

PROGRESS IN 2008

OCTOBER 1—DECEMBER 31, 2008

FOURTH QUARTER ACTIVITIES AND HIGHLIGHTS

The final year of Finger Lakes Wired has begun, and already promises to be the initiative's busiest and most exciting year yet. Many projects, including the Increasing Emerging Worker Skills, Technology Commercialization and Scholarship fund initiatives, continue to grow, exceeding expectations and successfully impacting regional talent and economic development efforts. In addition, two exciting new projects were approved and began implementation and rollout: the Regional Center for Workforce Excellence, a partnership between Monroe Community College, Genesee Community College and Finger Lakes Community College; and the Regional Skills Alliance and Career Readiness Credential program through the Genesee-Livingston-Orleans-Wyoming, Finger Lakes and Rochester/Monroe County Workforce Investment Boards. See pgs. 2 & 5 for additional information on these projects.

In addition to project activities, new information and best practices continue to be learned and shared through Wired. Wired partners and staff attended a Wired Academy in Nashville, Tennessee in October 2008 to discuss the importance of collaboration and sustainability. The possibility of training unemployed workers through the Wired Scholarship program is being explored based on information learned at the Academy. In addition, based on a Wired Academy presentation made by HTR Interim President David Hessler on the region's entrepreneurship and technology commercialization activities, USDOL ETA representatives are currently exploring including the model in a new Entrepreneurship competency model currently under development.

Project monitoring and reporting continues for all Wired funded activities. Specifics regarding the materials and information that must be collected from all Wired funded projects for submission to the U.S. Department of Labor were recently released. See pg. 6 for additional details.

SPOTLIGHT ON SUCCESS

The Emerging Entrepreneurs program is an undergraduate, credit-bearing program designed to encourage entrepreneurship and new business development. This is the first undergraduate, credit-bearing program in the Finger Lakes Region that targets underrepresented students and individuals without business backgrounds to encourage and stimulate their growth as entrepreneurs. Participants can enroll in one or two courses currently offered at Genesee Community College and Monroe Community College.

GCC has had 28 participants enroll in their fall course offering, and over half of those students have enrolled in the second program session to continue their entrepreneurial education.

MCC has enrolled over 45 individuals in their program as of December 2008, and three students have filed for DBAs and established their own businesses. Another MCC student entered and won *The New York Times*/ National Association for Community College Entrepreneurship (NACCE) National Student Essay contest.



PARTNERS

City of Rochester
 County of Monroe
 Empire State Development Corp.
 The Entrepreneurs Networks
 Finger Lakes Community College
 Finger Lakes Workforce Investment Board
 Genesee Community College
 Genesee/Finger Lakes Regional Planning Council
 Genesee, Livingston, Orleans and Wyoming Workforce Investment Board
 Greater Rochester Enterprise
 High Tech Rochester
 Infotonics Technology Center
 Monroe Community College
 Monroe County/Rochester Workforce Investment Board
 Rochester Area Colleges
 Rochester Area Community Foundation
 Rochester Angel Network
 Rochester Business Alliance
 Rochester Institute of Technology
 RochesterWorks, Inc.
 Technology Farm
 Trillium Group
 University of Rochester

ECONOMIC DEVELOPMENT

REGIONAL CLUSTER AND COMPETENCY NETWORKS - GRE

This initiative connects key leaders of high tech industry clusters, including biotechnology, information technology, life sciences and optics, through the establishment of the Technology Council of Upstate New York (TCUNY).

This collaborative technology council has engaged participation from 17 associations and technology networks across the region. TCUNY plans to devote its 2009 efforts towards marketing and promoting Upstate New York as one of the top regions for technology development and commercialization in the United States.



This project also includes facilitation of the International Business Council (IBC), an organization devoted to promoting and expanding international trade opportunities for manufacturing and service businesses in the region. This quarter the IBC met with delegations from Canada, France, Hungary and Russia to provide IBC members with information and assistance to grow their trade related operations.

REGIONAL SKILLS ALLIANCES AND CAREER READINESS CREDENTIAL (CRC) - FLW, GLOW, RW

This program will utilize the model created by the Finger Lakes Advanced Manufacturing Enterprise (FAME) to expand and establish regional skills alliances, groups of public and private sector partners dedicated to addressing business needs and workforce development, in the advanced manufacturing and health care/human services industries. The expansion of the RSAs will also include the implementation of the CRC assessment program across the

region to determine the performance level of job applicants, thereby addressing business needs and providing workforce solutions. The initiative is a regional partnership between the Finger Lakes, GLOW and Rochester/Monroe County WIBs.

