

# 2021 Partners for Workforce and Economic Development FALL CONFERENCE

*Agenda as of 10/15*

## WEDNESDAY

**October 27th, 9:30AM - 3:30PM**

**9:30AM - 9:45AM**                      **Welcome and Kick Off**

**9:45AM - 10:15AM**                      **Main Plenary**  
*To be Announced*

**10:15AM - 10:45AM**                      **Mini Plenary**

**Economic Recovery: Building a Brighter Future for New York**  
*International Economic Development Council*

**10:45AM - 11:00AM**                      **Meditation Break**

**11:00AM - 12:15PM**                      **Workshops**

**Clean Energy Programs at Work: Funding Streams Benefitting Disadvantaged Communities and Priority Populations**

*Presented by: Adele Ferranti, NYSEEDA; Ryan Wallace, Solar Home Factory; Penny Hill, Hudson Valley Community College*

**Proven Scalable Approaches to Meet Employers Workforce Needs**

This panel discussion will include IDAs and EDOs from across the state to take a look at challenges across their local communities and how to bring a one stop team approach to solving them.

*Panelists: Chris Suozzi, Genesee County Economic Development Center, Phil Rugile, The Institute for Workforce Advancement & OSW Supply Chain*

*Moderator: Shelby Schneider, NYSEDC*

**Developing Career Pathways for People with Disabilities**

Collaboration is the key. Partnering with business, local non-profits, community-based organizations, NYC agencies and state VR, MOPD created the city's first workforce development initiative for New Yorkers across all disabilities,

**NYC: ATWORK.** This business- led, business-driven and person-centered approach has connected hundreds of qualified and talented job seekers with disabilities to internships, jobs and careers in all high growth sectors and city government.

*Panelists: Joana Lisboa, CVS/Aetna Workforce; Larry Grubler, Transitional Services for NY, INC. (TSINY); Stephen Casey, BNP Paribas Bank; Marie Zwickert, Cisco; Diosdado Gica, Institute for Career Development NYC, (ICD)*

*Moderator: Martha Jackson, NYC Mayor's Office for People with Disabilities (MOPD)*

**Racial Equity Initiatives Across New York State**

*Presented by Evelyn Ortiz, Deputy Director of NYATEP*

## **Converting the Skills Gap into Opportunity for Workforce and Economic Development**

A key to Workforce Development and Economic Development is Market Insight. Identifying what talent is needed, where it's needed, and by whom defines not only the job seeker career opportunities but also employer attraction. Imagine taking Market Insights to the next level of matching the skills of the unemployed / underemployed to emerging jobs. Join ManpowerGroup to learn market intelligence best practices and to do a hands-on Market Study for YOUR location. Attendees can participate to view market insights on specific NY locations, industries, and trends. As a global leader in talent attraction ManpowerGroup has provided WIBs and Government agencies solutions that bridge the gap of the Census data and consider the COVID impact. Review of a Wisconsin (WEDC/RLC/M7/Racine) case study will show how data isn't boring and can be impactful to the success of employers and job seekers. Data is everywhere but knowing which insights are most impactful to you will enable more focused training, education, and outreach to drive positive outcomes that benefit Workforce and Economic Development.

*Presented by: Martie Telepo, CWPD and Raleen Gagnon, ManPowerGroup*

### **12:15PM - 1:45PM Lunch and Exhibitor Visits**

1. SUNY Apprenticeships
2. NYS Coalition for Children's Behavioral Health
3. Metrix Learning
4. The Guardian Group

### **1:45PM - 3:00PM Workshops**

#### **Getting Back to Work: New Ways to Attract and Retain Good Employees**

Here we will discuss the issues around why people are hesitant to go back to work and creative ways employers can attract and retain talent. Who is doing it best and what are some of the models that are working?

*Panelists: Ale Mendoza, Optimax, Ryan Hundt, Michigan Works! Association, Robin King, Careersource;  
Invited: Jenniffer McClosky, Saratoga Employment and Training Center (Shelby)*

*Moderator: Lynn Freid, Finger Lakes Works*

#### **Best Practices for Executing Virtual Services and Social Media Engagement**

Do you know what percentage of your job seekers actively use social media? Do you know what are the top social media websites used by jobseekers? Do you have a robust online engagement strategy?

