



BUSINESS ENGAGEMENT: INTRODUCTION

WHAT WE DO:

- Our system connects over **250,000** individuals to career and training opportunities each year.
 - Our mission is to create and connect talent pipelines to the opportunities of our business customers.
 - We assist businesses who are growing and thriving through our **Business Services** teams, as well as businesses facing downsizing and closures with layoff aversion and **Rapid Response** services.
- We hold an average of **1,500** customized recruitments and job fairs annually to connect jobseekers with businesses.
- We maintain the tools and resources to provide **no cost** services to our customers.



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STATE OF
OPPORTUNITY.

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JOBSEXPRESS

JOBSEXPRESS

- Currently, over **220,000** NYS based jobs posted on JobsExpress.
RECORD HIGHS
- JobsExpress sorts the thousands of jobs listed on the NYS Job Bank by region!
- JobsExpress allows job seekers to search by:
 - Occupation
 - Businesses most in demand
 - Zip code and travel distance



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JOBSEXPRESS: OPENINGS BY REGION

Region	Businesses	Openings
New York City	2,806	91,107
Long Island	1,093	24,609
Capital	1,277	22,393
Hudson Valley	1,205	20,361
Western NY	1,372	18,716
Finger Lakes	1,231	17,490
Central NY	847	10,236
Southern Tier	741	9,876
North Country	651	5,653
Mohawk Valley	482	4,156
Total	6,836*	224,597

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JOBSEXPRESS: TOP JOBS

- Registered Nurses
- Software Developers, Applications
- Marketing Managers
- Retail Salespersons
- First-Line Supervisors of Retail Sales Workers
- Social and Human Service Assistants
- Management Analysts
- Customer Service Representatives
- Financial Managers, Branch or Department
- First-Line Supervisors of Office and Administrative Support Workers
- Managers, All Other
- Market Research Analysts and Marketing Specialists
- Nursing Assistants
- Cashiers
- Accountants
- Home Health Aides
- Computer Systems Engineers/Architects
- Licensed Practical and Licensed Vocational Nurses
- Combined Food Preparation and Serving Workers, Including Fast Food

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NEW YORK STATE JOB BANK

- New York State Department of Labor's main source for job postings and job seeker resumes.
- Over **390,000** jobs on the NYS Job Bank:
- **Connecting job seekers to businesses:**
 - Allows businesses to manage job orders throughout the recruitment process.
 - Helps businesses increase interest in their job openings.
 - Enables businesses to search the resumes of thousands of job seekers.
- Ability to post job opportunities multiple ways!

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- **Businesses can post jobs at no cost!**
 - Saving up to **\$8,000** a year!
- **Job postings get a lot of exposure!**
 - Saving money and time!
 - Over **40,000** job seekers visit the NYS Job Bank on a monthly basis!
- **Businesses develop a large pool of qualified candidates!**
 - Filling open positions with ease!

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RECRUITMENT EVENTS

- Businesses save up to **\$13,000** per year utilizing our additional recruitment services!
 - Regional Career Fairs
 - Mini Job Fairs
 - Dedicated Recruitment Events
 - ***NEW*** Virtual Career Fairs
- Recruitment Events:
 - Help businesses access top talent in one place at one time
 - Reduce recruiting time
 - Help businesses reach highly motivated jobseekers

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VIRTUAL CAREER FAIRS

BACKGROUND

In early 2020, The New York State Department of Labor searched to implement a virtual solution to in-person career fairs that would allow businesses and job seekers to make important connections in a safe, and easy way.

The New York State Department of Labor Virtual Career Fairs launched in November of 2020. There were two pilots held, the first in Western, NY on November 18, 2020, and the second in the Finger Lakes on November 19, 2020.

Since launching, NYSDOL has held **59** Virtual Career Fairs with **3,516** businesses and **31,487** job seekers in attendance.



VIRTUAL CAREER FAIRS: EVENT CUSTOMIZATION

- **Unique exterior design for each event**
 - Incorporate various logos and promotional material and background image unique to the event and area.
- **Up to 6 pavilions** – Unique for each event
 - Based on industry or region/county
- **Unlimited booths and visitors**
- **NYSDOL Information Stand** equipped with helpful videos and content for participating job seekers and businesses.



