

# Workforce Development

## Annual Report

2004



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Introduction. . . . .	3
Funding. . . . .	4
Program Orientation. . . . .	5
Objective Assessment. . . . .	5
Dislocated and Adult Services. . . . .	5
Basic Skills and GED Prep. . . . .	6
On-The-Job (OJT) Training. . . . .	6
Individual Training. . . . .	6
Youth Programs . . . . .	8
Summer Youth Employment Program . . . . .	10
DSS Welfare to Work Programs . . . . .	11
Job Connection Club . . . . .	11
Drug Court . . . . .	12
Community Work Experience/Public Works Projects . . . . .	12
JD/Pins Community Service Program . . . . .	12
Community Service (KKP) . . . . .	12
The Resource Room . . . . .	13
Wheels To Work . . . . .	13
Business Services. . . . .	14
Summary . . . . .	15

## **INTRODUCTION:**

The Yates County Workforce Development Office, Finger Lakes Works continues its partnership with Ontario, Wayne, and Seneca Counties, and the Finger Lakes Workforce Investment Board. The Finger Lakes Workforce Investment Board (WIB) is authorized and funded through the Workforce Investment Act of 1998. The Act is up for re-authorization and all indicators point to it being passed through Congress in 2005. This federal legislation is the primary funding source for services in the department. These funds are utilized to assist the county's economically disadvantaged worker, the unemployed worker and the underemployed worker in increasing their employability competencies through academic training, life skills training, and vocational training. The Workforce Investment Act allows a universal population to access these services, including offering these services to those individuals who may not yet be self-sufficient. Additional funding sources are provided through a contract with the local Department of Social Services to provide services to Public Assistance and Food Stamp recipients. We also have a contract to receive funding through the Department of Community Service to provide services to both adults and youth with mental health issues.

The Yates County Workforce Development Office was re-certified in December of 2004 by the Finger Lakes Workforce Investment Board (FLWIB) as a satellite One Stop Center within the four County service delivery area. The FLWIB was certified by the New York State Department of Labor. This certification means we provide reliable services from many partner agencies all at one site; reducing the number of different agencies a customer would need to visit. Partner agencies that provide some level of service to the customers of Yates County at our office include: The New York State Department of Labor, Finger Lakes Community College, Wayne Finger Lakes BOCES, Vocational and Educational Services for Individuals with Disabilities (VESID), Program Disability Navigator, along with the local DSS programs, including Food Stamps.

During 2004 the emphasis continued on implementing the initiatives of the Workforce Investment Act (WIA). One of the department's main focus remains the building of relationships with the businesses of the County. Our mission is to work with employers to access their needs and then to match those needs with a skilled workforce. We work closely with the Industrial Development Agency and the Chamber of Commerce, enhancing collaboration within these agencies and generating a positive synergy to foster improvement in Yates County's economic welfare.

This agency also works with the youth of Yates County in many life skills developmental training programs. We have a year round service that also includes our Summer Youth Employment Program. We collaborate with the FLWIB Youth Council, the Yates County Youth Bureau, and the Penn Yan, Dundee and Marcus Whitman School Districts.

And during 2004, Yates County continued to collaborate with Steuben County on the Transportation Grant called Wheels to Work. This program serves low-income individuals with assistance for car purchases, car repairs and other transportation related services. This assistance allows participants to obtain or retain employment thus fostering their economic well being as well as that of Yates County.

**FUNDING:**

Funding for the Workforce Development Department comes from several sources. This is a unique department within the County structure. 97% of our funding comes from sources other than County, yet we have always been part of the County infrastructure. Our employees belong to the CESA union and all job titles conform to Civil Service principles. The funding is used for personnel services (staff wage and fringe), operating expenses, and costs associated with programs, (these include support services for participants, wages and fringes for participants and operating expenses). The table and chart below displays the funding received for 2003 versus 2004 showing a decrease of \$87,812 from 2003 budget.