Join us for tips and tools that are being used across the country to execute virtual services. Also, hear how Workforce Solutions Capital Area in Austin, Texas has implemented a strong (and low-cost) social media campaign on YouTube, Facebook, Instagram and Twitter to engage their region with workforce system resources.

*Presented by: Chris Bernhardt, Grant Associates; David Olson, Internal Communications Director for Workforce Solutions Capital Area, Austin, TX*

#### **Employer Networks**

The City of Syracuse and CenterState CEO are working together to support Syracuse Build, the program launched by Mayor Walsh to prepare community members for careers in the construction industry. Pathways to Apprenticeship is one of the many ways Syracuse Build is working to design and invest in local training opportunities that will place diverse, local and veteran workers onto career pathways with construction firms, union apprenticeships, and within partner institutions.

*Presented by Dominic Robinson, Centerstate CEO*

#### **The Impact of Recreational Cannabis Legalization in New York**

Now that adult recreational cannabis is legal in New York State, what will that mean for the labor force and the economy?

We will discuss what the fiscal impact may look like; the number of jobs expected to be created; the timeline and the impact on the business community. You will also hear how MassCBA, a leader for the responsible

and equitable growth of the cannabis industry, advocates for reasonable regulation and taxation at the federal, state, and local level and learn about the research they provide to educate policy makers as they implement adult-use legalization.

*Presented by: Phil Rumsey, NYS Governor's Office; Senator James Sanders Jr.; David O'Brien, Massachusetts Cannabis Business Association*  
*Moderated by Melinda Mack*

### **Apprenticeship in Non-Traditional Occupations: Learnings from Hostos Community College's Community Health Worker Apprenticeship Program-**

Apprenticeships are a powerful tool for equipping workers with the competencies needed to advance in their trade and engage employers. The Division of Continuing Education and Workforce Development (CEWD) at Hostos Community College operates two NYS Department of Labor (NYSDOL) registered apprenticeship programs for Community Health Workers and Computer Support Technicians. In coordination with employers, a combination of didactic and on-the-job-training (OJT) programmatic activities are developed to satisfy employer objectives while providing entry-level and incumbent workers the skills necessary for the job. Our panel of Hostos Community College administrators, an evaluator, an employer representative, and program participants will present and discuss the findings from Hostos' recently released case study, Apprenticeship in Non-Traditional Occupations: A Case Study of the Hostos CEWD Community Health Worker (CHW) Registered Apprenticeship Program, which assessed the challenges, successes and future of Hostos' apprenticeship programs. The panelists will share lessons learned from the college's apprenticeship program through the eyes of employers, apprentices, administrators, and researchers who guided the development of the case study. This conversation will leave attendees with employer engagement tactics and a clear understanding of strategies to implement and evaluate high-impact apprenticeship programs.

*Presented by: Allison Quigney, Public Works Partners; Evelyn Fernandez-Ketcham, LCSW, Hostos Community College; Rachel Tarr, Access Supports for Living*

**3:00PM - 3:45PM**                      **Happy Hour Entertainment**

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## **THURSDAY**

**October 28<sup>th</sup>, 9:00AM - 2:30PM**

**9:00AM - 9:30AM**                      **Welcome**  
*To Be Announced*

**9:30AM - 10:15AM**                      **Plenary**

### **The Changing Trends in Philanthropy**

Top leaders in philanthropy reflect on the trends they are seeing in investing, but also how grantmaking has changed due to COVID

*Panelists: Susan Dundon, Sr. Program Officer, Ralph C. Wilson Jr. Foundation; Amanda Cage, CEO, National Fund for Workforce Solutions; Abby Marquand, New Profit; Brandon Martin, Robinhood*  
*Moderator: Shelby Kohn, Maycomb Capital*

**10:15AM - 10:30AM**                      **Break**

**10:30AM - 11:45AM**

## **Workshops**

### **The Road Ahead for Sectors Most Impacted by COVID-19 II**

Last year, across New York, over a half million people from accommodations and food service were on the unemployment rolls. Among the hardest hit were sectors in tourism, hospitality and retail. We welcome back leaders in these industries as they reunite for an exclusive panel discussion on the impact of the pandemic and the new issues they are now experiencing. They will share how they are innovating to survive, how their practices are shifting and what is on the road ahead as they continue to work to recover.