BOOTH CUSTOMIZATION AND ACCESSIBILITY FEATURE

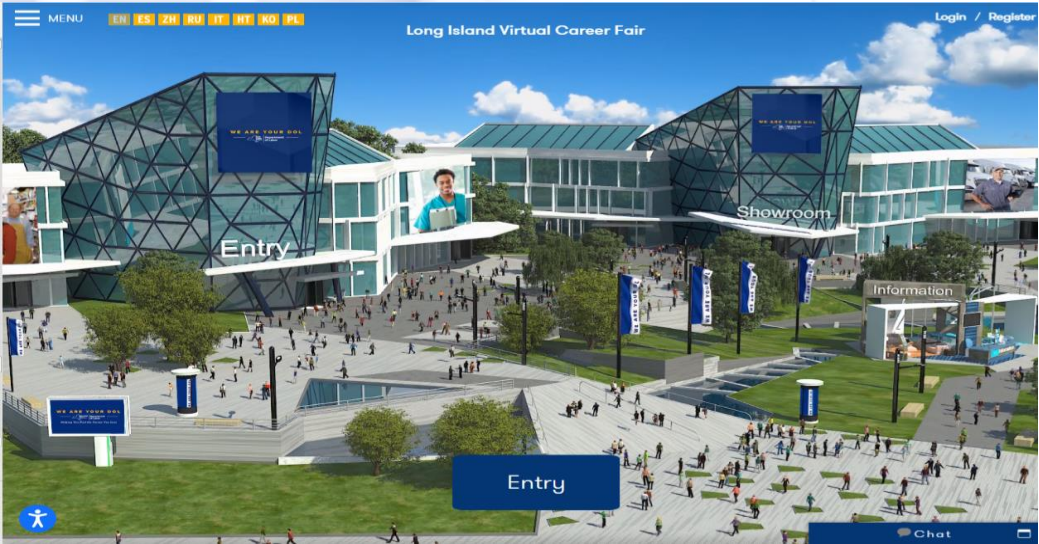
- **Build your booth**
 - Businesses customize their booth with company information, logos, slogans, links, and downloadable materials such as applications, videos and job postings. You choose the booth design and stand host.
- **Accessibility Feature**
 - Offers options such as vision impaired profile, cognitive disability profile, ADHD friendly profile, screen-reader, keyboard navigation. The feature also has options to adjust content, text, audio, and colors.
- **Language Translation**
 - The site offers **8** languages for the interface, and a translation option in the text chats.



VIRTUAL CAREER FAIRS: EXTERIOR DESIGN



VIRTUAL CAREER FAIRS: EXTERIOR DESIGN









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VIRTUAL CAREER FAIRS: PAVILIONS



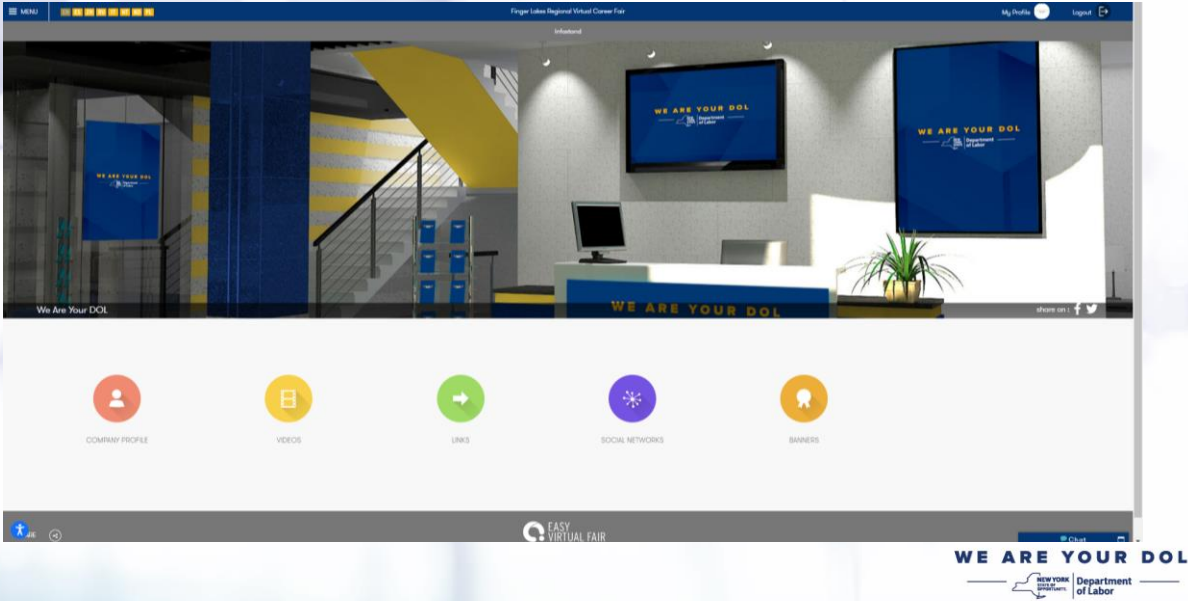
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VIRTUAL CAREER FAIRS: EXHIBIT HALL


