

ISSUES		DATA Indicators For Gauging	POTENTIAL SOLUTIONS IDENTIFIED BY SUMMIT/FOCUS GROUPS/ INTERVIEWS, ETC.	PROPOSED SOLUTIONS FOR SWR 2005	RESOURCES	WHO INVOLVED	TIMETABLE	MEASURE-ABLES
SWR2003	2004 Summit & Focus Groups							
<p>INADEQUATE WORKER SKILLS</p> <p><u>Emerging Worker Skills</u></p> <p>How can we ensure that tomorrow's workers are better prepared to meet business expectations? Whose responsibility is it?</p> <p>How can we better inform our emerging workers of occupational and skill demands so that they may make more informed career decisions?</p> <p><u>Perceived Bias Against Non-College Skills</u></p> <p>How can we better provide young people with the full range of options available and the true occupational outlook for all careers, including those that do not require a college degree but can be achieved through technical schools, military training, apprenticeships, etc.?</p> <p>Do hiring practices further support this perceived bias against the non-college bound?</p> <p><u>Need For Lifelong Learning</u></p> <p>Do our secondary and post-secondary institutions provide affordable and accessible education and training opportunities in demand occupations?</p> <p>Does our community offer adequate learning opportunities for working adults?</p> <p>What role should employers play in providing and paying for training, if any?</p>	<p>Youth continue to lack basic workplace skills; manage work/life balance; and lack technical skills</p> <p>Young people need to be motivated to go into careers in sectors that need more workers</p> <p>Employers need nice people who learned etiquette and can work with people of different backgrounds</p> <p>We need to instill in our youth a sense of "learning to learn" and "loving to learn."</p> <p>There is a lack of real-time info about employers' current and emerging needs.</p> <p>Biotechnology, nanotechnology, and life sciences are big growth areas.</p> <p>Employers and workplaces must adjust to globalization and changing technologies</p> <p>Employers need to continuously train their workers and workers need to be lifetime learners</p> <p>Project work and worker retraining (all ages, life-long) will become the norm.</p>	<p>Population data updated (w/o college students)</p> <p>School report cards and analysis (grad rates, scores, race/gender issues)</p> <p>National data on outsourcing; jobs of the future; etc.</p>	<p>Promote more...</p> <ul style="list-style-type: none"> o Internships o Mentoring o Hands-on Learning o Vocational experiences <p>Provide a greater youth connection to one-stop center</p> <p>Require young people to learn more than one language</p> <p>Link existing life skills development programs to training with certification for job skill sets</p> <p>Formalize annual environmental assessment process by industry cluster, with large and small businesses represented</p> <p>1 to 2 year certificate programs need to be created by local educational institutions so workers can gain needed skills in life and material sciences.</p> <p>Institute a community awareness campaign so everyone understands the need for continuous skill enhancement</p>	<p>ENSURE A PIPELINE OF SKILLED WORKERS FOR THE JOBS OF TODAY AND TOMORROW</p> <p>Facilitate employer-education dialogue to identify opportunities to advance worker readiness while meeting curriculum requirements and creating more educational opportunities for students:</p> <ul style="list-style-type: none"> • Meet with school representatives • Host a Workforce-Education Summit <p>Refine YEC's Youth Worker Readiness certificate and make accessible to all TC youth and market value to employers via posters, radio, and other mediums</p> <p>Require WIA Youth programs, and encourage other youth providers, to promote the following:</p> <ul style="list-style-type: none"> • Industries with existing and looming skills shortages • Apprenticeship opportunities, including demand and earning potential • Lifestyle calculator, recognizing that most people are at least partially motivated by desire to live a certain lifestyle <p>Encourage more employers to establish apprenticeship programs</p> <ul style="list-style-type: