Ag & Food); and Next Generation Manufacturing (Next Gen). Data from Economic Modeling Specialists, Inc. (EMSI) revealed the following comparative results for 2014 in jobs, output, and wages.

Table 2: Comparison of Key Advanced Manufacturing Growth Pillars

Measure, Jobs % Total Economy, Output (GRP) % Total Economy, Wages % Total Economy

OPI

Finger Lakes	2.1%	4.7%	4.0%
Rest of Upstate NY	0.3%	0.3%	0.3%
US	0.2%	0.2%	0.2%

Ag & Food

Finger Lakes	3.7%	4.1%	3.0%
Rest of Upstate NY	1.7%	2.5%	1.4%
US	2.0%	2.2%	1.4%

Next Gen

Finger Lakes	3.4%	6.5%	6.1%
Rest of Upstate NY	2.3%	5.1%	4.3%
US	3.0%	6.4%	5.5%

Due to the decline in traditional manufacturing jobs in the region, the net change in jobs is showing an overall decline. However, the high numbers of persistently unfilled jobs, combined with a documented mismatch in skill sets, especially in Applied Integrated Technologies/Mechatronics, Tooling and Machining, and Optical Systems Technology, give evidence of an urgent need for training in advanced manufacturing jobs.

Monroe Community College conducted a needs assessment and business climate survey in 2014. Among the results of the survey, 85.6% of Applied Integrated Technologies/ Mechatronics jobs, 68.8% of Tooling and Machining jobs, and 75.7% of Optical Systems Technology jobs in the region may go unfilled each year due to an insufficient number of graduates produced locally. The needs survey estimated 23,000 persistently unfilled jobs in the region, with a high percentage of those being in production occupations. The following is a list of growing advanced manufacturing occupations with a significant number of annual openings.

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Table 3: Growing Occupations in the advanced manufacturing industry with 100 or more annual openings in the Finger Lakes

SOC	Occupation	Annual Openings
17-2071	Electrical Engineers	100
17-2112	Industrial Engineers	140
17-2131	Mechanical Engineers	120
49-9041	Industrial Machinery Mechanics	120
51-1011	First-Line Supervisors of Production and Operating Workers	310
51-3092	Food Batchmakers	130
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic	100
51-4041	Machinists	320
51-4121	Welders, Cutters, Solderers, and Brazers	120
51-9111	Packaging and Filling Machine Operators and Tenders	260

Source: NYSDOL R&S

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HEALTHCARE & LIFE SCIENCES

The Finger Lakes Region has a large workforce in our fastest growing industry sector—healthcare. According to JobsEQ® data from the 4th quarter of 2020, the Finger Lakes Region has 94,009 workers in the healthcare and social assistance industry, comprising 17% of the regional workforce. The Location Quotient (LQ) for health care and social assistance in the region is 1.17, as compared to 1.00 nationwide.

Table 4: Healthcare Industry Employment Forecast

NAICS, Industry, Empl, Wages, Total 1-yr Demand, Annual % Growth

6211	Offices of Physicians	5,241	\$75,855	415	0.0%
6212	Offices of Dentists	2,925	\$51,257	239	-0.5%
6213	Offices of Other Health Practitioners	2,688	\$48,073	250	0.9%
6214	Outpatient Care Centers	2,196	\$52,137	210	1.2%
6215	Medical and Diagnostic Laboratories	1,287	\$52,714	112	0.5%
6216	Home Health Care Services	5,306	\$36,098	646	1.8%
6219	Other Ambulatory Health Care Services	1,697	\$41,305	135	0.2%
6221	General Medical and Surgical Hospitals	32,829	\$61,986	2,270	-0.7%
6222	Psychiatric & Substance Abuse Hospitals	882	\$66,084	71	-0.8%
6231	(Skilled) Nursing Care Facilities	8,854	\$39,096	801	-1.2%
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	8,717	\$40,003	1,070	0.4%
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	3,468	\$28,293	475	1.6%
6239	Other Residential Care Facilities	937	\$36,215	98	-1.2%
62	Total, Health Care and Social Assistance	94,009	\$48,596	9,025	0.2%

Source: JobsEQ® Data as of 2020Q4 Note: Figures may not sum due to omission of some subsectors.

The Healthcare/Workforce Subcommittee of the FLREDC has compiled and validated four different levels of priority occupations. Here is a list of all those occupations with 100 or more annual openings.