 Information Booth 0 Job Postings	 Aerotek 2 Job Postings	 Anthem, Inc. 1 Job Postings	 Applied Materials 9 Job Postings
 ASR-Group/ Domino Sugar 5 Job Postings	 BASF Colors & Effects 7 Job Postings	 BCP Engineers &... 23 Job Postings	 Bergmann 2 Job Postings



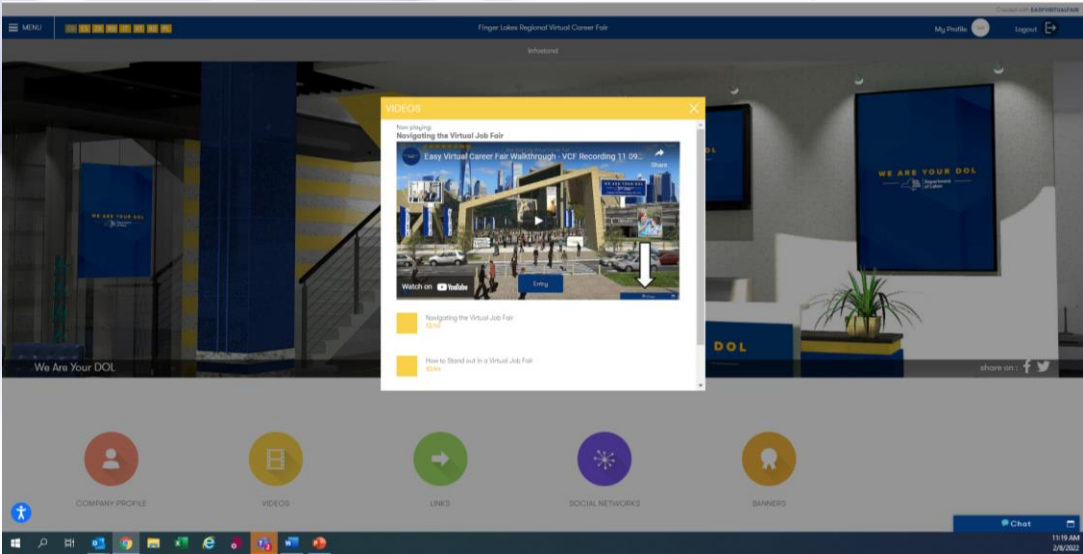
VIRTUAL CAREER FAIRS: INFORMATION BOOTH



The interface shows a virtual booth with a blue and yellow color scheme. It includes a navigation bar at the top with a menu icon, a profile icon, and a login button. The main area features a large image of the booth interior with a desk, computer, and potted plant. Below the image is a navigation bar with five icons: a person icon for 'CONTACT PROFILE', a document icon for 'VIDEOS', a right arrow icon for 'LINKS', a social media icon for 'SOCIAL NETWORKS', and a lightbulb icon for 'BANNERS'. At the bottom, there is a footer with the 'WE ARE YOUR DOL' logo and the text 'EASY VIRTUAL FAIR'.



