

NEW YORK STATE REGIONAL COUNCILS CONFERENCE

Empire State Plaza Convention Center
September 27-28, 2011

Partnerships: Workforce Development

DISCUSSION POINTS

Regional Context

What Employers Say They Need

**Responsive Systems and
Partnerships**

**Investment Potential:
Impactful Regional Examples**

Employment Outlook

What Does the Regional Economy Look Like?

In Transition, More Diverse, More Knowledge Driven

Encompasses 8 Counties (parts of 3 others)

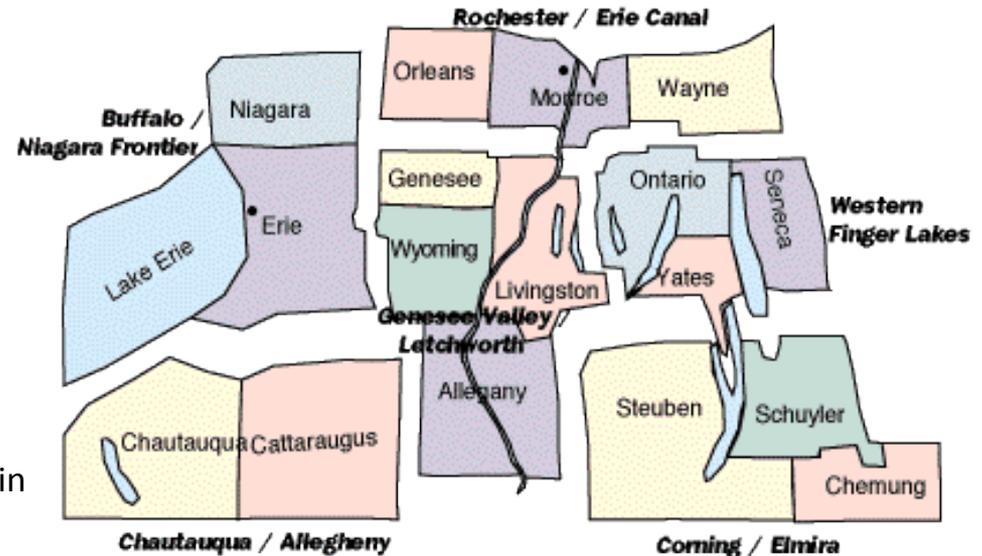
- 1.53 million in the region
- 37,400+ small businesses
- Well over 660,000 jobs
- 793,000 in the labor force (2010)

Paradigm Shift:

In 1970- manufacturing supplied one in three jobs in the region – now one in 10 jobs

Health Services and professional and Business Services drive the current economy with one in four jobs.

Region is poised for cooperative movement around multiple ventures to that will fuel the economy.



Unemployment Rate
Buffalo 7.3%
NYS 9+%

Reference: <http://regional-institute.buffalo.edu/projects/projects.cfm?ID=154>

REGIONAL DEMAND FOR LABOR

The upstate New York economy has been undergoing significant restructuring, with job gains in services sectors such as health care, education, business services, and leisure and hospitality offsetting losses in manufacturing

In recent years, **5 service based industries** have defined demand for labor in Buffalo, Niagara, generating 9 out of 10 net gain jobs since 2001.

24% Health Services

17% Professional & Business Services

8% Leisure & Hospitality

6% Education

4% Financial Services

Note: Small employers account for more than nine out of ten firms in Buffalo suggesting a vibrant regional economy for small businesses. However, the region's large firms still supply 60% of the jobs.

References:

<http://regional-institute.buffalo.edu/projects/projects.cfm?ID=154>

www.newyorkfed.org/research/

Regional economy/upstatenews.html

REGIONAL WORKFORCE

1 Retirement = 3 New
Workforce Entrants

Older Workers

- Leaving
Manufacturing/
Similar Sectors

Young Workers

- Entering Health,
Business and
Leisure Fields

Employers report difficulty in filling jobs for management-level positions

Exiting

10,000 retirements

Entering

26,000 college grads
4,500 with high school
level attainment or less

What We Have Learned From Selected Employment Sectors

Empire State Manufacturing

Worsening Pace

Negative Business Index
Negative Inventory Index
Low Levels of Employment -Skilled
Rising Price Index

