The mission of the Workforce Development Board of Oswego County is to attract, develop and maintain a qualified workforce for the Oswego County community, to assist in economic development by convening community leaders to engage in strategic planning and facilitating dialogue to educate and train the workforce needed by today’s and tomorrow’s businesses.
A Message from our Chair – David Vickery

Every new program year brings its own set of challenges. Program Year (PY) 2010 proved to be no exception. Both the local and national economy continued to slowly work through the current recession. Unemployment remained at historically high levels. Funding for the Workforce System continued to feel the pressure of the national budget crisis.

It is rather ironic that during times of economic downturn and cutbacks in funding, the need for the services provided by the Workforce System is at its peak. Last year, over 6,000 job seekers utilized the One Stop Center, with nearly 600 receiving training services. In order to accomplish this with our reduced budget, we continue to access grants and other pots of money in order to leverage our base WIA allocation.

In addition to job seekers, we also continue to serve area businesses. In PY’10, nearly 300 businesses were served, including 64 customers who utilized our services for the first time. The services provided included on-site recruitments, customized training and on-the-job training. Performance outcomes continue to be strong, as was customer satisfaction.

This report will highlight this performance and some of the more noteworthy accomplishments from the past year.

The Year in Review – Jeffrey Grimshaw, Executive Director

Greetings,

The Workforce Board of Oswego County has faced many challenges in the past year, the least of which has been economic conditions facing the entire nation. As we look forward to the issues that must be addressed, I see this as an opportunity to conduct the environmental scans and hard looks at what the “new model” of Workforce Development will be for us.

As we go into the new year, we will continue to structure the strategic plan to address the issues that face our customers, the businesses and the workforce of the region. We have promise in developing the Workforce Board as a valuable resource to the community through a speakers bureau to augment the schools’ curriculum about the connection between education and career. We can make connections to future workforce through cooperating employers to offer the “Parade of Business” to children and their families, to see that there are good jobs in Oswego County. Additionally, we have internal energy to develop a marketing plan to reach out to our community and businesses to let them know that there are great professional staffs to work with them to affect their bottom line, and a highly skilled local workforce. Finally, we will continue to develop an agile Strategic Plan that will allow us to adjust and grow with the inevitable change that continues to take place.

Will these efforts be difficult at times? … of course. Will the challenges be daunting? … most likely. My vision for the Workforce Board takes into consideration the walls we will come up against, but I see the walls are there for others who do not want to put forth the effort to figure out how to get around them. We have the people, we have the potential for resources and we have the need to be successful, the option of failure is not acceptable.

I look forward to working with you all,
Jeff
Program Year 2010 Budget
July 1, 2010 – June 30, 2011

ALLOCATION OF DOLLARS

Federal and state dollars totaled $2,174,086 in PY ’10

<table>
<thead>
<tr>
<th>Program</th>
<th>Allocation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>$227,295</td>
<td>10.5%</td>
</tr>
<tr>
<td>Adult</td>
<td>$329,896</td>
<td>15.2%</td>
</tr>
<tr>
<td>Youth</td>
<td>$458,602</td>
<td>21.1%</td>
</tr>
<tr>
<td>Dislocated Worker (DW)</td>
<td>$457,826</td>
<td>21.1%</td>
</tr>
<tr>
<td>Disability Program Navigator (DPN)</td>
<td>$24,416</td>
<td>1.1%</td>
</tr>
<tr>
<td>Disability Employment Initiative (DEI)</td>
<td>$38,714</td>
<td>1.8%</td>
</tr>
<tr>
<td>Trade Adjustment Assistance (TAA) Act</td>
<td>$367,000</td>
<td>16.9%</td>
</tr>
<tr>
<td>Wage Subsidy Program (WSP)</td>
<td>$254,999</td>
<td>11.7%</td>
</tr>
<tr>
<td>Incentive</td>
<td>$15,338</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Diagram showing the allocation of dollars among different programs.
Program Year 2010 Highlights

