

B. WORKFORCE DEVELOPMENT [WRK]

ACTION PLAN

GOAL	STRATEGIES	PARTNERS
<p>WRK-1</p> <p>Help build the capacity of workforce development programs and encourage collaboration to better serve program participants.</p>	<p>WRK-1a Continue hosting workforce connections summits with workforce development partners. Expand the stakeholders in the summits to include RCSD and unions.</p>	<p>City, Workforce Development Partners, RCSD, Unions</p>
	<p>WRK-1b Position Operation Transformation Rochester (OTR) and other workforce readiness programs as funnels to successful workforce development programs.</p>	<p>City, Workforce Development Partners</p>
	<p>WRK-1c Coordinate and analyze data around the labor market in terms of growing industries. Share this information with workforce partners to help guide their strategies and support skills development in emerging labor sectors.</p>	<p>City, Workforce Development Partners</p>
	<p>WRK-1d Develop new resources to provide crucial services to support workforce programs, such as childcare, transportation, stipends, and benefits navigation to program participants.</p>	<p>Workforce Development Partners, City</p>
	<p>WRK-1e Connect workforce development programs to skilled grant writers who can help bring in additional funding that will support and expand programs.</p>	<p>City, Workforce Development Partners, Grant Writers</p>
	<p>WRK-1f Use libraries and rec centers as hubs for workforce development, with skills training programs, recruitment locations for workforce development programs, and employment fairs.</p>	<p>City</p>
	<p>WRK-1g Continue the "Summer of Opportunity Program" and develop additional opportunities to engage youth in workforce skills building.</p>	<p>City, NYS, Monroe County, Community Groups/Funders</p>

Notes:

1. Partners listed in bold are recommended to lead the implementation of that strategy.
2. For a list of partner acronyms see [Appendix A](#).

GOAL	STRATEGIES	PARTNERS
WRK-2 Work with partner organizations to build connections between workforce programs and employers to help bridge the gap between training and employment.	WRK-2a Develop and maintain a list of employers in Rochester interested in hiring employees and interns from local universities. Work with universities to have businesses attend job recruitment events on campus, and participate in internship, co-op, and workforce development programs.	City , Business Community
	WRK-2b Encourage employers to work with members of training programs, such as Operation Transform Rochester (OTR), to offer financial support to students in the form of scholarships.	City, Workforce Development Partners , Business Community
	WRK-2c Work with employers to offer jobs to people who come directly out of City-led and Community-led job programs.	City , Business Community
	WRK-2d Encourage local businesses to partner with institutes of higher education to help retain students in the area after graduation, by establishing internships and fellowships, participating in job fairs, and establishing employment pipelines.	City , Business Community
	WRK-2e Explore creative solutions to allow refugees to receive full or partial credit for degrees received in other countries.	Education Institutions
	WRK-2f Work with colleges, universities, and other training partners to develop a workforce that aligns with the needs of expanding businesses and high growth industries. Work with community partners to develop ways to actively promote these programs in high schools and throughout the community.	City , Education/ Medical Institutions, Business Community

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GOAL	STRATEGIES	PARTNERS
<p>WRK-3 Focus workforce development efforts on vulnerable populations.</p>	<p>WRK-3a Partner with and help to grow the reach and impact of transitional employment programs and organizations (e.g., Center for Employment Opportunities, Renewal Services Rochester, Monroe County Work Experience Program, Coffee Connection) that work with people in transition (e.g., returning home from prison, refugee resettlement, people in recovery, etc.) to help provide experience, training, and a pathway to future full-time employment.</p>	<p>City, Monroe County, Transitional Employment Organizations, Business Community, Community Groups/Funders</p>
	<p>WRK-3b Train City staff who regularly interact with the public to recognize signs of joblessness, and promote workforce development programs to residents.</p>	<p>City, Workforce Development Partners</p>
	<p>WRK-3c Develop a transitional employment program that features simple, low-skill, short-term job opportunities to assist panhandlers and other residents facing housing or employment crises. Similar programs exist in Syracuse and Albuquerque and are designed to provide people who are not yet employable in the traditional job market with a stepping stone. The transitional employment set-up will give them confidence, work experience and access to services.</p>	<p>City, Social Service Providers</p>
	<p>WRK-3d Create and distribute materials outlining the benefits of hiring refugees and immigrants to local employers.</p>	<p>Refugee Service Providers, Business Community</p>
	<p>WRK-3e Promote English classes for non-English-speaking residents in order to decrease barriers to participating in the workforce.</p>	<p>City, Education Institutions</p>

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GOAL	STRATEGIES	PARTNERS
WRK-3 Focus workforce development efforts on vulnerable populations.	WRK-3f Foster partnerships with disability organizations and local employers to increase employment of Rochesterians with disabilities and understanding of ADA accommodation requests.	City, Center for Disability Rights, Workforce Development Partners, Business Community
WRK-4 Provide support for individuals starting their own businesses.	WRK-4a Direct qualified entrepreneurs and start-ups to capacity-building organizations that provide technical assistance, coworking spaces, growth services, etc.	City , Workforce Development Partners
	WRK-4b Building off the Office of Innovation’s experience with establishing the first child care cooperative, engage others, including businesses, child care providers, and The Children’s Agenda to explore the feasibility of launching additional child care cooperatives.	City , Children’s Agenda