Health and Allied Health

Rapidly Growing Sector
Increased Need for Well Trained Entry Level Workforce
Job Supply is Great – Talent Pool is Smaller than Demand

Life Sciences

Growing Sector – small business growth
Limited Workforce Connection

Green Industries

Limited –Skilled
Talent Pool
Difficult to Locate Employment Markets

THE SKILLS WORKERS NEED

Entry Level Worker

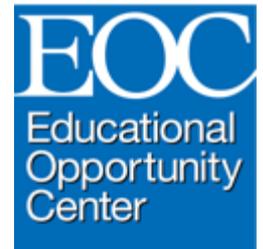
- Workplace Knowledge
- Education and Job Skill Training
- Fundamental Literacy Skill
 - Reading
 - Writing
 - Mathematics
 - Communication
 - Computer Literacy

Work Readiness Certification:
The National Work Readiness Credential

Incumbent Worker

- Skill Upgrade
- Paradigm Shift
- Support for Career Changes
- Education and Training

Build Your Future...
Transform Your Life



The Response

Strategic

- Establish the region as a destination
- Develop existing strengths
- Attract new opportunities
- Leverage what we have
- Rely on Strategic (working) Partnerships

Tactical

Target All Constituencies

- Residents
- Students
- Business/Industry
- Entrepreneurs

Engage Community Resources

- Education
- Workforce Preparation and Training
- Supportive Community Services

Build Your Future...
Transform Your Life



Responsive Systems and Partnerships

SUNY packs a double punch: it's producing the kind of new ideas we need to create high paying jobs in New York State— and it is helping to produce a workforce prepared to take those jobs

The State University of New York

- A big impact on our economy
- Nearly \$20 billion annually, and it is growing.
- The 64 campuses of SUNY are critical in building an innovation economy, affecting the state's ability to grow and produce jobs.
- Educates a competitive workforce;
- Helps employers large and small with the adoption of innovation and new practice; and,
- Develops new technologies; and translates research into commercial use.

SUNY has high potential for job creation and talent development

Reference: UB2020 Opportunities Advisory Council Fall 2011 Newsletter

Responsive Systems and Partnerships: Evidence Models

University at Buffalo

UB 2020 Opportunities Council

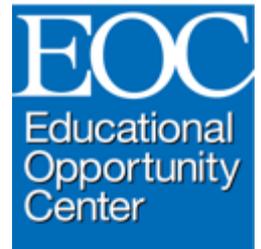
UB Educational Opportunity Center

UB iSciWNY

Innovate - Empower – Enable - Enhance

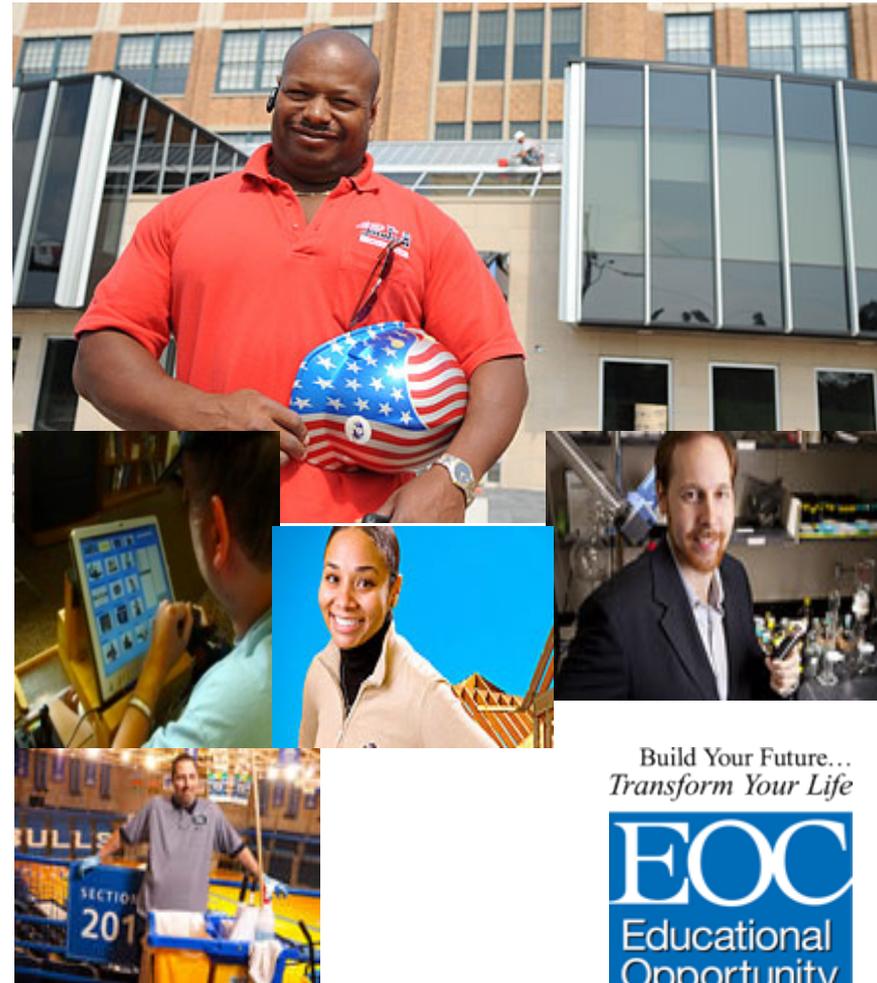
Regional skills partnerships and career pathways programs eliminate recruiting barriers, identify labor supply constraints as well as potential and develop regional talent.
Reference: Jaison Abel, “Human Capital and Economic Activity in Urban America