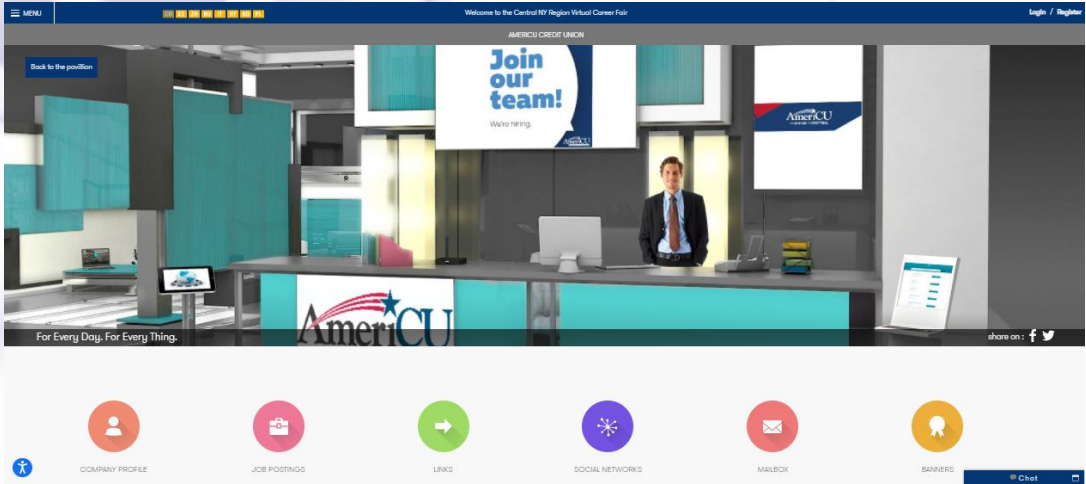
VIRTUAL CAREER FAIRS: INFORMATION BOOTH



VIRTUAL CAREER FAIRS: BOOTH EXAMPLE

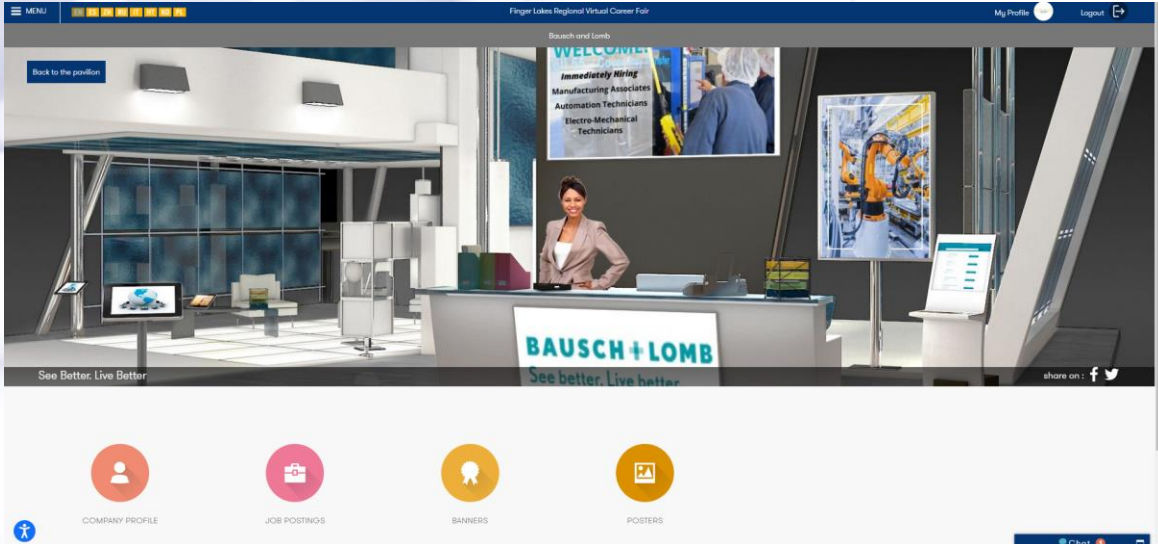


VIRTUAL CAREER FAIRS: BOOTH EXAMPLE



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VIRTUAL CAREER FAIRS: BOOTH EXAMPLE



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VIRTUAL CAREER FAIRS: BENEFITS