- The One Stop earned Incentive Funding for meeting/exceeding performance measures in Program Year 2009; an award is also anticipated for Program Year 2010.
- The One Stop was selected as a pilot for the NYS Disability Employment Initiative Grant and awarded funding for a Disability Resource Coordinator.
- The One Stop was approved as an Employment Network under the Social Security Ticket-to-Work program.
- A program targeting Disconnected Youth was implemented at the One Stop; the program assists TANF youth to complete their education and/or secure employment.
- The Workforce Board was awarded a Wage Subsidy Grant of $367,928 to provide employer subsidies to assist TANF/TANF 200% eligible households to secure employment.
- One Stop staff participated in a variety of events to promote the services available through the system:
  - One Stop staff assisted in organizing the 4th annual Disability Mentoring day on October 27, 2010.
  - One Stop staff participated in the Literacy Provider Forum on November 4, 2010.
  - One Stop staff participated in the Youth Summit in October of 2010.
  - One Stop staff participated in the Youth Program Forum in November of 2010.
  - The One Stop helped organize and participated in the Career and Resource Expo at the Fulton War Memorial on June 9, 2011.
  - One Stop staff, as part of the Job Placement Network, took a lead role in organizing and participating in the Tools of the Trade event on June 23, 2011.
  - One Stop staff made informational presentations to staff of Cayuga Community College, Oswego County Probation and Oswego County Opportunities.
- The One Stop developed and distributed an employer survey to gather feedback on hiring and training needs of local employers.
- The One Stop assisted Novelis with recruitment, screening and testing during the fall of 2010.
- The One Stop continued to host employer recruitments on site at the Center. Employers, including All Metro Health and Oswego County Opportunities, were present at the One Stop to recruit prospective employees.
• One Stop staff assisted with Rapid Response sessions for Lifetime Health and Oswego County teachers.

• The One Stop developed Transitional Employment programs with Cayuga Community College and Oswego County Opportunities to assist with hiring and training needs.

• The One Stop participated in promoting the Hire Now Initiative to offer tax incentives to businesses hiring long-term unemployment insurance recipients.

• The One Stop participated in promoting the Elevate America program; Microsoft vouchers for E-Learning were distributed through the Center.

• The One Stop was renovated to make better use of space, increase interviewing areas and address security concerns.

• The One Stop implemented the New York State web-based Skills Matching and Referral Technology (SMART 2010) program. The program was designed to analyze resumes for skills and work experience, then electronically (via e-mail) match and, recommend job openings to job seekers. The program matches individuals based on their past work history, experience and skills. A resume writer feature was later added to the system.

• The One Stop added the National Work Readiness Credential (NWRC) to the youth program mix. The NWRC is designed to be a certification of an individual’s readiness for work.

• The One Stop placed 98 youth in a summer work program at 51 worksites throughout Oswego County.

Program Year 2010 by the numbers:

6,369 Job Seekers utilized the One Stop Center.

2,367 Individuals entered employment.

7,482 Informational/Self-Services (use of resource room, labor market information) were provided to job-seekers.

8,908 Staff Assisted Services (workshop activities, assistance with resumes and job search) were provided to job-seekers.

6,602 Intensive Services (development of an employment plan, employment counseling, case management) were provided to job-seekers.

584 Training Services (on-the-job training, customized and incumbent worker training, vocational training and skill development training) were provided to job-seekers.

1,248 Skill Development Services (Metrix online learning and skill development workshops) were provided to job-seekers.
One Stop Center

The Oswego County Workforce NY One Stop Career Center is located at 200 North Second Street in Fulton. The Center’s goal is to offer employment related services to both job seekers and employers.