An Industry Coordinator and a CRC Coordinator were hired to establish goals and implement the program.

PREDICTIVE ANALYSIS FOR BUSINESS ATTRACTION - GRE

The goal of this project is to promote the nine-county region and its assets to site selectors and businesses, augmenting existing business attraction efforts and creating more opportunities for growth. Fifty new business attraction projects in the Optics/Imaging, Biotech/Life Sciences, Food/Agriculture, Advanced Manufacturing and Alternative Energy sectors were identified during this quarter.

Regional site locations viewable via ZoomProspector, an online tool that provides real time-time information about specific site locations including demographics and industry information, has received over 103,000 page views since the program began.

Businesses can access this information online at www.rochesterbiz.com.

ENTREPRENEURSHIP

THE ENTREPRENEURS NETWORK-TEN

This six-month program is designed to introduce local entrepreneurs to new ideas by optimizing exposure to and interaction with leading entrepreneurial experts through boot camps, workshops and panel events.

TEN's fifth class of 16 participants from 14 companies ran from May to November 2008, and a sixth class of 20 participants from 18 companies launched in November 2008. Key activities for the sixth class this quarter include entrepreneurship and

"TEN members have ...increased revenue by more than \$7 million and secured over \$9 million in angel and venture capital"

leadership boot camps. To date TEN has served more than 104 executives from 90 companies spanning the nine-county region.

TEN members have won approximately 8 SBIR grants, created more than 50 jobs, increased revenue by more than \$7 million and secured more than \$9 million in angel and venture capital investments.

ENTREPRENEURSHIP—CONTINUED

STRATEGIC GROWTH THROUGH IMMERSION PROGRAM—RIT



The immersion program targets potential high-growth small enterprises seeking to expand and emphasizes growth through innovation and technology commercialization.

This highly rated program has attracted a total of 63 C-level executives since 2007.

Program response has spurred the development

of a “next level” program aimed at new product commercialization that is currently recruiting and will be launched in March 2009.

Emphasis is placed on selecting participants with expertise in industries such as Optics/Imaging, Biotech/Life Sciences, Food/Agriculture, Alternative Energy and other clusters.

EMERGING ENTREPRENEURS PROGRAM (FORMERLY THE ENTREPRENEURSHIP FAST TRACK)—GCC, MCC

Through this program two Community Colleges have taken the lead in designing education that prepares tomorrow’s entrepreneurs with a global understanding of Entrepreneurial Leadership, successful start-up, and business growth. The program also provides awareness to the greater population within the region of the tremendous entrepreneurial opportunities available locally. See pg. 1 for additional information and successes.

THE YOUNG ENTREPRENEURS ACADEMY—YEA!

YEA! teaches students how to establish a business venture or enterprise, and participants write a business plan, receive mentorship from local leaders and start their own real business.

During this quarter SUNY Geneseo’s 14 participants worked to finalize their business ideas, began completing business plans and working with professional mentors.

The 2009 program model was redesigned based on student and parent feedback and will shift program delivery from college campuses to high schools. The first high school cohort launched in Victor in January 2009.

INNOVATION

TECHNOLOGY COMMERCIALIZATION—HTR, INFOTONICS, RIT, TECHNOLOGY FARM, U OF R

This effort trains qualified students, researchers and entrepreneurs with the skills and experience necessary to launch new businesses and raise capital, and positions them to become serial entrepreneurs. Specific training is provided in the areas of business and commercialization principles, business development and

technology development via classroom and on-the-job training.

This project now represents the collaborative efforts of HTR, University of Rochester, The Technology Farm (Cornell Agriculture & Food Technology Park), Infotonics Technology Center and the Rochester Institute of

Technology.

Through the end of the 4th Quarter 2008 this project has directly generated the following impact: \$2 million+ in investments and grants; 3 new jobs created; and 483 entrepreneurs, researchers and students received tech commercialization training.

“483 entrepreneurs, researchers and innovators have received technology commercialization training since 2006”

PRE-SEED WORKSHOPS—HTR

These workshops foster a collaboration of technologists and/or inventors knowledgeable about business and provide an assessment of potential for a specific invention.

In November 2008 a multi-regional conference with 70 participants from the Rochester and Geneva region pre-seed workshops was held with the aim of increasing the visibility

and profile of entrepreneurial training and support provided by PSWs, as well as to enhance multi-regional collaboration and extend support to underserved areas.