Funding Source	2003	2004	Change
Workforce Investment Act (WIA Title I Adult)*	\$ 78,865	\$90,761	\$11,896
Workforce Investment Act (WIA Title I Dislocated)*	\$ 79,650	\$88,440	\$ 8,790
Workforce Investment Act (WIA Title I Youth)*	\$160,890	\$142,500	(\$18,390)
TANF Summer Youth **	\$ 65,468	\$37,011	(\$28,457)
Welfare to Work (Federal Program)*	\$ 10,231		(\$10,231)
New York Works (DSS local contract)***	\$ 64,900	\$37,000	(\$27,900)
New York Works Block Grant (CASP)	\$ 25,000		(\$25,000)
Community Services (local program)***	\$ 14,150	\$14,177	\$27
Yates County (25% of Director's Salary)***	\$ 11,342	\$12,795	\$ 1,453
<b>Total</b>	<b>\$510,496</b>	<b>\$422,684</b>	<b>(\$87,812)</b>

\*Program year runs from July 1, 2004 through June 30, 2005

\*\*Program runs from June 1, 2004 through September 30, 2004

\*\*\*Program runs from January 2004 through December 2004

**PROGRAM ORIENTATION:**

Participants in our programs come to our office through a variety of means including other agency referrals, networking, advertising, and walk-ins. Individuals requesting program information and/or services are invited to attend a program orientation or a general overview session. Upon completion of the orientation session, those individuals wishing to proceed with our services are then scheduled for individual appointments to determine their eligibility and to complete an initial assessment interview. The State provided us with a swipe card system. Each customer receives a card and they swipe it every time they come in for services. This records front door traffic and individual statistics. During the 2004 calendar year 7,527 individuals walked through our doors for services. This number is a 21% increase from 2003 and includes customers who have come back more than once. This represents 807 individuals who have utilized our services.

**OBJECTIVE ASSESSMENT:**

Objective assessment is an examination of the capabilities, needs, and vocational potential of a participant and is used to develop a service strategy plan and employment goal. Such assessment is customer-centered and is a diagnostic evaluation of a participant's employment profile. This takes into account the participant's family situation, work history, education, occupational skills and interests. Also included are assessments that review a customer's motivation, behavior patterns affecting employment potential, financial resources and needs, support service needs, and personal employment information as it relates to the local labor market. It takes the participant from one to three hours to complete an assessment. In 2004 we completed 263 assessments. This is a 44% increase from 2003

**DISLOCATED and ADULT SERVICES:**

Our services are offered to those individuals who have 1) been laid off or have lost their job due to downsizing, 2) have been out of work long enough to have exhausted their unemployment benefits, 3) are a displaced home maker, 4) are a new high school or college graduate, 5) or to anyone who is looking for a job (including those looking for a better paying job). These services include career exploration activities, skill identification, resume preparation, interviewing skills and techniques that are used to locate employment in addition to retraining opportunities for use in demand occupations within the labor market. Under the Workforce Investment Act, the emphasis is on having unemployed workers returning to work. This office works very closely with our partners from the Department of Labor and Unemployment to provide excellent services to all of our customers.

**BASIC SKILLS and GED PREP:**

Basic academic and remedial education classes are offered to all customers who do not have a high school or General Equivalency Diploma (GED), and to those customers who need remedial academics to prepare them to pursue certain vocations. Basic skills are taught in context of the vocational area of interest and coordinated with the training provider. The Workforce Development Office works very closely with all providers of GED and Basic Skills and relies on the providers to refer their customers back to the One-Stop for services.

**ON-THE-JOB (OJT) TRAINING:**

OJT is a program where the employer is reimbursed up to 50% of the participant's wage to cover the necessary costs associated with training a less skilled employee. It is expected that once the training time is successfully completed, the company will hire the employee or promote an incumbent employee. Each training area of the OJT contract needs to be negotiated depending on the trainee's previous experiences. During 2004 we had 6 successful OJT's. The businesses utilizing this service include Penn Yan Aero, Coach and Equipment and Seneca Flight.

**INDIVIDUAL TRAINING:**

Individual Training programs are those occupational training programs that are conducted by state-certified or Workforce Investment Board approved educational providers. Most vocational training courses are offered at the Wayne Finger Lakes BOCES in Flint, or its associated Career Resource Centers in Canandaigua, Newark and Geneva, and at Finger Lakes Community College.

Training is focused on Demand Occupations for individuals. The emphasis under the WIA Legislation is to assist customers in finding employment and to encourage ongoing training once a person is employed. There are many programs designed to give an employer the opportunity to train their current employees in skills that will give those employees career advancement opportunities. In 2004, we trained 29 individuals (expending \$39,732 for Yates County residents with an average cost per participant of \$1,370). The breakdown of these courses follows:

Training Provider	Course	#
FLCC	Computer Classes	13
	Child Development Associate (CDA)	1
FLCC (on line)	Graphics Design	1
	Web Design	1
Keuka College	Organizational Management (ASAP)	2
Wayne-Finger Lakes BOCES	Culinary Arts	1
	Keyboarding/Office Technology	1
	Medical Billing and Coding	1
	Medical Office Assistant	1
	Metal Trades	
	Nurse's Assistant (CNA)	1
	Practical Nursing	1
		1
Professional Driver Institute	Tractor Trailer (CDL A)	1
Bryant & Stratton	New York Life, Accident & Health Ins.	1
Reading Remediation Clinic	Fast Break to Reading	1
National Tractor Trailer School	Heavy Truck (CDL B)	1
	Total	29

In addition to the number of state-certified training programs, we offer various WIB credentialed workshops. The following table lists the workshop and the number of attendees for the workshops that were held in our office during 2004.