- **Expanded Candidate Pipelines**
- **Higher Job Seeker Attendance**
 - Higher conversion rates (Avg. 60%+)
- **Saves Time and Money**
 - Virtual Career Fairs hosted by the NYSDOL are **No Cost**
- **Accelerated Hiring Times**
 - Some businesses conduct initial interviews on the spot!
 - Others leave the event with interviews scheduled
- **Pre-event Marketing Support**

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MARKETING

NYSDOL MARKETING: SOCIAL MEDIA POSTS

WEDNESDAY

17

WESTERN NEW YORK

THURSDAY

18

SOUTHERN TIER

WEDNESDAY

1

NORTH COUNTRY

THURSDAY

2

MOHAWK VALLEY
LONG ISLAND

TUESDAY

7

NEW YORK CITY

WEDNESDAY

8

FINGER LAKES
CENTRAL NY

THURSDAY

9

CAPITAL REGION

TUESDAY

14

WESTERN NEW YORK

WEDNESDAY

15

HUDSON VALLEY

THURSDAY

16

SOUTHERN TIER

NOVEMBER

DECEMBER

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FYI: All virtual career fairs have a preview day the day before the live event enabling registered participants to preview vendors, open positions, etc.

2022 Virtual Career Fairs

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Employers across New York State are hiring in 2022

FIND YOUR REGION AND SAVE THE DATE TODAY

WEDNESDAY

2

NORTH COUNTRY
Virtual Career Fair

THURSDAY

3

LONG ISLAND
Virtual Career Fair

TUESDAY

8

FINGER LAKES
Virtual Career Fair

WEDNESDAY

9

NEW YORK CITY
Virtual Career Fair

THURSDAY

10

CAPITAL REGION
Virtual Career Fair

WEDNESDAY

16

WESTERN NEW YORK
Virtual Career Fair

THURSDAY

17

SOUTHERN TIER
Virtual Career Fair

WEDNESDAY

23

CENTRAL NEW YORK
Virtual Career Fair

THURSDAY

24

MOHAWK VALLEY
VIRTUAL CAREER FAIR
HUDSON VALLEY
Virtual Career Fair

FEBRUARY

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NYSDOL MARKETING: SOCIAL MEDIA POSTS

2022 Virtual Career Fairs

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SOUTHERN TIER

Thursday, January 20

11am – 2pm

REGISTER AT:
on.ny.gov/STJan22

45+
REGISTERED
BUSINESSES

1,800+
AVAILABLE
JOBS

500 | Guthrie

250 | Cornell University

130 | Unity House of Cayuga County

100 | Lourdes Hospital

100 | NYS DOCCS

2022 Virtual Career Fairs

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WESTERN NEW YORK

Wednesday, January 19

11am – 2pm

REGISTER AT:
on.ny.gov/WNYJan22

15+
REGISTERED
BUSINESSES

400+
AVAILABLE
JOBS

120 | The Resource Center

40 | Evergreen Health

30 | The Chautauqua Center

30 | Buffalo Wire Works

25 | NYS OPWDD

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NYSDOL MARKETING: SOCIAL MEDIA POSTS

REGISTER NOW!

NEW YORK STATE DEPARTMENT OF LABOR

VIRTUAL CAREER FAIR

In partnership with

NYS SENATE MAJORITY LEADER

Andrea Stewart-Cousins

WEDNESDAY

SEPTEMBER 29, 2021

(PREVIEW DAY)

THURSDAY

SEPTEMBER 30, 2021

(LIVE EVENT 10AM – 2PM)

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2021 Virtual Career Fairs

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NEW YORK CITY

Tuesday, November 9

11am – 2pm

REGISTER AT: on.ny.gov/NYCFOct21

500+ REGISTERED BUSINESSES

2,900+ AVAILABLE JOBS

500+ The Jewish Board of Children and Family Services

500+ Council for Airport Opportunity NY&NJ

500+ Breaking Ground

500+ Acacia Network

500+ NYPD

2021 Virtual Career Fairs

WE ARE YOUR DOL

1 NEW YORK CITY

Tuesday, November 9

11am – 2pm

REGISTER AT: on.ny.gov/NYCFOct21

2 FINGER LAKES

Wednesday, November 10

11am – 2pm

REGISTER AT: on.ny.gov/FLXFOct21

3 CAPITAL REGION

Wednesday, November 10

11am – 2pm

REGISTER AT: on.ny.gov/CapFOct21

NYS Department of Labor

@nyslabor

The tourism industry is powered by workers around the state, from Governor's Island to the Thousand Islands, Niagara Falls to New York City.

