



Inspiring every day.

## Supporting Employers

April 2018

Earlier this year, Gov. Andrew Cuomo touted MCC’s innovative data-mining approach to identifying local workforce needs as a model for New York state. MCC uses local labor market data to shape its job-training programs and develop solutions to employers’ current and emerging workforce needs. Data unearthed by MCC show that the program-oriented actions of MCC and other area education providers have made a dent in closing the manufacturing skills gap. Through public-private partnerships and with data-informed strategies to support workforce development, MCC helps employers stay competitive and advances regional economic growth.

### Employers Play Key Role in Creating Certificate Program

In some ways, creating a successful academic program is a lot like assembling a jigsaw puzzle.

Many different pieces have to fit together to build a program that ensures students gain the skills, knowledge and experience employers want.

MCC’s new Geospatial Information Science and Technology (GIST) certificate program is a prime example of how MCC works with businesses, industries and government on developing the big

picture and transforming vision into reality to meet local workforce needs.

Geospatial information scientist and technologist jobs in the Finger Lakes region are projected to grow by 10 percent over the next decade. These occupations involve researching and developing technologies such as geographic information systems (GIS), remote sensing, global positioning systems (GPS) and online mapping.

MCC already offered courses in GIS before efforts to develop a certificate program got underway. MCC



MCC students present their project on hurricane damage assessment to their peers and EagleView Pictometry International employees.

Assistant Professor of Geography Jonathon Little, who has taught geospatial courses since 2007, was a key player in the program’s development.

*(Continued on reverse)*

### Transforming Managers into Conscious Leaders

Since launching the Developing the Conscious Leader and Conscious Culture program in 2015, MCC has helped transform nearly 400 people—from middle managers to CEOs—into conscious leaders.

Participants learn to become increasingly aware of employees’ and stakeholders’ evolving wants and needs. They then learn and exercise practical models on how to instill an esprit de corps culture and higher purpose as part of day-to-day operations in their organization to stay competitive in a global economy.

Offered through MCC Corporate College, the program has served over 22 businesses in various industries across the Finger Lakes region.

Since completing the program in 2016, Yuliana Yurkevich, an Allstate insurance agency owner in Penfield, has been using the tools and skills she gained to enhance employee engagement and her team’s job satisfaction.



“There are multiple takeaways from the class. My number one is learning to actively listen to my employees,” she said. “It also really helped me to reflect on who I am as a leader—what are my weaknesses and strengths.”

Bob Bechtold, founder and president of HARBEC in Wayne County, said his positive experience in the program inspired five senior managers in his manufacturing company to enroll.

Now, when Bechtold and his managers meet weekly, “we continue to have that dialogue where the core of it is coming from the things that we learned in that program.”

## Partnership Expands Optics Programs

Philanthropic support has helped grow MCC's optical systems technology program enrollment by 50 percent from 2013 to 2017 to meet employers' workforce needs.

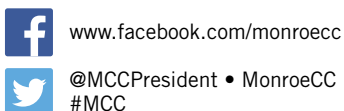


MCC student Jeff Iorio is finishing his dual certification in optical fabrication and precision machining while working as an apprentice at Optimax Systems.

Corning Incorporated Foundation recently awarded MCC a \$760,000 grant to expand the college's optics systems technology associate degree and certificate programs, fund a new optics laboratory, and expand classroom space to increase program capacity and educate more students.

The expansion reinforces MCC's connections to local high school optics programs by including professional development for high school teachers who teach Introduction to Optics as a dual-enrollment course. The initiative is especially focused on the enrollment and retention of underrepresented students to help diversify the workforce.

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[www.monroecc.edu](http://www.monroecc.edu)



## Employers Play Key Role in Creating Certificate Program (Continued from front)

Little formed an advisory board of employers in the industry to guide development of a curriculum proposal. Beyond the task at hand, the board would stay on after the program's launch in fall 2017—regularly reviewing the curriculum for quality, providing input on current trends in the industry, and supporting students through internships, worksite tours and more.

Various cutting-edge mobile technologies from employers like Esri and Henrietta-based EagleView Pictometry International are used at MCC for teaching and learning GIS. For some of the courses, EagleView Pictometry provided lectures and hands-on activities using its software.

With employers' support, MCC students have the opportunity to gain practical experience through field work, paid internships and capstone projects simulating real-world

situations. In spring 2018, the program breaks new ground by offering virtual internship opportunities with businesses in the U.S. and abroad. The NYS Tug Hill Commission in the Adirondacks region is the first employer to participate.

MCC faculty receive mentoring and other professional support from the local users group GIS/SIG and the GeoTech Center, a national provider of geospatial technology services and resources to educators.

To keep up to date on technologies and further develop the program's curriculum to enhance student learning, Little participated in a summer externship with the City of Rochester's Forestry Department. MCC's GIST certificate program was developed with support from public-private partnerships and a National Science Foundation Advanced Technological Education grant award.

## Did You Know ...?

MCC Corporate College provides innovative learning solutions, including custom-designed programs, to help businesses, industries, agencies and individuals maintain a competitive edge.

• **4,626:** Registrations for courses offered in 2016-17

- **222:** Employers and organizations in the public and private sectors served in 2016-17.
- **Top 5 Industry Sectors by Employers Served** (in descending order): advanced manufacturing, professional services, skilled trades, health care and education.

Coming in ...  
 May

MCC fosters a lifelong commitment to civic engagement and ethics.

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