<b>Workshop Title</b>	<b>Provider</b>	<b>YTD Total</b>
Education & Training	WFD	32
Job Connection Club	WFD	570
Discover Workshop	WFD	97
Resume Workshop	WFD	12*
Bridge – Computer	FLCC	26
Youth – Job Keeping Skills	FLCC	11
Youth Career Strategies	WFD	16
Work for a Jerk	WFD	3
Business Start Up	FLCC	18
Business Support	WFD	6
Business Quick Books	FLCC	10
<b>Total Participants:</b>		<b>801</b>

\*Numbers of attendees not available until month of November.

### **YOUTH PROGRAMS:**

Our Department provides special youth training working with out-of-school and in-school youth ages 14-21 years of age to accomplish two major goals. The first goal is to encourage in-school young people, often at risk of becoming dropout youth, to finish their high school education and to go onto higher education or to obtain employment. The second goal is to assist out of school youth to complete their GED if needed, and/or go onto higher education or to obtain employment. Young people are introduced to pre-employment skills and work maturity concepts. Subsidized entry-level work slots are developed at profit, non-profit and governmental agencies to provide youth with hands-on experience in the labor market.

In 2004, we have served 130 youth in our diverse collaborative initiative for our year round program. We collaborated with several County Agencies to allow for a broader and more in-depth outreach to youth in our area. The agencies are, Dundee Youth Center, American Red Cross-Yates County Chapter, and the Humane Society of Yates County. Each worksite acts as a mentor as well as a work experience provider. This way more hard to serve youth grow in their soft skills and basic skills along with their job related skills. Numerous team building and leadership opportunities are offered at each worksite. Each youth comes with a unique set of goals and needs and a unique plan is developed for each youth and coordinated between agencies.

### Dundee Youth Center

Similar to last year, the center had an opportunity to operate the local access cable channel, Channel 12. This television station serves as a community bulletin board for organizations to publicize their events, and occasionally to publicize local sports games and other events of interest to the public. The Center utilized 5 youth to set-up, operate, and maintain this system. Youth Center staff and adult volunteers serve as mentors, working alongside youth, in all related activities.

### American Red Cross – Dry Good Pantry Project

The American Red Cross implemented a community dry goods pantry. The mission of the dry goods pantry is to provide to the community members who do not have the resources, the ability to purchase basic hygiene items, toilet paper, tissues, deodorant, toothbrushes, etc. The main focus is to insure that youth and young adults have their basic needs met to help ensure school success and entry into the workforce. Up to six youth helped coordinate the pantry, and collect data through surveys. Keuka College students provided youth mentoring. The youth also took training courses that included Training in CPR, First Aid, Preventing Disease transmissions, HIV/AIDS awareness, relationship building, team building, work values, character development, and money management.

### American Red Cross--Water Safety Instructor Program.

Ten youth between the ages of 14-21 were recruited and trained in order to prepare them for employment as swim assistants at the five County beaches. The Water Safety Instructor worked closely with the Yates County School systems, and the municipalities to identify suitable youth to fill these positions. The outcome of this project was to increase the potential for program sustainability and growth each year so that Yates County can provide quality swim programs to all of our area youth.

### Humane Society of Yates County

The goal of this project was to educate youth in the proper treatment of all animals, to recognize animal abuse and how to report it and to support various shelter programs. The staff of the Humane Society worked with up to five youth providing support and guidance as needed.

### Penn Yan Academy

We also worked closely with the Penn Yan Academy. Because of our reduced funding for Youth Programs in 2004, we developed a student stipend system where 11 youth are provided an incentive as they rotate through several work experiences for career exploration. Working with the Guidance Department, the students are

also awarded school credit for their participation. This program allowed us to still serve these youth at reduced cost.