none"> • Conduct a workshop for employers about how to establish an apprenticeship <p>Regularly collect, analyze, and display real-time labor market information</p> <ul style="list-style-type: none"> • Conduct 3 online business needs surveys per year • Establish a team of experts to analyze local labor market data and issue a quarterly public statement and brief report 	<p>WIB members time (donated); WIB staff time (existing)</p> <p>\$30,000 (one-time); \$5,000/yr ongoing</p> <p>WIA Youth Funds (existing); other Youth provider resources (existing)</p> <p>\$300 meeting costs</p> <p>\$1500 for survey service</p> <p>\$1,500 Printing and distribution costs</p>	<p>WIB members; WIB staff; Key employer representatives; School representatives (counselors; teachers; administrators; school board members</p> <p>WIB, IURA; TC Schools; WIA Youth Collaborative; Private Foundations; Employers</p> <p>WIA Youth Collaborative (TC OET; County Youth Services; Ithaca Youth Bureau; TC Action; Cornell Cooperative Extension; Challenge Industries; Sciencenter; Learning WEB; BOCES); other youth providers, etc...</p> <p>DOL JSEC; WFNY; DOL Apprenticeship Rep;</p> <p>WIB staff; TCAD; TC Chamber; DOL Research & Statistics; CU economists; IC economists</p>	<p>2005 – 2006, ongoing</p> <p>2005 – Refine 2005 – 2007: accessible to all TC youth</p> <p>2005 – 2006, ongoing</p> <p>2005</p> <p>2005, ongoing</p>	<p># Of meetings conducted</p> <p>???</p> <p># Of youth receiving certificate</p> <p># Of employers recognizing certificate</p> <p># Of youth exposed to career opportunities in demand industries, including apprenticeships</p> <p># New apprenticeships established</p> <p># Surveys conducted</p> <p># Survey respondents</p> <p># Public statement/briefs</p>

<p>DECLINING PUBLIC RESOURCES How can we better inform our public officials of the long-term impacts on our workforce and our economy?</p> <p>How can the WIB coordinate and leverage public resources with other resources, such as private sector investments, to improve the state of our workforce?</p>	<p>Focus the resources we already have</p> <p>Collaborate more across organizations</p> <p>Create a sense of urgency through a community awareness campaign</p>	<p>Workforce funding trends; include Higher Ed and other partners funding</p>	<p>Foster Alignment of strategic plans, (e.g. County; City; CU; TCAD; Chamber; etc.)</p> <p>Identify key "champions" to carry the message to the public.</p>	<p>Decline Resources Solutions????</p>				
<p>UNSTABLE WORKFORCE</p> <p><u>An Aging Workforce and Leakage of Younger Workers</u></p> <p>What can we do to retain older workers in occupations experiencing, or at risk of experiencing, severe skills and worker shortages?</p> <p>How can we keep our younger workers here and attract younger workers from elsewhere?</p> <p>How can we encourage current and emerging workers to prepare for occupations that are in greatest demand?</p> <p><u>Workforce Diversity</u></p> <p>Has Tompkins County established an environment that is welcoming diverse populations?</p> <p>Do local employers provide diversity awareness training and have diversity recruitment programs in place?</p> <p>How can the public workforce system support diversity?</p> <p><u>Underemployment</u></p> <p>Are we attracting the right jobs for the skills possessed by our local workforce?</p> <p>How can we better engage business and local, state, and national policymakers in addressing the need for affordable healthcare coverage, affordable quality daycare, and transportation for non-traditional work hours?</p> <p>What can we do as a community to increase the disposable income of low-income workers?</p>	<p>Issues affecting the current labor pool include: Dual-career couple issues; an aging population; diversity; housing (supply and affordability); and childcare and elder care.</p> <p>The aging population, smaller Gen X workforce, and constant change in skills demanded by the "new economy" will soon result in a shortage of workers with appropriate skills.</p> <p>Tompkins County is not "centrally isolated." It is part of the global economy and international community.