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.
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

### JOBSEXPRESS: OPENINGS BY REGION

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

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!
NEW YORK STATE JOB BANK

• Businesses can post jobs at no cost!
  o Saving up to $8,000 a year!

• Job postings get a lot of exposure!
  o Saving money and time!
  o Over 40,000 job seekers visit the NYS Job Bank on a monthly basis!

• Businesses develop a large pool of qualified candidates!
  o Filling open positions with ease!

MICROSITES

Seasonal Jobs
https://seasonalworks.labor.ny.gov

Immediate Hiring Opportunities
https://nyhirenow.usnlx.com/

Tourism Industry
https://nytourism.usnlx.com/
RECRUITMENT EVENTS

• Businesses save up to $13,000 per year utilizing our additional recruitment services!
  o Regional Career Fairs
  o Mini Job Fairs
  o Dedicated Recruitment Events
  o *NEW* Virtual Career Fairs

• Recruitment Events:
  o Help businesses access top talent in one place at one time
  o Reduce recruiting time
  o Help businesses reach highly motivated jobseekers
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

VIRTUAL CAREER FAIRS: PAVILIONS
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
TALENT POOL ALIGNMENT – THE PERFECT FIT

• Geographical Diversities:
  o In demand occupations in your region
  o Identify skills and expertise of customers
  o Develop a network that aligns with local workforce needs

• Understanding Regional Challenges:
  o Skills Gap
  o Pay Scale
  o Commutation Patterns

NYSDOL MARKETING: E-MAIL BLASTS

• 2021 Blast emails sent:
  o 496 emails were sent out
  o 8,964,292 job seekers

• E-mail Blasts grab the attention of readers, by including the following:
  o Benefits, flexibility, wages where available
  o Actionable subject lines
  o Concise information such as dates, business name and job titles
  o Links for quick and easy direction to and access of events
  o Detailed job descriptions
  o Access to job applications

• Talent Outreach Strategy:
  o Based on county or location
  o Time since a service, experience or desired fields
  o Other search criteria as necessary such as Driver’s license, bi-lingual candidates, educational degrees, etc.
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
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.
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

<table>
<thead>
<tr>
<th>REGIONAL BUSINESS ENGAGEMENT LEADS</th>
<th>MOHAWK VALLEY</th>
<th>NEW YORK CITY</th>
<th>NORTH COUNTRY</th>
<th>SOUTHERN TIER</th>
<th>WESTERN NEW YORK</th>
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<tbody>
<tr>
<td><strong>CAPITAL REGION</strong></td>
<td>Patrick Brown</td>
<td></td>
<td>Patrick Brown</td>
<td>James Bepko</td>
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<tr>
<td>W.A. Harriman State Office Campus Building 12, Room 412 Albany, NY 12240</td>
<td>518-457-2483</td>
<td></td>
<td>W.A. Harriman State Office Campus Building 12, Room 412 Albany, NY 12240</td>
<td>518-457-2483</td>
<td></td>
</tr>
<tr>
<td><strong>CENTRAL NEW YORK</strong></td>
<td>Roy Jewell</td>
<td>James Bepko</td>
<td>Roy Jewell</td>
<td>James Bepko</td>
<td>James Bepko</td>
</tr>
<tr>
<td>450 South Salina Street, Room 302 Syracuse, NY 13202</td>
<td>315-479-3362</td>
<td>207 Genesee St Utica, NY 13501</td>
<td>207 Genesee St Utica, NY 13501</td>
<td>315-793-2271</td>
<td>James <a href="mailto:Bepko@labor.ny.gov">Bepko@labor.ny.gov</a></td>
</tr>
<tr>
<td><strong>FINGER LAKES</strong></td>
<td>Jason Kirchhoff</td>
<td>Melissa Baret</td>
<td>Jason Kirchhoff</td>
<td>Melissa Baret</td>
<td>Christopher Kokoszka</td>
</tr>
<tr>
<td>276 Waring Road Rochester, NY 14609</td>
<td>585-258-8643</td>
<td>Melissa Baret</td>
<td>276 Waring Road Rochester, NY 14609</td>
<td>585-258-8643</td>
<td>Christopher Kokoszka</td>
</tr>
<tr>
<td><strong>HUDSON VALLEY</strong></td>
<td>Sheila Davis</td>
<td>Ingrid Gonzale</td>
<td>Sheila Davis</td>
<td>Ingrid Gonzale</td>
<td>Christopher Kokoszka</td>
</tr>
<tr>
<td>3 Washington Center, 4th Floor</td>
<td>845-568-5322</td>
<td>Ingrid Gonzale</td>
<td>3 Washington Center, 4th Floor</td>
<td>845-568-5322</td>
<td>Christopher Kokoszka</td>
</tr>
<tr>
<td>NEWburgh, NY 12550</td>
<td></td>
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<td>NEWburgh, NY 12550</td>
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<tr>
<td><strong>LONG ISLAND</strong></td>
<td>Laurie Thomson</td>
<td>Christopher Kokoszka</td>
<td>Laurie Thomson</td>
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<tr>
<td>303 West Old Country Road</td>
<td>518-457-5685</td>
<td>Christopher Kokoszka</td>
<td>303 West Old Country Road</td>
<td>518-457-5685</td>
<td>Christopher Kokoszka</td>
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<tr>
<td>Hicksville, NY 11801</td>
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<td>Christopher Kokoszka</td>
<td>Hicksville, NY 11801</td>
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<td>Christopher Kokoszka</td>
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<tr>
<td><strong>SOUTHERN TIER</strong></td>
<td>David Croston</td>
<td>David Croston</td>
<td>David Croston</td>
<td>Christopher Kokoszka</td>
<td>Christopher Kokoszka</td>
</tr>
<tr>
<td>171 Front St Binghamton, NY 13905</td>
<td>607-778-3004</td>
<td>Christopher Kokoszka</td>
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<td>607-778-3004</td>
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<tr>
<td>284 Main Street, Floor Mezzanine Buffalo, NY 14202</td>
<td>716-851-2655</td>
<td>Christopher Kokoszka</td>
<td>284 Main Street, Floor Mezzanine Buffalo, NY 14202</td>
<td>716-851-2655</td>
<td>Christopher Kokoszka</td>
</tr>
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Key Resources

• **NYSDOL Recruitment Resources**: [dol.ny.gov/recruit-your-workforce](dol.ny.gov/recruit-your-workforce)

• **Mid-Hudson REDC Website**: [regionalcouncils.ny.gov/mid-hudson](regionalcouncils.ny.gov/mid-hudson)  
  • Recorded Webinars  
  • Resources and Upcoming Events

• **Questions?** Email [midhudsonREDC@esd.ny.gov](mailto:midhudsonREDC@esd.ny.gov)