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## Tompkins Bank of Castile welcomes Scott Pittinaro.



Tompkins Bank of Castile is proud to welcome Scott Pittinaro as our new Vice President, Commercial Banking Relationship

Manager for the Rochester/Monroe County area. Scott was born and raised in Rochester. He has over 18 years of commercial banking experience—most of it in the Rochester area—and is a proud supporter of local organizations.

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# MCC e-book shows where the jobs are

Packed with data, book details needs in five key areas

By NATE DOUGHERTY

Monroe Community College is sharpening its focus on filling skills gaps with the publication of a 188-page electronic book identifying workforce clusters with unmet needs. The e-book is meant to serve as a resource for the region.

The college produced the interactive e-book to quantify current and projected labor shortages and surpluses across five key areas in the Finger Lakes region, MCC officials said.

"Measuring Middle-Skills Occupational Gaps Within the Finger Lakes Regional Economy" covers occupational groups in the following areas: information and computer technology, advanced manufacturing, skilled trades, health care, and hospitality and tourism.

It also contains economic analysis for 12 of the occupational groups, highlighting the value of "upskilling" an individual with a high school education to work full-time in a middle-skills career that requires some level of post-secondary education.

The e-book includes videos, charts and graphs that introduce readers to careers available in each industry, including those in the greatest demand. Within the tooling and machining trade, for example, the report shows that local higher education institutions graduated a total of 72 students for 2012 against an estimated 231 annual job openings, leaving a gap of roughly 159.

MCC officials say this suggests that approximately 69 percent of jobs related to tooling and machining may go unfilled each year in the region due to an insufficient number of graduates with needed skills. The gap could continue to widen, the book notes, as 23.2 percent of the tooling and machining workforce is approaching retirement age.

Other sectors have similar-sized skills gaps. The field of applied integrated technologies has an estimated gap of 166 annual job openings, which MCC officials said leaves around 85 percent of these jobs unfilled each year.

While not all skills gaps are as large, some leave high-paying jobs open. The analysis found that about 37 percent of computer information system specialist jobs go unfilled, with a marginal annual impact of \$86,900 per program graduate, compared to a full-time high school-educated worker.

For MCC, the book continues its efforts to use data to increase the community's awareness of the gaps in well-paying jobs. This work included the creation of a new division in 2010 focused on workforce development.

"The book really pulls together about three years of work, including a lot of initiatives back when our division was created to generate good labor market information to guide our decisions," said Todd Oldham, MCC's vice president for

economic development and innovative workforce services. "This is intended to inform ourselves and the greater community, giving access to this data that in the past just hasn't existed."

The information does more than point to areas in need of higher-skilled workers, Oldham said. It also informs decisions at MCC and other higher education institutions about what skills students need most, allowing them to craft programs that are creating workforce-ready graduates.

"We're trying to understand what the production system for producing a middle-skills worker looks like," Oldham said. "We had access to a lot of this data before it was published, and it's helped to shape programming and let us know what is our capacity to produce more workers. It's also suggested some different formats for delivering education and training in more accelerated models or (how to) expand in other areas to close these gaps."

The e-book also creates a common data set that can be used by the many groups working together toward the goal of closing these skills gaps, Oldham added. MCC already has shared the work with many of its workforce



Artwork courtesy of MCC

partners, including the Finger Lakes Advanced Manufacturers' Enterprise.

These partnerships are important to help shed light on the many well-paying jobs that are continually unfilled, said Rick Murphy, human resources manager at Silgan Containers LLC in Lyons, Wayne County, and incoming chairman of FAME's hiring and training committee.

"There needs to be an awareness that there is a high need for employees in the manufacturing field," Murphy said. "They're helping to inform people in the community that manufacturing isn't what it used to be. You used to picture someone with grease up to his elbows working on an assembly line with hands going as fast as they can, but now we're looking for people who are both educated and have the workforce skills."

Oldham said he hopes the e-book can be a catalyst for a larger change in the region that will place more emphasis on addressing the skills gaps.

"In the end, bringing more awareness of these gaps and making them more data-informed has been helpful," he said. "We need new ways of working, and the reason we have these gaps is that the traditional systems aren't working for us, and we want to start understanding and reframing some of these challenges with a bigger focus on data."

The MCC e-book can be read at [www.workforceforward.com/SkillsGap](http://www.workforceforward.com/SkillsGap).

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## GOOGLE ANALYTICS WORKSHOP

Thursday, March 12, 2015  
9:45 to 11:15 a.m.

Radisson Hotel Rochester Riverside



Workshop presenter:  
**Karl Heberger**  
Chief Media Strategist,  
Mason Digital

One of the main reasons for the continued rise of digital marketing spending is a company's ability to measure every prospect and customer engagement. **Google Analytics** is a critical measurement tool. Unfortunately, many companies lack a keen understanding of how to pursue insightful analysis.

### The workshop will cover:

- Methodology and terminology essential to understanding Google Analytics reports

### How to:

- optimize website performance through insightful analysis
- track and measure online and offline marketing campaigns
- customize Google Analytics for expanded insights and reporting
- set KPIs and accurately measure success

### Who should attend:

Executives and senior managers, marketing professionals, content creators, web developers and designers

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