The Center has staff members from several agencies. Most point of contact services are provided by staff from Oswego County Employment and Training and the NYS Department of Labor. Specialized services are provided to veterans by the LVER (Local Veterans’ Employment Representative), to low income seniors through Experience Works, and to those with special needs through Adult Career and continuing Educations Services – Vocational Rehabilitation (ACCES-VR) and Oswego Industries Career Employment Services.

Every month, the Center publishes a newsletter. The newsletter gives tips about job searching, coping with unemployment, interviewing, etc. Even more importantly, the newsletter has a calendar of workshops to be held during the month.

The workshops include a full schedule of computer classes. These range from basics such as Introduction to the Computer and Keyboarding to more advanced classes such as Microsoft Excel, Microsoft PowerPoint and QuickBooks.

New workshops have recently been added to the calendar. Furthering Your Education helps customers explore financial aid and other ways to fund training as adults. The Mature Worker Job Search discusses the positive contributions made by older workers, reviews the hiring process and makes suggestions on how to market yourself to employers. Personality and Careers will give you a better understanding of yourself and how you act/behave in the workplace. Understanding yourself will give you a better understanding of your bosses and co-workers. The newest addition to the calendar is called Moving Forward. This workshop contains information on entering or reentering the workforce for ex-offenders or those with criminal records.

These workshops are open to all customers of the Career Center and seats can be reserved by calling 591-9000.
Trade Act and Rapid Response

Trade Act
The Trade Adjustment Assistance (TAA) Act is a federally funded program that assists US workers who have lost their jobs as a result of foreign trade. TAA seeks to provide these trade-affected workers with opportunities to obtain the skills, resources and support they need to become reemployed. TAA offers a variety of benefits and services to support workers seeking reemployment: job training, income support, job search and relocation allowance, and assistance with healthcare premium costs.

In 2009, the Trade Act legislation was revised and became the Trade and Globalization Act (TGAA). The legislation is being reauthorized. TGAA offered expanded services to workers and also covers threatened workers, service industry workers and public agency workers who have lost their jobs due to foreign competition. The main focus of TAA and TGAA is to train workers in occupational skills that will enhance their employability. The Trade Act will pay up to $8,250 for a skill program lasting up to 52 weeks and $15,000 for a program lasting up to 2 years. Participants may attend additional weeks for remedial or prerequisite training.

Although Oswego County did not have any Trade Act eligible companies close in Program Year 2010, we did have county residents affected by closings/layoffs in other areas. Muench Kruezer Candle Company, New Process Gear, Sherill Manufacturing and Covidien Medical had job losses that impacted county residents.

In Program Year 2010, Oswego County requested over $367,000 in funding for TAA customers to attend training. Short term training programs include medical billing and coding, truck driving, police officer and electrical maintenance technician. Degree programs approved included business administration, registered nurse, education administration, electrical engineering and early childhood education. Training providers included local BOCES, proprietary schools and community colleges.

Rapid Response
Oswego County is part of the NYS Department of Labor’s Central NY Regional Rapid Response Team, which is located in Syracuse. The team meets with employers who are anticipating either closure or major layoffs and sets up services for impacted employees. There were three rapid response sessions held in the county during Program Year 2010.
Vocational Training

505 vocational training services and/or computer classes were provided to 347 job seekers during the Program Year 2010 timeframe. This represented a 20% increase over the previous year. Participants were enrolled in certificate and degree-bearing training in community and four-year colleges, BOCES, and proprietary schools. Participants also took part in on-site, contracted computer classes such as Microsoft Word, Access and Excel.