We're partnering with [@I_Love_NY](#) to shine light on tourism job opportunities available now!

Join us TODAY! nysdolvirtual11.easyvirtualfair.com

2021 Virtual I Love NY Tourism Career Fair

Thursday, October 7

11am – 2pm

Hundreds of jobs across New York State

Ski Mountains, Breweries & Wineries, Hotels, Resorts Destinations, and Much More!

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NYSDOL MARKETING: FLYERS

VIRTUAL CAREER FAIR

In partnership with

NYS SENATE MAJORITY LEADER

Andrea Stewart-Cousins

REGISTER NOW!

nysdolvirtual.easyvirtualfair.com

WEDNESDAY

SEPTEMBER 29, 2021

(PREVIEW DAY)

THURSDAY

SEPTEMBER 30, 2021

(LIVE EVENT 10AM – 2PM)

UPS 500 openings

Volunteers of America - Greater New York 130 openings

St John's Riverside Hospital 130 openings

Allied Universal Protective Services 100 openings

NYS Department of Corrections and Community Supervision 100 openings

Cardinal McCloskey Community Services 100 openings

BNT and Allergy Associates/GMMS USA 90 openings

Plus, 1,786+ Jobs From 40+ Employers

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Long Island Regional Virtual Career Fair

THURSDAY, DECEMBER 2, 2021

11 AM – 2 PM

WE ARE YOUR DOL

A PREVIEW DAY WILL BE HELD ON WEDNESDAY, DECEMBER 1, 2021 BEGINNING AT 8AM.

PRE-REGISTER TODAY: <https://nysdolvirtual8.easyvirtualfair.com>

ATTENDING BUSINESSES

Old Navy

University Support Services

Chembio Diagnostic Systems, Inc

Berkshire Farm Center & Services

FEDEX Express

Walgreens

Verizon

Randstad

YNSNY Partners in Care

Outreach

David Lerner Associates

Staples

Brookhaven National Lab

Maximum Security

BlueSkye Staffing Corp.

Greenporter Hotel LLC

Flegeman School

NYS Dept of Motor Vehicles

Robert Half

Customer Computer Specialists

Windstream

Community Housing Innovations

Attentive Care

And more!

JOB OPENINGS FOR ATTENDING BUSINESSES

Stock Associate

Customer Service

Security Guard

Substance Abuse Counselor

Homefinder

Warehouse Worker

Machine Operators

Cleaner

LPN/ RN/ CNA/ HHA/ PCA

IT Programmer

Teachers

Packaging Operator

Production Technician

Marketing

Motor Vehicle Rep

Waitress/ Host/ Bartenders

Sales Associates

Courier Handler

Administrative Assistant

And many more!

MAKE SURE TO PRE-REGISTER AND UPLOAD YOUR RESUME

FOR MORE INFORMATION ABOUT THIS EVENT, CONTACT VIRTUALJOBFAIRS@LABOR.NY.GOV

888.469.7365 | www.labor.ny.gov | [facebook](https://www.facebook.com/nyslabor) | [instagram](https://www.instagram.com/nyslabor) | [linkedin](https://www.linkedin.com/company/nyslabor)

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TALENT POOL ALIGNMENT – THE PERFECT FIT

- **Geographical Diversities:**
 - In demand occupations in your region
 - Identify skills and expertise of customers
 - Develop a network that aligns with local workforce needs
- **Understanding Regional Challenges:**
 - Skills Gap
 - Pay Scale
 - Commutation Patterns



NYSDOL MARKETING: E-MAIL BLASTS

- **2021 Blast emails sent:**
 - 496 emails were sent out
 - 8,964,292 job seekers
- **E-mail Blasts grab the attention of readers, by including the following:**
 - Benefits, flexibility, wages where available
 - Actionable subject lines
 - Concise information such as dates, business name and job titles
 - Links for quick and easy direction to and access of events
 - Detailed job descriptions
 - Access to job applications
- **Talent Outreach Strategy:**
 - Based on county or location
 - Time since a service, experience or desired fields
 - Other search criteria as necessary such as Driver's license, bi-lingual candidates, educational degrees, etc.



