

TALENTED HUDSON VALLEY

TRAINING & RETAINING THE REGION'S TOP TALENT



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A Message from our President

In his 2014 State of the Union address, President Obama spoke of addressing a notable disparity between available jobs and qualified American workers. Today, this "skills gap" still poses a daunting and significant challenge for Hudson Valley business owners.

From increasing hands-on training and apprenticeship programs, to expanding the critical dialogue between businesses and community colleges about creating curricula that put students on an upward career trajectory, local organizations and institutions are developing creative and meaningful solutions to "bridge the gap."

This edition of TalentED looks at two of our highly regarded community colleges, SUNY Orange and SUNY Ulster, as their respective leadership teams advance new paths to success. SUNY Ulster is partnering with IBM on its New Collar Initiative, which is creating the tech-savvy workforce of tomorrow. SUNY Orange is targeting an even-younger generation by opening a STEM-focused summer enrichment program in July.

The Orange County Partnership is launching a comprehensive, online workforce development directory – offering a clearinghouse of information on workforce development at the local level. Useful for site selectors and private citizens alike, the Partnership's directory will help identify training and educational programs, as well as provide valuable insights into specific career paths, among other uses.

With so much happening in the region, we hope you enjoy this brief overview of a few great examples of economic development partners making real changes in people's lives.

Enjoy!



Laurence P. Gottlieb
President and CEO
Hudson Valley Economic
Development Corp.

SUNY Ulster Collars IBM Initiative

New Workforce Being Groomed Right Here



Technology touches nearly every workplace today, from enterprises that manufacture tech, to those whose operations simply rely on it, to those that are solely technology driven and utilized. Therefore, it's no surprise tech jobs are growing everywhere and worker demand in the field has risen sharply. By mid- 2017, the Bureau of Labor Statistics reported there were approximately 6 million unfilled tech job openings – the result of an unskilled and under-skilled workforce. The Bureau also projected computer and information technology occupations will grow 13% by 2026.

This past January, SUNY Ulster partnered with IBM to become one of the latest community colleges in its New Collar Jobs Initiative. The goal of the initiative is to teach students the skills they will need to succeed in positions defined by today's ever-evolving technological trends. Ulster students who fulfill the requirements of the program will be prepared to dive into a myriad of apprenticeship opportunities the field has to offer, and even into well-paying jobs out of school.

In fact, the median annual wage for computer and information technology occupations was \$84,580 in May 2017, which was higher than the median annual wage for all occupations (\$37,690).

The term "new collar," coined by IBM CEO Ginni Rometty, is the latest distinction to join the likes of blue and white – and their other recent cousin, green – in referring to workplace roles and the employees who fill them. Examples include positions in cybersecurity, artificial intelligence, managing big data, UI designers, various IT positions and more. New collar jobs fall somewhere between professional careers and trade work, and combine technical skills with more of a liberal arts knowledge base.

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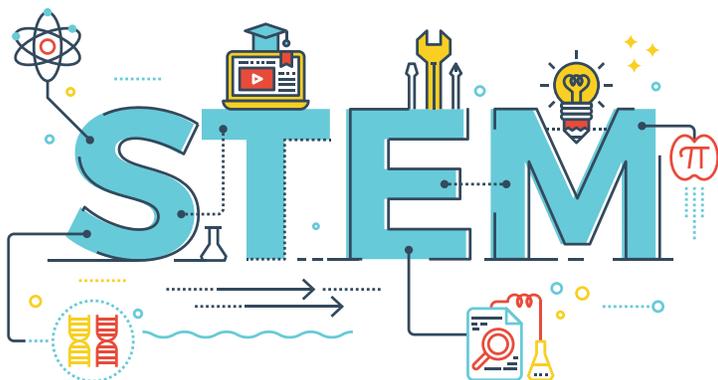
STEM Youth Enrichment Program Aims to Set Workforce Roots

The Orange County Partnership and SUNY Orange, in collaboration with a group of local businesses and organizations, will provide young people an early glimpse into the world of workforce opportunities in mid-July through a youth enrichment program showcasing job possibilities and career exploration in Orange County. This new program, "Career Exploration: Advanced Manufacturing & Distribution," is an inventive approach to potentially retaining Orange County's homegrown talent.

"What we asked ourselves was, 'How can we train the next generation?'" said Maureen Halahan, President and CEO of the Orange County Partnership and program committee member. "We want to introduce them early to the jobs that are coming up; the types of jobs that are on the cutting edge."