Fields of Training

- Business: 39
- Contracted Computer Classes: 158
- Education: 15
- Healthcare Fields: 57
- Information Technology: 34
- Medical Office: 23
- Personal Services: 8
- Protective Services: 26
- Trades: 43
- Transportation: 34
- Miscellaneous: 68

Active during PY’10

- Trainees: 347
- Computer classes: 158

Summary

- Completed by June 30, 2011: 186
- Active Trainees: 161

Business Services

Program Year 2010 statistics:

- Businesses were served: 290
- New businesses registered with the One Stop: 64
- On-site recruitments were held at the One Stop Center: 8
- Business participated in the customized and incumbent worker training program: 1
- Businesses participated in the on-the-job training program: 23
- Customer satisfaction surveys were issued to businesses. 33 responses were received with 94% of the businesses expressing satisfaction with the services they received: 97
On-the-Job Training (OJT) and Incumbent Workers

50 people were active in OJT or Incumbent Worker training during Program Year 2010. This is a 23% decrease from the previous year, indicative of the continuing economic climate of the time. These trainings occurred at the employers’ workplaces where the employees learned occupational skills in a new field or upgraded their skills in their current fields.

![Training Fields Diagram](image)

**OJT Training**

**Active during PY’10**

50 Trainees
24 Adults
3 Dislocated Workers
23 Wage Subsidy

**Training Fields**

- Manufacturing – 28
- Services – 8
- Hospitality – 1
- Other – 13

**Outcomes**

- Completed – 40
- Entered Employment -33 (83%)
- Terminated – 6 (15%)
- Quit – 1 (2%)

**Incumbent/Customized Worker Training**

**Active during PY’10**

2

**Training Fields**

- Manufacturing – 2

**Outcomes**

- Completed – 2
- Remained Employed - 2 (100%)

**Summary**

- Completed by June 30, 2011 - 42
- Employed – 35 (83%)
- Other – 7 (17%)
- Active (as of 6/30/11) – 10

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NOT THE SAME OLD GRIND- Zachary Potter, an employee of Design Concepts & Enterprises, LLC of Central Square, grinds a part used for medical suture devices. Mr. Potter’s training is being subsidized, in part, through the On-The-Job Training (OJT) Program, administered by Oswego County Workforce New York. The program is funded through the Workforce Investment Act (WIA) and reimburses employers for extraordinary costs associated with teaching new skills to a paid employee who otherwise would not be qualified for a particular position.
Youth Services

Oswego County youth participated in programs operated with funds from the Workforce Investment Act (WIA) and Temporary Assistance to Needy Families (TANF) summer funding. Youth programs are designed to encourage youth to improve education and skill competencies; to develop employment and education goals; to build the connection between school and work; and to provide effective links with the labor market.

Oswego County contracts with various local community-based organizations to provide the required program elements (services) for WIA youth. Through association with organizations like Oswego County Opportunities (OCO), Branch’s Driving School and Oswego Industries’ Career Employment Services, youth have accessed enhanced services that include tutoring, life skills training, job coaching, and leadership skills development. In addition, Oswego County contracts with local employers to provide youth participants with short-term wage subsidized employment, allowing them to gain invaluable work experience and job readiness skills to become better equipped to enter the workforce.

Many participants in the youth program continued to experience a major employment barrier due to their lack of transportation or driver’s license, which led to the further development of a solid driver’s education program that was offered to youth in need. Oswego County has partnered with Branch’s Driving School to offer youth a flexible and comprehensive driver’s education program to assist them with attaining their license and to cultivate a solid foundation of safe driving habits. Through this partnership, youth were given the opportunity to get their learner permit, attend lessons with a certified driving instructor and take their road test.

