

Central New York
Local Workforce Investment Board
2014 Regional Workforce Plan

1. Labor Market Information for Workforce Planning

Labor Market Information (LMI) to support Local Workforce Investment Board (LWIB) regional workforce planning has been developed in a form that provides workforce planners an understanding of: (1) labor demand, or the occupational skills needed by businesses – immediately, short-term and long-term; (2) the labor supply, or availability of skilled workers in each of these labor markets; and (3) the education and community capacity to create skilled workers.

LMI for Workforce Planning is available at:

<http://labor.ny.gov/workforcenypartners/lwia/lmi-for-workforce-planning.shtm>.

This information includes: LWIB regional priority occupations; Regional Economic Development Council priority occupations; occupations in demand in current, short-term and long-term labor markets; and occupations associated with significant economic development projects.

2. Priority Sectors and Projects

- a. Sectors – Identify the priority sectors for the region and explain why each of these sectors was designated as a priority.

The Central New York Regional Economic Development Council has listed the following 7 sectors as priority industries for the region: Clean Energy and Environmental Systems; Health, Biomedical Services, and Biosciences; Financial Services; Agribusiness and Food Processing; Advanced Manufacturing; Tourism; and Data to Decisions. In addition, local employers will need skilled workers within the Construction; STEM (Science, Technology, Engineering, Math); and Transportation. In addition, there has been consistent demand for skilled trades workers in support of economic expansion in the sectors listed above as regional priorities.

- b. Projects - Identify regionally significant economic development projects or initiatives.

The following projects represent regionally significant economic development projects in the Central New York region:

- Many food products manufacturing firms have recently opened or will open in the region. This trend is being driven by an emphasis on yogurt production, cheese/dairy products, vegetable and fruit preparations, and baked goods.
- There will be significant, large-scale construction related to the repair and/or restructuring of Interstate I-81 through Central New York.
- The Onondaga County Executive's State of the County (March 2014) announced the Central New York Hub for Emerging Nano Industries will be built at the Collamer Crossings Business Park in DeWitt (Onondaga County). This Hub will attract businesses that rely on similar computer-generated animation and technology. It is expected to add hundreds of jobs to the Central New York

Region, with development anticipated in energy, medical devices, defense-related and film business clusters.

- There is significant (re)development in and around Onondaga Lake with the Onondaga Lake Revitalization Project. The project includes a waterfront amphitheater, infrastructure enhancements and business development within adjacent communities and municipalities. Onondaga Lake Revitalization is expected to attract additional music and entertainment business to the Region.
- The Syracuse Inner Harbor project will continue to boost tourism in the Region.
- Central New York won designation as one of six national test sites for aerial drone research. In addition to the direct economic impact of this research, the Region expects additional development in ancillary business and industry.
- DestiNY USA has been expanding with continuous openings of stores, restaurants, amusement/recreation facilities. DestiNY has become a significant attraction drawing tourists from Canada and other areas to the Central New York region.
- In Cortland County, Byrne Dairy is building a yogurt plant, artisan cheese factory and agri-tourism center on a 127 acre site in the Cortland County town of Cortlandville. When fully operational, the facility will create over 300 jobs.
- Cayuga Milk Ingredients is a \$90 million milk processing plant currently under construction in the town of Aurelius in Cayuga County. The Company expects to hire into 40 new positions by July 2014.
- Expansion of advanced manufacturing capacity with Novelis and Fulton Companies adding to capacity.

3. Aligning Business-led Partnerships and Resources

- a. LWIB Membership – Describe how the business membership of each of the region’s LWIBs align with or support business representation of priority sectors and regionally significant projects or initiatives.

All of the Local Workforce Investment Boards include members from priority sectors. As membership openings arise, care is given to seek out the businesses that are most relevant to the local and/or regional economy.

- b. Business Advisory Committees – Prepare an inventory of Business Advisory Committees established by community colleges, and describe LWIB involvement in these committees where applicable. Note that NYSDOL will create web-based mechanism to compile information on business advisory committees.