**SUMMER YOUTH EMPLOYMENT PROGRAM:**

The Summer Youth Employment Program is part of our year round youth program. It is another popular initiative that offers eligible youth between the ages of 14-21 an opportunity to explore various occupations, build a work history, and gain local references through summer work experiences at non-profits, for profit, and government offices. The youth are introduced to the demands and realities of the market place and learn to deal with supervision. In addition, the youth were offered educational and enrichment activities to include: *Laptop Resume Workshop*. This three-day class taught the youth how to build their own resume, and how to find out what they needed to make themselves stand apart from their competition. They also built portfolios for use on interviews. *7 Habits of Highly Effective Teens* was a 2 day class that offered the 7 habits for success such as “Begin with the end in mind” and finally: *Keys to Success* was a two day class that taught the skills that helped them learn how to get and to keep a job. There were 70 youth who participated in the summer employment program. See the table below for their job placements.

Animal Shelter Aide	4
Clerical Aide	7
Classroom Aide	2
Computer Aide	2
Custodial Aide	10
Day Care Aide	5
Dry Goods	5
Food Service	3
Grounds Keeper	2
Library Aide	1
Recreation Aide	14
Water Safety Aide	8
Workshop Aide	4
Youth Center Aide	3
Total	70

## **DSS WELFARE TO WORK PROGRAMS:**

The Yates County Workforce Development Office has a contract with the Yates County Department of Social Services to provide services to applicants and recipients for the TANF (Temporary Aid to Needy Families), Safety Net, and Food Stamp populations.

Prior to a case being opened through the Department of Social Services (DSS) each applicant must come to the Workforce Development Office and participate in a job search and Job Club activities during their waiting period (up to 45 days waiting period). During this time DSS determines whether a case should open or not. The job search component has resulted in a large number of cases not opening because the applicant found employment as a result of their job search. In some cases they do not open because they did not follow through with this or other regulations.

As TANF and Safety Net recipients are referred to our program, they are scheduled for an Orientation Session. During this session, responsibilities of the participant and our office are explained as well as components of the program. Following orientation, a case manager meets with each recipient to complete a full assessment and employability plan. This plan outlines interests, work experience, education and employment goals. It suggests behavior changes to help overcome barriers standing in the way of employment. This plan also outlines the steps that will be taken to assist the recipients in accessing help once they are off public assistance. This population continues to grow and in 2004 we worked with over 190 individuals during some phase of the process.

Another program operated by Workforce Development is the Check Pick-up program. All recipients must come into the office to receive their Public Assistance check and at the same time meet with their case manager to be kept apprised of job openings and training opportunities.

Our office also works with the Support Collections Department of the Department of Social Services. They refer Non Custodial parents to us who are not working so we can help them find employment. In 2004, we worked with three parents.

## **JOB CONNECTION CLUB:**

Job Connection Club continues to be a successful program to assist participants in becoming work ready and aiding them in securing employment. During the time a person spends in Job Connection Club they are exposed to job search techniques and assessments designed to assist them in developing a career goal. They also receive training on how to fill out applications, construct a resume, how to conduct an

interview and other job readiness skills. Speakers conduct sessions on topics such as money management techniques, family and childcare resources, and nutrition. Because our groups are so large, we now offer Job Club two half days per week with 25-30 participants attending each of those days.

**DRUG COURT:**

The Judiciary of New York State has undertaken a new approach to drug addiction by the implementation of comprehensive Court mandated substance abuse treatment for non-violent drug addicted offenders. The objective is to rehabilitate substance abuse offenders while protecting the community by reducing drug related crimes and reducing recidivism through a program of extensive supervision and treatment. The ultimate goal is to break the cycle of addiction and create an environment which encourages law-abiding conduct through such things as education and gainful employment. We are beginning to receive some referrals from participants of Drug Court, and we have worked with six individuals in 2004.

**COMMUNITY WORK EXPERIENCE/PUBLIC WORKS PROJECTS:**

One of the many activities under the Welfare to Work (DSS Works) Program is Workfare. This program places persons receiving cash public assistance payments from either the TANF (Temporary Assistance to Needy Families) or Safety Net Programs into work experience slots at non-profit, community and government agencies. Sites are selected on the basis of their ability to offer skill training to the participants. The purpose of the program is to increase the occupational skill of the trainee, and establish a work history for the participants, thus increasing his/her employability, and ultimately, decreasing dependency on public assistance. Workfare clients are also enrolled into the Workforce Investment Act case management system and offered other sources of funded activities when appropriate.

**JD/PINS COMMUNITY SERVICE PROGRAM FOR JUVENILES:**

Upon request from Yates County Probation Department, the Workforce Development Office provides a community service work program for first time offenders and referrals from the PINS Program as a diversion program for these youth. In lieu of family court, youth are referred to our office where they are either assigned to attend a series of workshops for 10 to 13 year olds or a work assignment for 14-17 year olds. In 2004 our office worked with three PINS referrals.