The National Work Readiness Credential (NWRC) was added this year in order to provide youth with skills specifically identified as critical to getting and keeping a job in the modern economy. The NWRC is a certification of an individual’s readiness for entry-level work as defined by employers. Oswego County Opportunities (OCO) is the local provider of this service and has developed a variable combination of assessment, instruction and testing that are provided to give youth a documented credential they can show to a potential employer. The NWRC certificate demonstrates to an employer that the youth has an awareness of and competency in high quality customer service, practical business math, workplace problem solving, and professional business communications. Youth who earn the NWRC will have a national, transferable certification of skills and knowledge in entry-level employment. As the job market continues to become more competitive, this credential can give job seekers an added advantage to stand out amongst other applicants. Oswego County was one of the few counties in the state to meet this year’s NWRC Youth Customer Service Indicator.
The Summer Youth Works Program continues to be one of the most popular youth services offered. Although the program continues to be scaled down due to economic constraints, 98 local youth were employed this summer, 35 of which were cash assistance recipients. Youth participants were placed at 51 different worksites throughout the county in various job positions, such as daycare aides, custodial assistants, clerical helpers, retail clerks, day camp counselors, park aides and more. In addition to earning their paychecks, youth participated in work readiness sessions covering topics like: work ethic and professionalism, career readiness, personal finance and customer service. Additionally, a private sector summer placement was made this year at Sancona Building Supply in Sandy Creek. In this case, the employer hired the youth worker directly and has retained the worker on a permanent basis.

The 6th annual Youth Summit was held October 21, 2010 at the State University of New York at Oswego. This event emphasized the importance of preparing to make the transition from high school to college and ultimately to a meaningful career. This year’s plenary speaker was Al Duncan. Known as “The Millennial Mentor”, Al Duncan is a leading motivational speaker for youth, an award-winning columnist and an author of several publications. Youth who participated in the Summit learned about future employment and education opportunities after high school. The Summit also presented educational workshops which helped these young people begin to explore careers in health, public safety, law enforcement and food service, plus the exciting prospect of owning your own business. Workshops were also provided to give instruction and guidance in personality and career choices, and what young people can and should do now to prepare for their future success in school and at work. Al Duncan, the plenary speaker, presented a special workshop on the topic of Personal Branding as well, which was very well received by the students.
Oswego County Workforce New York Partners

Oswego County Employment and Training

New York State Department of Labor

Oswego County Department of Social Services

Cayuga Community College

Career Employment Services (CES) of Oswego Industries

Oswego County BOCES

Oswego County Opportunities

Adult Career and Continuing Education Services – Vocational Rehabilitation (ACCES-VR)

The Partner Agencies continued to work toward the goals and objectives established for the system around:

- System Building
- Partnering/Collaboration
- Marketing/Promotions
- Technology
- Customer Service
- Training
- Communications
**Workforce Development Board**

Nancy Holden  
*Nine Mile Point Nuclear, Constellation*

Wagner Dotto  
*Oswego County Business Magazine*

Mark Hilton  
*The Fulton Companies*

Daniel Johnson  
*Entergy Nuclear Northeast*

Eric Behling  
*Behling’s Orchards*

David Lloyd  
*Novelis*

Greg Hilton  
*Huhtamaki Packaging*

Earnie Pietrykowski  
*Birds Eye Foods, Inc.*

Bruce Phelps  
*Fulton Tool Company, Inc.*

John Henry  
*Mitchell Speedway Press*

Connie Smith  
*Springbrook Management*

Chris Nelson  
*State Farm Insurance*

Edward Mervine  
*Pathfinder Bank*

Donald Unger  
*Adecco Employment Services*

David Vickery  
*Vickery Insurance*

Roy Clark  
*Dunkin Donuts*

Joseph Camerino  
*Oswego County BOCES*

Kathleen Fenlon  
*Oswego City-County Youth Bureau*

Dr. Daniel Larson  
*Cayuga Community College*

Paul Kurtzman  
*Oswego Industries, Inc.*

Gregg Heffner  
*Oswego County Dept. of Social Services*

Phil Church  
*Oswego County*

Dennis Donahue  
*New York State Department of Labor*

Donald Morgan  
*Local 43 IBEW*

Patrick Carroll  
*UW Plumbers and Steamfitters*

Diane Cooper-Currier  
*Oswego County Opportunities Inc.*

L. Michael Treadwell  
*Operation Oswego County, Inc.*

Donald Watson  
*ACCES-VR*

Evelyn LiVoti  
*By Detail*

Kris Smith  
*Oswego Health*

Joseph Fiumara  
*City of Fulton Community Development Agency*