*Panelists: Leola Edelin, Renaissance Hotel, Albany; Jessica Woodson, Bonura Hospitality; Dr. Sekou Siby, President & CEO, Restaurant Opportunities Centers United & ROCACTION*

*Moderated by: Patrick Kaler, Visit Buffalo Niagara*

### **The Future of Work**

In this discussion we will explore the recent shifts in workforce trends. Employees and employers seem to have different expectations of one another. What are recruiters and seeing and hearing on the ground? How can we better understand how to improve job quality, diversify pipelines and bridge the gap?

*Panelists: Miriam Dushane, Alaant Workforce Solutions, Stacy Woodruff, Workforce Development Program, and Policy Consultant; Lois Johnson, WDI*

*Moderator: Chris White NYSDOL*

### **Private - Public Partnerships: NYC Small Business Resource Network**

Launched in the summer of 2020, The NYC Small Business Resource Network, a private/public partnership, is a comprehensive approach to strengthening New York City's economy and assisting small businesses in the wake of the COVID-19 crisis. The Network was built to support small business resiliency and employment by offering responsive, personalized guidance to local businesses and connecting them with much-needed private and public resources. A collaboration among all five NYC borough chambers of commerce, the Partnership Fund for New York City, and the NYC Economic Development Corporation, this program is funded through a \$2.8 million grant from the Peter G. Peterson Foundation and in-kind contributions from other partners.

*Presented by: Samara Karasyk, Chief Policy Officer & EVP and Deshaun Mars, Senior Director for Business Recovery, Brooklyn Chamber of Commerce*

### **Building a Resilient Long-Term Care Workforce: The Ladders to Value Workforce Investment Organization (LTV-WIO) Training Outcomes, Research, and Policy Recommendations**

The Ladders to Value Workforce Investment Organization (LTV-WIO) sponsored by 1199SEIU Training and Employment Funds (TEF), was created with the goal of supporting the critical long-term healthcare workforce infrastructure through retraining, redeployment, and enhancing skillsets. LTV-WIO was the largest of the nine WIOs in New York State's Workforce Investment Program, and provided training to more than 44,000 front-line health care workers. In partnership with the Continuing Care Leadership, the Visiting Nurse Service of New York and the New Jewish Home, LTVWIO conducted several research studies that evaluated the effect of its training programs on Medicaid home care beneficiaries, as well as workers' experience during the Covid-19 pandemic. In this lecture style workshop, participants will learn about LTV-WIO's research findings as they relate to a) the type of trainings that improved client-level outcomes and the ways in which COVID-19 impacted long-term care workers' lives and job quality, b) best practices and innovative support services that can be employed to help support workers health and wellbeing, , and c) policy recommendations on how government and healthcare organizations can respond to current and future workforce and organizational challenges in long-term care.

*Presented by Samir Fayyaz and Alene Hokenstad, 1119 SEIU Training & Employment Funds*

## **Drawing Highly Skilled Talent to Fill Niche Roles**

During this session we will discuss innovative ways to fill the difficult to fill roles that require a specific talent and seeking talent for higher paying careers. Who is doing it best and what are the best ways to diversify pipelines?

*Panelists: Kimberly Cohen, Upwardly Global; Karen Oaks, Stony Brook University. Dale Grier, Ring Precision*

## **Building Trades Pre-Apprentice Program**

"The Greater Capital Region Building and Construction Trades Council convened a coalition including unions, local workforce offices, nonprofits and others to launch a Building Trades Pre-Apprentice Program in Albany. The program follows in the footsteps of successful programs elsewhere in the state that are designed to increase participation for women and people of color in the trades. These programs provide foundational and technical skills, exposure to multiple trades, and offer Direct Entry to union apprenticeships for graduates. With a potential federal infrastructure bill that will create a generation of work for the building and construction trades, it is important that we are providing pathways for individuals who are underrepresented to gain entry to these careers with family-sustaining wages. It takes partnerships to develop these programs, build community support, identify funding sources, and engage the local community to recruit participants with the best chance of success."

*Panelists: Elizabeth Harris, City of Albany Dept of Youth & Workforce Services  
Moderator: Cricket Thomas-O'Dell, WDI*

### **11:45AM - 12:45PM Lunch Break -Exhibitors**

1. Voxy EnGen
2. SUNY Apprenticeships
3. Eckerd Connects
4. Grant Associates

### **12:45PM - 1:45PM Workshops**

#### **Exploring Higher Education Career and College Pathways**

This workshop will delve into higher education career and college pathways, highlighting current programs across SUNY. It will provide time for participants to discuss how these pathways and credentials support NYS residents and provide a trained workforce to meet local demand.