**COMMUNITY SERVICE (KKP):**

Kaleidoscope Kids Program is more than a program for youth. It has expanded to also include adults at risk. These can range from emotional or behavioral problems

to a more severe mental health diagnosis. The purpose of this program is to boost a person's self-esteem by providing them with what is often their first work experience, or clothes from the Once Again Shop to help them with their job interviews or with gas vouchers to help them get to job interviews. In 2004 we served 17 youth and 42 adults.

### **THE RESOURCE ROOM:**

Yates County Workforce Development operates a resource room that everyone can utilize. The resource room has four computers, a research library and hook up with the New York State Department of Labor's Job Bank. In addition there is Internet access for the public's use. The computers contain software programs for career exploration and interest/aptitude tests and typing instructions. There are two telephones for customer use, in addition to faxing and copying services that are available to help our customers with their job searches. We have a workstation set up for easy access for the Disabled. (We held an Open House in December to showcase this equipment to the community.) The purpose of this room is to have resources available so that job seekers can research careers, write a resume, and/or respond to job openings with little guidance from staff.

### **WHEELS TO WORK:**

ProAction of Steuben and Yates, Inc., is the agency administering the services of the Wheels to Work program. Once a week a Wheels to Work Coordinator comes to the Workforce Development office to serve residents of Yates's County who are low-income and qualify for this transportation program. Eligible individuals must have at least twenty hours of work or an equivalent employment pending and a gross monthly household income at or below 200% of poverty level. The individual must be in need of transportation assistance to get or keep employment and must be the primary owner of the vehicle and they must be willing to comply with the terms of the program, including maintaining program eligibility. The intent of the program is to enable persons to become or remain self-sufficient. Car loans and car repair loans are obtained through the Steuben Educators Federal Credit Union. **Steuben Educators Federal Credit Union** has a Community Reinvestment goal and this project will help them to meet this goal. Their services are offered without charge for this project. The Credit Union will help our customers create for themselves a source of credit for economic and productive services. Loans are made at no interest and maximum loan repayment period is 48 months. An individual must be able to afford a minimum \$50 monthly payment and the individual's total payments over the course of the loan, must repay at least 75% of the loan cost. Besides Car loans, and repair loans, and car grants and loan grants, the other transportation

services include: insurance grants, licensing and registration grants, driver's education, the five hour course grant, and car seat grants.

<b>Report of Services Provided (2004)</b>	
Car Loans	9
Car Grants	3
Insurance Grants	15
Car Repair Loan	4
Car Repair Grant	7
Registration Grant	4
Driver Safety course	1

**BUSINESS SERVICES:**

Under the WIA regulations, there is a Business Account Rep located at each of the six One Stop sites in the four county service delivery area. Our goal is to develop relationships with the Businesses within Yates County. This is an ongoing process and this year we actively worked with Businesses making 487 contacts to offer our services or to follow up on services. This increase in contacts is due largely to assigning one staff person to focus their attention on this important function. We also participated in 8 Job Fairs at various locations in the four County Area for recruitment for businesses. The WIB and the Business Account Reps have developed a Business Services Folder outlining services offered to included Recruitment, Labor Market information, Training and retention workshops, information on tax credits and much more. During 2004, we started taking applications for several local businesses, to include Badger Technology, Ferro, Single Source, Dunkin Donuts, and Best Western Hotel. The total for 2004 is 426 applications. We are in the process of improving this service and to develop statistics to capture how many resulted in job placement. As we move forward, our relationships with businesses should grow, and meeting their needs will become one of our primary accomplishments. (We have a great story for Dunkin Donuts, but that is for 2005 Annual Report).

We were fortunate again this year and did not have to offer Rapid Response Services for any local companies. Rapid Response is a service to provide immediate aid to workers affected by announcements of plant closings and large layoffs. Some of the included services are career counseling, job search assistance, and information about education and training opportunities.

**SUMMARY:**

Yates County Workforce Development continues to provide quality service and training to jobseekers and our youth. From writing a cover letter for a resume to upgrading skills, to experiencing their first job, customers come to this office for service. We had a 21% increase in the number of customers coming through our doors from last year. We found employment for 189 customers in 2004. This represents a 41% increase from 2003. And all of these services offered at no cost to the customer. We are building meaningful relationships with the Businesses in Yates County. We have developed stronger partnerships under the One-Stop System and are looking to expand our programs to reach more of the universal population. We are expanding our market penetration for business services. The staff is dedicated to the vision of customer service excellence; and we look forward to continuous improvement for the coming years.