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Table 5: Occupations in the health care industry with 100 or more annual openings in the Finger Lakes

Level	SOC	Occupation	Annual Openings
1	37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,850
1	37-2012	Maids and Housekeeping Cleaners	560
1	39-9021	Personal Care Aides	1,920
1	43-4171	Receptionists and Information Clerks	830
1	43-9061	Office Clerks, General	1,160
2	15-1151	Computer User Support Specialists	420
2	29-2012	Medical and Clinical Laboratory Technicians	100
2	29-2041	Emergency Medical Technicians and Paramedics	140
2	29-2052	Pharmacy Technicians	120
2	29-2061	Licensed Practical and Licensed Vocational Nurses	380
2	31-1011	Home Health Aides	900
2	31-1014	Nursing Assistants	910
2	31-9091	Dental Assistants	180
2	31-9092	Medical Assistants	150
2	31-9097	Phlebotomists	110
2	43-6013	Medical Secretaries	170
3	29-1141	Registered Nurses	960
3	29-2021	Dental Hygienists	110
4	11-9111	Medical and Health Services Managers	150

Source: NYSDOL R&S

SOFTWARE & IT

Software & IT is a sector that the FLREDC has recently added as a priority industry sector. The following is a list of growing Software & IT occupations with a significant number of annual openings.

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Table 6: Occupations in the software and IT industry with 100 or more annual openings in the Finger Lakes

SOC	Occupation	Annual Openings
15-1121	Computer Systems Analysts	240
15-1132	Software Developers, Applications	260
15-1133	Software Developers, Systems Software	150
15-1142	Network and Computer Systems Administrators	130
15-1151	Computer User Support Specialists	420
15-1152	Computer Network Support Specialists	110

Source: NYSDOL R&S

- b. Describe the knowledge, skills and abilities needed to meet the employment needs of businesses in those sectors and occupations.

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Of the 10 entries on the growing occupations list, three require at least a bachelor's degree, and seven require a high school diploma or equivalent.

HEALTHCARE & LIFE SCIENCES

Of the 19 entries on the occupations list, two require at least a bachelors' degree, two require an associate's degree, six require a postsecondary non-degree award, one requires some college, six require a high school diploma or equivalent, and two require no formal educational credential.

SOFTWARE & IT

Of the six entries on the growing occupations list, four require at least a bachelor's degree, one requires an associate's degree, and one requires some college.

- c. Provide an analysis of the regional workforce.

ACS 5-Year Estimates 2015–2019*, Table S2301

Regional Population 16 years and over: 985,739

Regional Labor Force Participation Rate: 63.0%

Regional Employment/Population Ratio: 59.8%

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Regional Unemployment Rate: 5.0%

* These data are pre-COVID-19 recession estimates

ACS 5-Year Estimates 2015–2019, Table S1501

Regional Population 18 to 24 years: 118,299

High School Graduate and Above, Regional: 105,627 (89.3%)

Less Than High School Graduate, Regional: 12,672 (10.7%)

Regional Population 25 years and over: 837,689

High School Graduate and Above, Regional: 756,854 (90.4%)

Some college, no degree: 146,677 (17.5%)

Associate's degree: 102,641 (12.3%)

Bachelor's degree or higher: 280,354 (33.5%)

Less Than High School Graduate, Regional: 80,835 (9.6%)

ACS 5-Year Estimates 2015–2019, Table DP02

5 years and over, language other than English spoken at home, and speak English less than "very well"

Regional: 47,554 (4.2%)

The regional labor market outlook has been clouded by the COVID-19 recession.

The combination of lower employment levels with higher numbers of job openings signals large numbers of unfilled jobs, likely concentrated in key industry sectors. The significant number of unfilled jobs is not a new trend. According to Monroe Community College's Rochester Area Skill Needs Assessment and Business Climate Survey, 2014, there were an estimated 23,000 persistently unfilled jobs in the nine-county Finger Lakes Region. A decrease in labor force availability due to the COVID-19 pandemic has exacerbated the problem. The leisure and hospitality sector has consistently been the hardest hit by job losses and will experience the slowest recovery of any industry sector.

The Bureau of Labor Statistics projects long-term structural changes in industry employment due to the COVID-19 pandemic. These structural changes may be explained by changes in consumer spending and business hiring practices from 1) increased remote work; 2) increased e-commerce; 3) increased medical research; and 4) decreased spending on leisure and hospitality (in the strong impact scenario). Regionally, we expect to see decreases in nonresidential building construction employment; accelerated

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decreases in retail trade employment; and a negative impact on employment at food services and drinking places.

The dual problems of unfilled jobs and high unemployment among key demographic groups presents an opportunity for the regional workforce development boards to help businesses hire and train individuals from these underrepresented demographic groups

Regional Spending Plan

- a. Include a regional spending plan that includes administrative cost arrangements between LWBDs and the pooling of funds where applicable.

Our three workforce development boards have different organizational and governance structures. Therefore, it may be difficult to combine or pool administrative costs. We may ask our independent auditors to prepare an analysis of the costs and benefits of doing so at some point in the future.