Build Your Future...
Transform Your Life



UB 2020 Opportunities Advisory Council

- Comprised of business, industry, university and community leaders
- Focus is to help the university to identify and develop a diverse and qualified talent pool for existing and projected employment opportunities at UB and in the region.
 - Downtown Medical Campus (Projected)
 - Center for Translational Research (Current)
 - Construction Projects
- Commitment to entrepreneurial opportunities and MWBE participation on UB projects

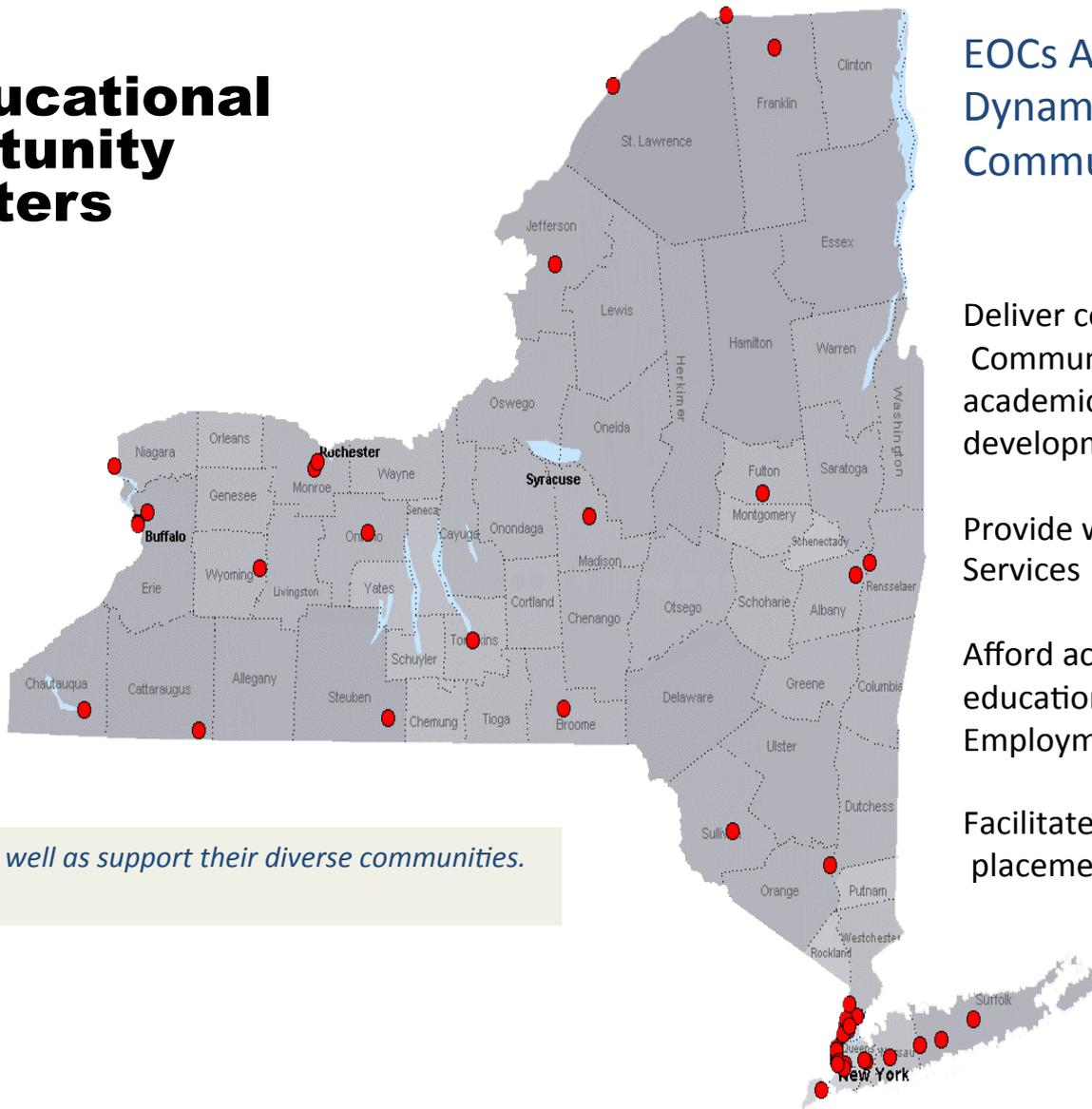


Build Your Future...
Transform Your Life

EOC
Educational
Opportunity
Center

SUNY Educational Opportunity Centers

The network of Educational Opportunity Centers and ATTAIN Labs represents a major effort by the State University to meet the educational and vocational needs of economically disadvantaged persons



EOCs Are Vibrant, Dynamic Learning Communities

Deliver comprehensive, Community-based academic and workforce development programs.

Provide wrap-around Services