There are numerous business advisory committees established by community colleges, and Local Workforce Investment Board participation varies by entity and project.

The following is a representative list of business advisory committees that have been established by community colleges in the Central New York Region:

- Accounting, A.A.S.
 - Broadcast Production, A.A.S. – In addition to individual advisory committees, program chairs from 5 colleges – Cayuga Community College, St. John Fisher, Onondaga Community College, Monroe Community College and Tompkins Cortland Community College - convene during the summer to expand this work beyond their individual institutions.
 - Business Administration, A.A.S.
 - Chemical Dependency, A.A.S.
 - Computer Forensics, A.A.S.
 - Computer Information Systems, A.A.S.
 - Computer Support Special, A.A.S.
 - Web and Mobile Applications Design, A.A.S.
 - Construction and Environmental Technology, A.A.S.
 - Criminal Justice, A.A.S.
 - Early Childhood, A.A.S.
 - Electrical Engineering Technology, A.A.S.
 - Entrepreneurship, A.A.S.
 - Hotel and Restaurant Management, A.A.S.
 - Human Services, A.A.S.
 - Nursing, A.A.S.
 - Office Management and Administration, A.A.S.
 - Paralegal, A.A.S.
 - Wine Marketing, A.A.S.
 - Onondaga Community College's Perkins Local Advisory Council
- c. Regional Economic Development Council (REDC) Planning – Describe how the region's LWIBs coordinate with REDC planning.

Since their inception, the Regional Economic Development Councils (REDC) have recognized that workforce development must have a prominent role in the sustainment of strong regional economic development strategies. This focus is highlighted in the Central New York REDC's strategic plan. As a result, the Central New York LWIBs give serious consideration to the strategies articulated in the Central New York REDC's plan as each LWIB develops its Local Workforce Plan each year.

Many of the REDC's workforce priorities are further developed through LWIB programs and initiatives that evolve throughout each year. Further, several members of the CNY REDC are active members of the Local Workforce Investment Boards complementing

and enhancing the connection to and coordination of efforts between the REDC and LWIBS in Central New York.

- d. Other Business-led Partnerships – Describe how the any other business-led partnerships support workforce planning in the region.

There are numerous formal and informal business partnerships which support the regional workforce planning in Central New York. Through participation in partnerships with business, LWIBs expand their workforce intelligence and deepen understanding of the workforce issues impacting economic prosperity. Such partnerships include, but are not limited to: CNY Area Health Education Center’s Regional Advisory Council, Onondaga County Retention Council, Women Presidents’ Organization, Society for Human Resource Professionals (SHRM), American Society for Training and Development (ASTD), Central New York Employment Consortium, Cayuga Placement Consortium, Onondaga Placement Consortium, Oswego Placement Consortium, MACNY and various Centerstate CEO initiatives focusing on workforce development.

4. New York State Career Center Services

- a. Business Services – Describe the NYS Career Center Regional Business Services Team’s capacity to broker the region’s demand and supply for skilled workers.

The Business Services Team for the Central New York Region utilizes a variety of strategies to strengthen its connections to business in order to broker the Central New York Region’s demand and supply for skilled workers. These efforts include:

- Outreach through media outlets to connect with regional businesses, business-serving organizations, economic development agencies, education/training organizations to learn of new, expanding businesses in Central New York;
- Direct contact to business via newsletters, email blasts, telephone calls and personal connections to share information on workforce programs, incentives, initiatives;
- Use of partnership and collaborative venues to expand reciprocal workforce knowledge between workforce system and business community;
- Panel discussions and focus groups among employers;
- Personal contact with businesses in response to inquiries;
- Routine individual meetings with business partners to keep them current on relevant workforce initiatives; and
- Participation in collaborations with business, education and economic development. The Business Team Members do not solely rely on email and

phone for contacts but also makes schedule visits to businesses to help maintain strong relationships with businesses using the most effective and valuable outreach method, face to face visits.