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HIRING INCENTIVES AND FUNDING OPPORTUNITIES

HIRING INCENTIVES

- Work Opportunity Tax Credit (WOTC)
- Workers (with Disabilities) Employment Tax Credit (WETC)
- New York Youth Jobs Program
- Hire-A-Vet Credit
- Farm Workforce Retention Credit
- Work for Success Program
- Federal Bonding Program
- Excelsior Jobs Program

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AVAILABLE TRAINING FUNDS

Workforce Development Initiative

- The Workforce Development Initiative (WDI) was inaugurated in 2019 with a mission to invest \$175 million throughout New York State for innovative, creative, and regionally customized workforce development projects.
- Awarded projects under the new WDI Consolidated Funding Application (CFA) will support strategic regional efforts that meet businesses' short-term workforce needs, long-term industry needs, improve regional talent pipelines, enhance the flexibility and adaptability of local workforce entities, and expand workplace learning opportunities.



AVAILABLE TRAINING FUNDS

New York State Energy Research and Development Authority (NYSERDA)

On-the-Job Training for Energy Efficiency and Clean Technology

- NYSERDA works closely with NYSDOL to deliver the OJT program and help develop job skills for new workers in energy efficiency and clean technology businesses.
- DOL assists participating businesses with developing OJT training plans as well as assessing necessary skills and identifying available workers that match those skills.





HUMAN RESOURCES CONSULTATION SERVICES

We help businesses with a variety of human resources at no cost, saving them thousands of dollars each year!

Human Resources Consultation Services Include:

- Job Analysis
- Skills Gap Analysis
- Skills Matching and Referral Technology
- Employee Handbooks
- Legal Compliance
- Employment Applications
- Interview Techniques
- Employee Orientation
- Turnover Analysis





REGIONAL BUSINESS ENGAGEMENT LEADS

CAPITAL REGION Patrick Brown W.A. Harriman State Office Campus Building 12, Room 412 Albany, NY 12240 518-457-2483 patrick.brown@labor.ny.gov	MOHAWK VALLEY James Bepko 207 Genesee St Utica, NY 13501 315-793-2271 james.bepko@labor.ny.gov
CENTRAL NEW YORK Roy Jewell 450 South Salina Street, Room 302 Syracuse, NY 13202 315-479-3362 roy.jewell@labor.ny.gov	NEW YORK CITY Ingrid Gonzalez 9 Bond Street Brooklyn, NY 11201 718-613-3657 ingrid.gonzalez@labor.ny.gov
FINGER LAKES Jason Kirchhoff 276 Waring Road Rochester, NY 14609 585-258-8843 jason.kirchhoff@labor.ny.gov	NORTH COUNTRY Melissa Baretzky 194 US Oval Plattsburgh, NY 12901 518-561-0430 melissa.baretzky@labor.ny.gov
HUDSON VALLEY Sheila Davis 3 Washington Center, 4th Floor Newburgh, NY 12550 845-568-5322 sheila.davis@labor.ny.gov	SOUTHERN TIER David Croston 171 Front St Binghamton, NY 13905 607-778-3004 david.croston@labor.ny.gov
LONG ISLAND Laurie Thomson 303 West Old Country Road Hicksville, NY 11801 518-457-1685 laurie.thomson@labor.ny.gov	WESTERN NEW YORK Christopher Kokoszka 284 Main Street, Floor Mezzanine Buffalo, NY 14202 716-851-2655 christopher.kokoszka@labor.ny.gov



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THANK YOU!

Laurie Thomson
Deputy Director, Business Engagement
518-457-1685 | laurie.thomson@labor.ny.gov



Key Resources

- **NYSDOL Recruitment Resources:** dol.ny.gov/recruit-your-workforce
- **Mid-Hudson REDC Website:** regionalcouncils.ny.gov/mid-hudson
 - Recorded Webinars
 - Resources and Upcoming Events
- **Questions?** Email midhudsonREDC@esd.ny.gov