Over 170 researchers, entrepreneurs and students have benefited from these workshops since 2006.

INNOVATION—CONTINUED

SBIR OUTREACH AND ACCESS—HTR

This project provides assistance and training to improve regional success in securing funding through the Small Business Innovation Research (SBIR) programs from the federal government, and advance the region's small business tech transfer efforts.

Specific, hands-on training was provided to 28 businesses in

the 4th quarter, and HTR's services were utilized develop three Phase II SBIR/STTR grant applications. Since program inception five firms received SBIR/STTR awards leading to almost \$1.3 million in federal dollars reaching the region.

Future efforts will focus on Phase II grants, which represent significantly higher awards and will have a more direct impact on job and wealth creation.

WORKFORCE DEVELOPMENT

SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) CAMPS

In the summer of 2008 Wired provided scholarship opportunities to encourage 16-18 year old high school students to explore the possibilities linked to studies in Science, Technology, Engineering and Mathematics (STEM), and help enhance awareness among students and parents of the region as a premier locale for STEM career opportunities.

In 2008 scholarships were provided for youth at the following locations:

- Cornell Cooperative Extension of Ontario County, 4-H Camp Bristol Hills for 16 students
- Finger Lakes Institute - Hobart & William Smith Colleges, Kids College for 7 students
- Infotonics Summer Science Camp for 30 students
- Rochester Institute of Technology, National Institute for the Deaf for 25 students
- Finger Lakes Council, Boy Scouts of America for 30 students
- Monroe Community College Career Track for 15 students

INCREASING EMERGING WORKER SKILLS PROGRAMS

Five funded programs are dedicated to providing youth ages 16-21 with the skills and competencies necessary for success in high-growth industries, and encouraging them to complete high school and pursue technical training.

Four of the programs have multiple cohorts that are expected to continue through November 2009.

The GLOW Pathways to Careers in Biotech, Life Sciences and Health Care program, operated by GCC, offers credits courses in biotech, human biology and/or cell biology to students at participating high schools. The 80 enrolled students have participated in field trips to area businesses, colleges and universities to observe the technical and competency requirements of jobs in select industries.

SUNY Brockport's Rochester Educational Opportunity Center (REOC) operates the Introduction to Health Careers program, providing health career and college exploration, as well as classroom instruction to become a Certified Nursing Assistant (CNA). A total of 28 students have completed the program, and to date nine sat for and passed the New York State CNA examination. Nine participants have enrolled in post-secondary education and nine students are now employed full-time.

The Urban League of Rochester has enrolled 80 students in its Technology Clubs, introducing students to the real-world applications of technology. Highlights include lab sessions on Engineering Design and Manufacturing concepts, as well as a college tour and museum visit to Cleveland, Ohio.

The Academy for Career Development's Start Here for a High Tech Career program provides a combination of On-the-Job training and work experience in the Information Technology industry for disadvantaged and disabled students, targeting at-risk youth post-incarceration. Thirty-one participants have enrolled in the program to date. Based on data from the first two sessions, average online assessment scores (on a scale of 100) of participant's basic computer skills increased from 20.1 pre-program to 91.4 upon program completion.

In the summer of 2008 the Finger Lakes WIB hosted a seven-week program introducing 28 youth to careers in multiple high-tech industries, and another session will be held in summer 2009.

WORKFORCE DEVELOPMENT—CONTINUED

REGIONAL CENTER FOR WORKFORCE EXCELLENCE—FLCC, GCC, MCC

The center will provide students and job seekers across the nine-county region with access to technical programs from all three community colleges through distance-learning and/or a hybrid of online and in-classroom formats.

The center is designed to enhance the skills of area workers while also expanding the regional talent pool for small to mid-sized businesses in industries that could include optics manufacturing, health care, biotechnology, precision manufacturing and alternative energy.

EDUCATOR INTERNSHIP PROGRAM—FINGER LAKES WIB

In August of 2008, 26 educators from 14 school districts participated in this four-day industry immersion and professional development program. Educators were placed in industry shadow teams and interacted with leaders of 25 businesses in Advanced Manufacturing, Food and Agriculture, Information Technology, Biotech/Life Sciences and Optics to learn more about career opportunities and the skill requirements of those industries.

SCHOLARSHIP FUND—GLOW, FLW, RW

The Scholarship program allows businesses to apply for up to \$25,000 in funding to upgrade the skills of their workers to meet the demands of emerging industries including Alternative Energy, Biotech & Life Sciences, Food & Agriculture, Optics & Imaging, Advanced Manufacturing, Information Technology, Engineering, Business Services and Health Care sectors. All funded training leads to the acquisition of transferable skills and/or industry recognized credentials.