</p> <p>The local workforce must become more diverse to reflect and better address the needs of a diverse community and world.</p> <p>It is important to attract a "creative class" of professionals, technical workers and entrepreneurs as the economy shifts to high-skilled office work. Creative class indices: diverse; bohemian; foreign-born; gay. They want to live in "cool cities"</p> <p>There is a mismatch of skills in the current labor pool.</p> <p>Related Quotes:</p>	<p>Population data updated by age</p> <p>Job Applicants compared to Job Openings (local and regional)</p> <p>Fastest Growth Occupations</p> <p>Updated industry employment and earnings</p> <p>Population data by race/ethnicity</p> <p>Income versus cost of living</p> <p>Benefit trends & costs (national)</p>	<p>Local service providers, government, and educational entities must be forward-looking.</p> <p>The Senior Citizen's Council and WIB staff should work together on common issues</p> <p>Increase awareness and educate employers about the value of mature workers. Promote multigenerational diversity.</p> <p>Regularly dialog with Cornell on tech transfer opportunities and future trends that may affect the local workforce</p> <p>Ithaca and Tompkins County's wonderful assets need to be marketed to attract businesses and workers.</p> <p>Create a taskforce to design a plan addressing key issues to attract and retain a creative class workforce.</p> <p>Improve and expand Tompkins county's WFNY Center to address for each individual those issues preventing permanent employment and/or upward mobility.</p>	<p>PROMOTE ITHACA AS AN INCLUSIVE, DIVERSE DESTINATION THAT IS ATTRACTIVE TO THE CREATIVE CLASS, VALUES ITS MATURE WORKERS, AND RETAINS YOUNGER WORKERS</p> <p>The Workforce New York Career Center and System will increase the capacity of its staff to better counsel and train mature workers</p> <p>The WIB will collaborate with TCAD to produce an updated version of the acclaimed "Center Your Life in Ithaca and Tompkins County" brochure</p> <p>The WIB will seek to recruit racially, ethnically and culturally diverse board members</p> <p>The WIB and Workforce New York Career Center will ensure that its programs develop relationships (in targeted minority communities and organizations) to better attract and serve a diverse population</p> <p>Develop and/or strengthen existing internship programs for CU, IC, and TC3 students to increase the number of local/regional internships.</p> <p>The WIB will continue to participate in community conversations, and lend its influence, where appropriate, on collateral issues impacting the workforce, such as: Dual career issues; Housing; Childcare; Elder Care; and Transportation</p> <p>ENHANCE SERVICES TO BUSINESSES, WITH A PARTICULAR FOCUS ON INDUSTRIES WITH EXISTING OR LOOMING SKILLS SHORTAGES AND SMALL BUSINESSES</p> <p>Establish a WIB sub-group of HR Professionals to: Identify available HR management resources; develop a plan for a pilot program to address gaps</p> <p>Review and update the WFNY website to include HR resources</p> <p>Regularly identify, and make available to the public, a list of industries, occupations and skills with current or looming shortages and align local WIB policies and seek to influence educational programs to align with priorities.</p>	<p>\$??</p> <p>\$25,000 new</p> <p>\$50,000 new</p> <p>N/A</p> <p>TBD by sub-group</p> <p>TBD by sub-group</p> <p>WIB staff and WIB members time (existing, in-kind)</p>	<p>Partners' Table</p> <p>WIB Members & staff; TCAD Members and staff</p> <p>WIB Members</p> <p>WIB; WFNY Career Center; Partners; IURA; Local Ethnic groups</p> <p>MDA; TC3; CU; IC; Chamber of Commerce; TCAD</p> <p>SHRM; Early Education Partnership; Foundations; TCAT; COFA;</p> <p>WIB; SHRM</p> <p>WIB</p> <p>WIB</p>	<p>2005, ongoing</p> <p>2005</p> <p>2005, ongoing</p> <p>Fall 2005, ongoing</p> <p>2006</p> <p>2005</p> <p>Early 2006</p> <p>2005</p>	<p>2 Staff trainings; increased % of older workers served</p> <p>__# brochures produced and distributed</p> <p>2 new board members in 2005</p> <p>15% increase in minorities served thru WFNY system by 2007</p> <p>??# new internships</p>