



MCC

Inspiring every day.

Workforce Development

June 2014

Earlier this year, Vice President Joe Biden held up MCC as a model for meaningful collaborations with employers and for job-training programs that align with employment opportunities. MCC's approach to addressing Greater Rochester's current and emerging workforce needs is to develop strategies grounded in local labor market data. Through public-private partnerships and educational innovation, MCC provides diverse learners with clear paths to sustaining careers, helping businesses stay competitive and contributing to our local economy.

Accelerated Training Graduates Land Jobs

As part of the Opportunity Agenda, MCC's accelerated precision tooling certificate program will enable Rochester's El Camino neighborhood residents to obtain education and hands-on training in advanced manufacturing, earn a certificate in half the normal time, and find employment within a year. The program is anticipated to begin in September 2014.

Opportunity Agenda is a coordinated approach by the Regional Economic Development Councils to address the needs of a high-poverty neighborhood within the region.

MCC has already tested this workforce development model. In response to local manufacturers' immediate need for skilled workers, MCC developed the six-month accelerated program in spring 2013 in partnership with the Rochester Technology and Manufacturing Association.

Thirteen displaced workers and military veterans in the nine-county region participated in the program and earned their certificates in October 2013. Upon completing the program, they received job placement assistance from RTMA, and 10 found employment. Currently, the program serves 16 unemployed residents and veterans.

Daniel Kleine, 28, who earned a degree in agricultural biotechnology from SUNY Cobleskill in 2012, enrolled in the accelerated program after an unsuccessful job search.



"When I was looking in the job listings in the paper, I was always seeing ads for machinists," said Kleine of Brighton. "I chose machining because I like working with my hands. The best thing about the course is the lab time when we learn firsthand. I like the instructors because they work in the industry and share with us their experiences in the field."

MCC Corporate College Identifies, Helps Fill Needs

Launched in September 2013 to better anticipate and respond to the needs of the regional and national workforce, MCC Corporate College takes an innovative approach in providing noncredit and credit workforce learning and development solutions. Professional guidance, data collection and expert analysis are core components of its work process.

In less than a year, MCC Corporate College has designed and delivered more than 100 new noncredit courses and provided education and training to more than 2,000 individuals. Additionally, it

“Because of the education I received at MCC, I am now able to help the Hispanic community in two ways: to provide translation services to Spanish-speaking residents and improve their quality of life, and to educate bilingual speakers about the job opportunities in this field so that they can help others. MCC was a very good experience for me.”

— Diana Casais-Almanza, who completed the 40-hour medical interpreter course in fall 2013 and was hired immediately as an English-Spanish interpreter



has collaborated with 128 employers, including CooperVision and Thermo Fisher Scientific, to deliver customized training to their employees.

The courses, ranging in subjects from presentation skills and information

systems security to supervisory training, prepare individuals for career advancement and for job opportunities currently available in the Rochester region. Several courses prepare participants for certification exams that lead to industry-recognized credentials.

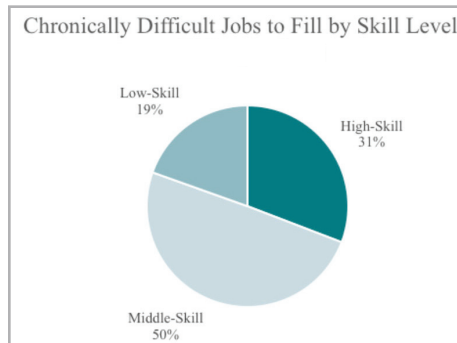
Putting Big Data to Work

To get a handle on the local skills gap issue, MCC teams up with economic experts, including the Center for Governmental Research, to generate local labor market information.

MCC bolsters that data by regularly conducting surveys among local businesses on skill needs, training and the business climate. Findings of the latest Rochester Area Skill Needs Assessment and Business Climate Survey, released in May, can be found at www.monroecc.edu/go/MCCSkillsReport.

MCC also taps into data generated by MCC Career Coach, a web-based job-search tool that matches local job opportunities with the education and training offered at the college.

Armed with that and related data, MCC has embarked on an ambitious “mapping” project to identify middle-skill gaps for more than 20 occupational clusters. Research on an occupational



Source: Rochester Area Skill Needs Assessment and Business Climate Survey, May 2014

cluster within the advanced manufacturing industry was completed in fall 2013, identifying a job gap requiring tooling and machining skills.

Using workforce data to drive program development, MCC has launched several initiatives within the past year, including a credit-bearing accelerated precision tooling certificate program and a selection of noncredit courses offered by the MCC Corporate College.

Mobile Labs Explore Careers

Beginning in June, the Multiple Pathways to Middle Skills Jobs project, led by MCC, will expose at-risk high school students and displaced workers to careers in health care; advanced manufacturing; skilled trades; and applied science, technology, engineering and math in an effort to fulfill the region’s critical need for middle-skill workers.

In partnership with school districts, workforce investment boards, industry groups and employers, MCC will provide career exploration and simulation in four mobile labs – one dedicated to each of the targeted industries. Seneca

Waterways Council and Hillside Work-Scholarship Connection will be among the first groups to embed the training within their programs.

The labs are 24-foot trailers that will simulate aspects of the real-world work environment and will be equipped with technologies and materials related to each sector.

The goal of the project is to create seamless pathways that link careers to high school education and community college programs. It aims to serve 2,500 students over two years.

SUNY Schools, Employers Mobilize Efforts

A consortium of State University of New York community colleges, led by MCC, will provide more than 3,000 of New York’s Trade Adjustment Assistance-eligible workers and unemployed veterans with the training and education required for high-wage jobs within the advanced manufacturing sector.

With employers providing significant input, MCC and six other lead colleges in the Training and Education in Advanced Manufacturing Educational Pathways Project are in the final phase of curricula development in these fields: machining, optics, photovoltaic, plastics, semiconductor nanotechnology, welding, and developmental education.

Other colleges in the consortium will then be able to access and implement the curricula on their campuses.



Key industry partners, including the Manufacturers Alliance of New York and the Manufacturers Association of Central New York, are involved from project design to implementation to placement and employment of eligible workers.

David Dahrnsin, who was laid off from management positions five times in 11 years, came to MCC to pursue a certificate in precision machining.



“After the last downsizing, it was time to rethink my strategy,” said Dahrnsin, who holds bachelor’s and master’s degrees. “(Military) veterans like me now can have a second chance at a lucrative and stable career.”

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