56 companies were awarded funding to train 972 employees in the 4th Quarter 2008. Since the program launch in September 2006, Finger Lakes Wired has allocated over \$3.7 million for 205 unique businesses to increase the skills of 5,700 workers, with \$6.4 million in matching funds provided by business.

Number of Individuals trained by industry in the 4th Quarter of 2008:

Advanced Manufacturing	558
Business Services	79
Alternative Energy	2
Engineering/IT	47
Healthcare/BioTech	81
Optics/Imaging	193
Food & Agriculture	12
Total	972

REGIONAL APPRENTICESHIP SYSTEM—FLCC, GCC, MCC

The apprenticeship program, run by the three community colleges, provides structured career pathways that combine on-the-job training and related classroom and lab instruction in high-demand occupations within the Optics, Printing, Biomanufacturing and Health-care industries.

GCC launched its healthcare program in Summer 2008 and trained six Clinical Patient Care Technicians. FLCC has increased enrollment in its Biomanufacturing program to 22 students. The 16 students enrolled in MCC's Optics program are also continuing their coursework.

Educators developed informational presentations to take back to their respective schools and districts along with personalized plans for implementation in the upcoming school year. It is estimated that over 1,000 students will be indirectly impacted by the program.

"I appreciate your help! You make it so easy for employers to take advantage of these great opportunities for training grants."

Shelley Willison,
Human Resources, Amdex

"The grant funding from Wired helped us train and develop staff to acquire specific skill sets that make us more competitive and provide better quality care."

Rui Ventura, HR Manager, HCR

"In this difficult market the grant we received and the training we did helped us enhance the workforce from within. It's been a good investment in our employees, helped us fill four vacancies and improve upon our capacity and efficiencies."

Dave Leaderer, Quality Director,
Brinkman Precision

ABOUT WIRED

Finger Lakes Wired is a partnership of 23 economic development, educational, workforce development, and business organizations from the nine-county Finger Lakes region surrounding Rochester, NY. Finger Lakes Wired is one of several regions funded by the U.S. Department of Labor WIRED (Workforce Innovation in Regional Economic Development) Initiative to support economic development and transform regional economies.

This collaborative effort is led by its partner organizations, who have met regularly since May 2006, to support a strategic approach to regional economic development. They have adopted a mission and vision, and have agreed to guiding principles, a strategic direction, and actions in support of this effort.

Mission

Increase the region's capacity to support talent development for sustained economic growth.

Strategic Direction

- Energize the region's entrepreneurial economy;
- Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures;
- Educate and empower workers to successfully compete in the changing global economy;
- Build a collaborative regional education, workforce and economic development system.

Strategic Outcomes – Completion of WIRED

- Increase private sector job growth relative to national average.
- Increase average wages relative to national average.
- Increase retention of 20 to 34 year old workers in region.
- Adoption of a regional identity resulting in collaborative networking and communication in support of regional economic strategies.

DISSEMINATION REQUIREMENTS

The U.S. Department of Labor recently provided additional information regarding the collection and dissemination of all materials created using or leveraging Wired funding.

Required materials for submission by all funded projects include any item developed using Wired monies, such as:

- Course curriculum, including syllabi, PowerPoints, etc.
- Marketing and outreach materials
- Process/organizational charts
- Summary reports and success stories
- Websites
- Project implementation and process descriptions, including reports on program planning and roll out

CONTACT INFORMATION

Pat Piles

RochesterWorks, Inc. / Finger Lakes Wired

255 N. Goodman Street

Rochester, NY 14607

Phone: 585-258-3556

Fax: 555-232-6033

E-mail: ppiles@fingerlakeswired.com

www.fingerlakeswired.com

"The Finger Lakes region is a premier place in which to innovate, investing in entrepreneurial operations, educating workers and empowering them to be agile, adaptable and aligned with global opportunities."

Collected information will be included in the USDOL Workforce Solutions catalogue to allow other regions to view and potentially duplicate successful programs.

All available and completed items must be submitted in electronic format to Wired staff by Friday, March 13, 2009, and items completed prior to the contract end date of November 30, 2009 will be accepted on a rolling basis.

Please contact Pat Piles ppiles@fingerlakeswired.com or Laura Seelman lseelman@rochesterworks.org with any questions.