*Presented by: Denise Zieske, Director of SUNY Workforce Development; Jennifer Miller, Assistant Vice Chancellor of Community College Support, SUNY & Executive Director of New York State Student Success Center*

#### **Career Exploration with the Expertise Project**

Expertise Project helps make students aware of local employers using video. We use several methods, but our main one is creating and curating videos that feature local companies and training programs on an online career discovery video platform made for students and educators named "ExPr Online." ExPr Online helps local employers market their career opportunities to students by making their video content usable by educators – which makes our students more aware of the workforce over time. We are working with early-adopter school districts and companies this fall to grow this model of career discovery in the Capital District and Mohawk Valley Regions of New York State. Expertise Project is a New York Benefit Corporation based in Troy, New York. Learn more at <https://www.expertiseproject.org/>

*Presented by: Michael Beron, Hudson Valley Community College*

#### **Excluded Workers Fund (EWF) Opportunities**

This session will support participants in learning about the Excluded Workers Fund. The Excluded Workers Fund is a first-of-its-kind \$2.1 billion fund that will provide one-time payments to workers who lost income between March 27, 2020, and April 1, 2021, and are excluded from state Unemployment Insurance (UI) and federal Pandemic Unemployment Assistance (PUA).

*Presented by NY Immigration Coalition*

### **Driving community impact: A strategy to make the most of stimulus dollars**

How do we ensure once-in-a-generation funding generates long-term quality employment opportunities in our communities? Outcomes-based contracting and outcomes financing provide a path forward by aligning the efforts of public, nonprofit, and private stakeholders. Workforce development programs—budgets, uses of funds, performance goals, etc.—are governed by contracts. Perhaps the most important way to drive results is to use smart contract structures that condition funding on measurable outcomes. Outcomes-based contracting is an effective, tested tool that generates meaningful and measurable impact. How does it work? Outcomes-based contracts disperse payments to service providers as they achieve outcomes. Depending on the nature of the program, values of the community, and data available, outcomes will vary. Wherever possible, contracts include measures of ultimate success, like job retention and earnings increases. In some cases, these projects may be structured as public-private partnerships where impact investors provide up-front dollars to cover initial program delivery costs. This gives service providers the dollars they need to operate. Investors also take on the financial risk if the program falls short of expected results, meaning public dollars only pay for what works. The American Rescue Plan Funds are flexible in their use and timeframe, making them conducive to an outcomes-based structure. The Funds can be used for workforce development and there is a sufficient timeline to prioritize communities' needs, select the most promising solutions and providers, monitor performance and results, and expend the funds when outcomes are achieved

*Presented by: Andi Phillips, The Community Outcomes Fund at Maycomb Capital*

### **New York needs Climate and Clean Energy Career Pathways**

The creation of comprehensive clean energy careers pathways is a critical unmet need for scaling the clean energy economy, as required by the Climate Leadership and Community Protection Action (CLCPA), New York's landmark climate law. Education and workforce efforts in the clean energy space are spotty and unsystematic, and key agencies are either not at the table or are participating in one-off efforts. Community based organizations & unions working on the just transition and the k-university education and workforce institutions are largely siloed from each other.

NEST's clean energy careers pathways program development effort aims to change this, starting with the establishment of a Statewide Climate and Clean Energy Careers Working Group to share best practices and develop a comprehensive strategy in this field. The session will describe this effort and solicit input from participants.

*Presented by: Adam Flint, NEST*

### **NYSDOL Partners with Coursera**

Since launching a partnership last November, over 60,000 unemployed New Yorkers have joined Coursera to access over 7,000 courses and learning activities free of charge. Join us to learn about how Coursera can be used for skills development, career exploration, and ultimately to help learners take the next step in their career journey. We will discuss the benefit of Coursera as an option for training, how the flexibility of the Coursera platform has allowed for a tailored learning experience, and the various ways learners have taken advantage of this opportunity.

*Presented by: Akilah Jones, NYSDOL*

**1:45PM - 2:30PM**

**Final Plenary**

### **State of the Workforce/ Labor Market Data/ Micro Shifts and Economic Shifts**

*Presented by: NYATEP and NYSEDC*

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