The New York State Department of Labor's Occupational Analyst (OA) also plays a key role in assisting businesses with Job Analysis, Skills Gap Analysis, and general human resource consultation services. The information derived from businesses is combined with knowledge of the workforce, derived from local Career Centers and the New York State Department of Labor's Division of Research and Statistics. This workforce intelligence is shared and discussed at the bimonthly Regional Business Services Team Meetings, and circulated among individual Career Centers for follow-up action on relevant issues.

To the degree that it is possible, the regional workforce system has customized activities and services to best meet the talent needs of individual and collective business customers. These activities include job fairs, customized recruitments, meet the business sessions, business forums, interview forums (led by businesses), resume forums (led by businesses), as well as job seeker workshops and counseling opportunities. Career Centers in Central New York also utilize information regarding skill demands when reviewing customer training opportunities to ensure that training is closely aligned with regional employment opportunities and business needs.

- b. Worker Services – Describe NYS Career Center services to address unemployment in target populations.

There are NYS Career Centers in each of the counties in the region. Services are provided by an integrated network of partners. Services include: job search assistance, skills training, labor market data, information for youth and entrepreneurs, and referrals to appropriate community resources. All customers are enrolled through the One Stop Operating System (OSOS) and are also enrolled in Skills Matching and Referral Technology (SMART), a program that analyzes resumes for skills and work experience, then electronically contacts jobseekers via e-mail, recommending job openings in their areas to them based on their past work history, experience and skills. Customers also are co-enrolled in Jobzone. Career center staff members seek opportunities for job titles from the talent bank and organize customized recruitments, as needed by local and regional employers. Job titles with the most unemployed workers (as tabulated in WD Suite, a tool for job and talent bank information access) are targeted for solicitation of businesses for recruiting.

- c. Labor Exchange – Describe how the NYS Career Center System brokers filling jobs.

Staff in each career center and local area offer a wide range of services to area employers at no charge. Services include on-site recruiting, listing of job openings, human resource assistance, labor market information, labor law interpretation, safety

and health consultations, apprentice programs, affirmative action/EEO Guidance, and incentive programs and tax credit information.

Employers can post job openings in any of the counties by completing the fillable Job Order form through the job bank or local staff. This allows businesses to tap directly into our labor matching capabilities, which link the job requirements to the special skills and abilities of qualified applicants who are already in our talent bank. Staff can search thousands of records in seconds to refer candidates to positions. Centers offer free human resources consulting and services designed to provide employers with the qualified workers, economic incentives and strategies needed to meet the challenge of a global economy.

Businesses are offered space at local centers to do individualized job fairs and recruitments. New businesses often use the centers for interviewing, orientations and training while their buildings are being prepared for occupancy. All local jobs in demand occupations are matched against the local/regional talent bank; potential candidates receive letters alerting them to employment opportunities for which they may be qualified. Businesses have the opportunity to conduct targeted recruitments at the various to access the skilled workers they seek. Many businesses successfully utilize tool to fulfill their need for talent.

d. Partnerships - Identify partnerships that help fill job openings.

There are numerous partnerships that help fill job openings, in the Central New York Region. Among these are the business services teams in the region that include staff members from various partner entities including WIA, DOL, ACCES-VR, education and other local agency staff. These teams meet once monthly to share regional priorities and additional information to support their business dealings the services of all members of the staff.

Oswego WIB Director participates in the Cayuga Community College – Fulton Campus Community Partnership Committee, is a member of the Operation Oswego County Board, Oswego County Tourism Advisory Committee, the Oswego/Fulton Chamber of Commerce and the Onondaga Community College Nuclear Technology Advisory Committee, And the Next Generation Job Linkage Advisory Committee of the CNY REDC.

Other partnerships include, but are not limited to: CNY Area Health Education Center's Regional Advisory Council, Onondaga County Retention Council, Women Presidents' Organization, Society for Human Resource Professionals (SHRM), American Society for Training and Development (ASTD), Central New York Employment Consortium, Cayuga Placement Consortium, Onondaga Placement Consortium, Oswego Placement Consortium, and various Centerstate CEO initiatives focusing on workforce development.