Afford access to further education and Employment

Facilitate post-secondary placement

Our EOCs serve students as well as support their diverse communities.

Build Your Future...
Transform Your Life



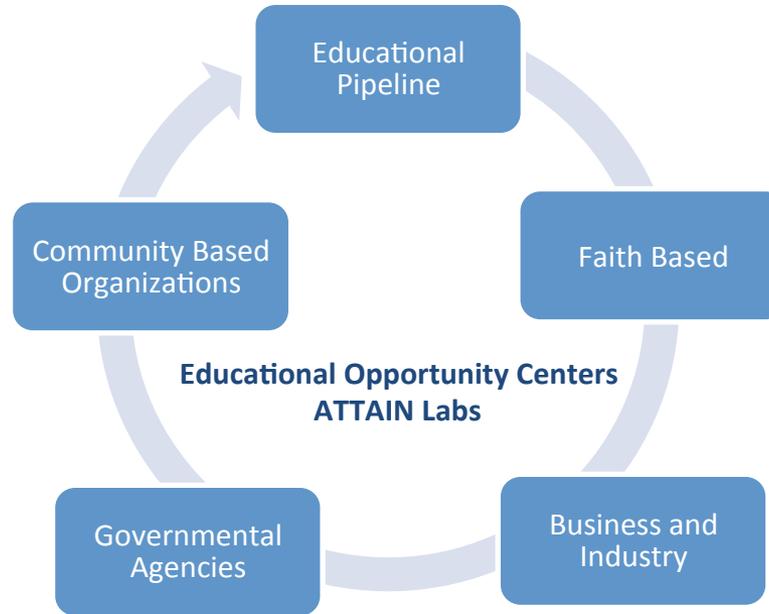
State University of New York (SUNY) University Center for Academic and Workforce Development (UCAWD) System Priorities

- **GED:** Impact percentage of GED examination passers statewide
- **POST-SECONDARY:** Increase number (and percentage) of students specifically entering SUNY in specific and postsecondary institutions in general
- **EMPLOYMENT:** Increase number (and percentage) of adult education students transitioning into career pathways (sustainable employment with opportunities for advancement via training, education, civil service test preparation services or skill competency testing)
- **ECONOMIC:** Demonstrate importance of SUNY to the short-term and long-term economic recovery and sustained vitality of New York State by converting tax beneficiaries into taxpayers