Supportive Services

- a. Describe how supportive services will be coordinated throughout the region.

Finger Lakes Works developed a common referral form for use among one-stop system partners. The GLOW and Monroe County/Rochester Workforce Development Boards have replicated this best practice.

Prior to the outbreak of the COVID-19 pandemic, the three workforce development boards had planned to create a master list of all one-stop partner supportive services available throughout the region. Since March 2020, our focus has been on our response to the pandemic. We have postponed our regional inventory of supportive services until after the pandemic ends.

Economic Development

- a. Describe how economic development and workforce investment activities will be coordinated in the region and specifically provide detail how continued coordination can further relationships between the region and its respective REDC.

The three workforce development boards have closely followed the priorities of the Finger Lakes REDC. Additionally, we have been involved in the FLREDC economic recovery strategy.

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We support efforts by our counties, the Greater Rochester Chamber of Commerce, Greater Rochester Enterprise, and ROC 2025 to include workforce development in regional economic development strategies.

Performance Accountability Measure Negotiation and Reporting Agreement

- a. Include an agreement concerning the Performance Accountability Measure Negotiation and Reporting. Performance Accountability Measure Negotiation and Reporting may be negotiated by LWDBs individually, involving strategies and methods collaborated on at the regional level. If this is the case for the region, include a statement that reflects that the measures were negotiated individually and any collaborative efforts devised and agreed to by the region.

The three workforce development boards will consult with one another before accepting or negotiating local benchmarks for WIOA primary indicators of performance. We will share our analyses of performance and best practices for performance improvement. We will also discuss and coordinate performance on any regional customer service indicators.

Public Comment

- a. Describe the process used by the region to provide a period of no more than 30 days for public comment and input into development of the plan by representatives of business, labor organizations, and education prior to submission.

On July 14, 2021, the three workforce development boards posted our final draft of the regional plan on our websites for public comment, with instructions to e-mail comments to Lkoslow@rochesterworks.org. The notice was also publicized through the RochesterWorks! electronic job seeker newsletter on July 20, 2021, with a distribution of approximately 2,000; through our business services newsletter on July 19, 2021 with a distribution of approximately 1,100; and onsite at the Genesee County Career Center, the Livingston County Office of Workforce Development, the Orleans County Job Development Agency, and the Wyoming County Community Action. The notice was also sent electronically to our Board members, including members that represent business, labor, and education. The deadline for comments was August 2, 2021. We received two (2) comments from two (2) different commenters.

One commenter noted that the advanced manufacturing industry data and number of unfilled jobs in the Regional Labor Market Analysis on pages 9 and 10 of the plan are several years old and may be out of date.

Our response: We agree that more recent data on the concentration of our three advanced manufacturing industry pillars in the Finger Lakes would be useful. These data were initially published by the Finger Lakes Regional Economic Development Council and have not since been updated. We further agree that more recent data on the number of unfilled jobs would be useful. These data were gathered by a survey conducted by

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Monroe Community College and have not since been updated. Although several years old, we believe that the trends described by both sets of data are still accurate as of the onset of the COVID-19 pandemic. Once the short-term economic and workforce impacts of the pandemic have subsided, we would like to seek out sources to update both data sets. We may publish the new data in the 2023 update to our regional plan. In the meantime, anyone who would like more information on the impact of new technologies on the advanced manufacturing workforce may consult the Monroe Community College Future of the Technician Workforce Study, published in 2020, and available online at <https://mccediws.com/publication/the-future-of-the-technician-workforce-study/capture-2/>. No changes have been made to the plan.

Another commenter noted that we continue "to place heavy emphasis on manufacturing/trades and healthcare; this makes terrific sense for our region as those are the big players with lots of opportunity for workers, but those types of jobs man not be for everyone." The commenter asked, "Are we overlooking other high priority/in demand workforce areas that are especially improtant to our region and its population as a whole?" The commenter suggested being inclusive of small/family-owned businesses and gave examples of specific demand occupations that could be included.

Our response: We acknowledge that the priority industry sectors that we have included in the plan are limited to the three industry pillars identified by the Finger Lakes Regional Economic Development Council. We took this approach because New York State Department of Labor policy guidance requires that we ensure that "the Regional Plan aligns with Priority Projects and other funding of [our] associated Regional Economic Development Council (REDC)." We agree that the approach to business outreach taken by and the business services strategies adopted by each of the three workforce boards should be comprehensive and flexible. Whereas there are limits to the amount of time and resources that each local workforce development board can dedicate toward regional industry sector strategies, each individual board has the ability to pursue the customized set of strategies that are most applicable to its specific workforce development area. We believe that such specific strategies should be reflected in each workforce development board's WIOA Local Plan. No changes have been made to the plan.

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