- **ACCOUNTABILITY:** Improve student outcomes as measured by UCAWD standards (retention, completion and placement).
- **RESOURCES:** Identify and facilitate new external resources for EOCs
- **NEW NORMAL:** Adapt institutional infrastructure to effectively “do more with less” without sacrificing quality service delivery and innovation

EOC's Key Partnerships and Collaborations



UBEOC

Education: Basic Education, ESL, GED, College Preparation

Job and Career Preparation Sectors: Health and Allied Health, Green, IT, Business

Graduated over 20,000; thousands have earned GED's and thousands more have transitioned to college; started careers, or advanced careers

Build Your Future...
Transform Your Life



A REGIONAL RESPONSE TO OUT-MIGRATION

iSciWNY™

Stay here. Go Far.

Initial Phase:

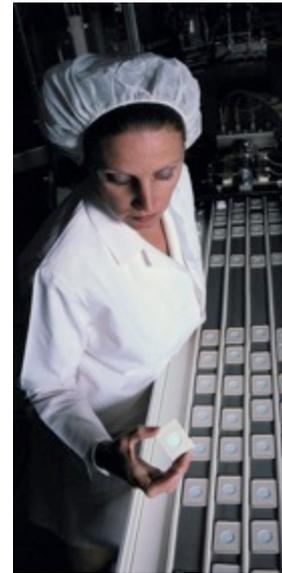
- focused primarily on the Buffalo Niagara region of Western NY State
- Currently developing pilots in the Rochester and proposed development in the Finger Lakes Region area (potential new partner: Bausch & Lomb)

Goal: To develop and disseminate information about regional high-tech career pathways to learners of all ages, in order to:

- Demystify new economy opportunities for education and employment.
- Promote interest and engagement in high-tech industry through online and live career exploration tools.
- Enhance the workforce pipeline for today and tomorrow.

Value Proposition:

- We serve the needs of employers such as Bausch & Lomb, who are committed to growing a high tech economy while assisting communities who are trying to promote these economies in their region.



Educational Opportunity Center
University at Buffalo The State University of New York





Stay here. Go Far.

Since its inception, iSciWNY has:

- **Reached** more than 350,000 school aged students and adults, utilizing its online, in-person, print, and media communications, where www.isciwny.com provides a rich, engaging hub of career pathway content that is accessible at no cost to all;
- **Developed** “train-the-trainer” program curricula and learning materials describing high-tech careers, educational opportunities and companies (one version for in-school audiences and one for adult learners);
- **Launched** exploration/orientation sessions to introduce the public to regional high-tech industries and career considerations, and to describe training programs available in the area to more than 7000 participants;
- **Trained** nearly 400 ambassadors to deliver the iSciWNY program to adult learner and secondary/higher education audiences;
- **Distributed** the program to more than 200 Western New York middle and high schools, higher education institutions, and community-based organizations that work with adult populations;
- **Demonstrated** improvement in understanding (e.g., 98% of teachers and students have better understanding of life sciences post-orientation) and interest in life sciences (e.g., doubled proportion of high students interested in life sciences post-orientation; 75% of students report being more interested);
- **Added** a new pathway component: iSciSTEM.

EMPLOYMENT OUTLOOK

Regional Employment Openings

- education, training, and library occupations;
- healthcare practitioners and technical occupations;
- food preparation and serving related occupations.

Specifically, teachers, nurses, retail salespersons, janitors and cleaners, teacher assistants, home health aides, and waiters and waitresses will have the most openings. Production occupations are projected to decline by the greatest number.

Even with continuing losses in manufacturing and in trade, transportation, and utilities, overall job growth should expand by roughly 0.5 percent for the full year, representing the creation of about 20,000 net new jobs.

Moreover the offsetting trends in services and manufacturing employment will help move upstate New York closer to a service-based economy, and these sectors should prove to be a continued source of longer term employment growth.

References:

www.newyorkfed.org/research/

Regional economy/upstatenews.html

<http://www.labor.ny.gov/stats/demand.asp>

Ensure that our citizens have access to high quality and affordable learning and training throughout their lives – emphasis on creating a national strategy for life long learning (Spellings Commission, 2006)

Thank you!