"The technology and innovation at the core of the advanced manufacturing and distribution sectors is amazing, and many of those jobs require education and training beyond high school," says Anne Prial, SUNY Orange Associate Vice President for the Business, Math, Science and Technology degree programs. "These two, one-week programs will show students the many connections between their academic choices and future career paths, and hopefully get them thinking about establishing educational and workforce roots right here in Orange County."

Career Exploration Youth Enrichment Program will take place over two, one-week sessions: one focusing on middle school students, while the other concentrates on high school students. The focus will be on discovering more about the jobs and careers available in the growing distribution and advanced manufacturing sectors right here in the Hudson Valley, and especially ones that involve STEM education – science, technology, engineering and math. Along with STEM education sessions, students will gain real-world knowledge through facility tours and hands-on experiences at partner businesses including President Container Group, McKesson, Satin Fine Foods and the Ball Corporation.



"Students will essentially go to SUNY Orange for a week," said Halahan. "They'll get formalized education in the morning, and then in the afternoon, each of these companies will invite them into their places of business and enlighten them on different jobs, the kind of training or college education each one requires, and the career paths and growth each one offers."

In the morning sessions, students will be encouraged to make the most of age-appropriate interactive activities on the Middletown campus of SUNY Orange. Students are then bused to various Orange County facilities in different industries, where they participate in job-related activities.

Sessions will be led by Dr. John Yelle, the current Operations Manager for Advanced Coating Technologies of Middletown, a subsidiary of Pratt & Whitney Aircraft Engines. Dr. Yelle has tailored each week-long program to ensure students receive unique, informative and relevant experiences.

"SUNY Orange picked up the ball and ran with it," said Halahan, who initially conceptualized the program along with Orange County Partnership colleagues and fellow program committee members, Amanda Dana and Larissa Ford. "It's a pretty creative idea, and one of the first initiatives that's coming out of the overall workforce program that the Partnership has launched." HVEDC is a member of the Partnership's workforce committee.

Daily sessions also happen to mirror the average workday, beginning at 8:30 a.m. and ending at 5:00 p.m. Session One, which opens on July 16 and continues through July 19, is intended for rising 8th and 9th graders. Session two is intended for students in grades 10, 11 and 12, and runs from July 23 through July 26.

The cost to take part in Career Exploration: Advanced Manufacturing & Distribution is \$249 per session. Exposing kids to the emerging career opportunities available to them right here in Orange County is invaluable. Not only will this encourage our youth to stay in Orange County to pursue careers, but could also attract development to the county as the availability of a skilled workforce continues to become an increasingly important consideration for companies looking for places where they can establish roots for their enterprises or relocate current operations.

SUNY Orange is also offering summer programs for teens including Architecture, Coding, Robotics, Creative Writing, Jazz, and Forensics. Anyone interested in learning more about any of these programs can visit www.sunyorange.edu/youthenrichment.

Profiles In Workforce Development

Orange County Partnership launches new workforce development directory



In November 2017, HVEDC Board Member, the Orange County Partnership, began taking a hard look at workforce development to determine what's out there and what's working well in the County. They embarked on what Partnership President Maureen Halahan called a "listening tour" just to get an initial sense of things.

"We reached out to our colleagues in the education space, the private sector, businesses, corporate leaders, the not-for-profit arena," said Halahan. "Anyone focused on workforce development, including our government."

Those initial inquiries yielded promising results, which prompted a formal invite to go out for people to attend a meeting intended to get an even deeper overview. Much to the Partnership's delight, everyone showed up. Leaders from the business and education fields, as well as non-profits, openly shared insights into their initiatives, including methods and outcomes.

"We learned at the very first meeting what each of the different organizations are doing in their respective silos," said Halahan.

Discussion ranged from vocational training to college curricula, apprenticeship programs, internships, and employee advancement and reward programs. Altogether, what the Partnership learned is that Orange County understands the value of working together to get ahead of the workforce readiness issue, and that success follows where there is dedication and action.

The idea to compile the collected information into a directory that would be easily navigable by the community – and talent-seeking world at large – was a no-brainer. Larissa Ford, the Partnership's Economic Development Coordinator asked each of the different organizations to provide a summary paragraph on what they're doing in support of workforce development, and is currently preparing what they received for publication online.

"The point of this directory is to address the fact that workforce has become a significant question for site selectors and attraction projects," said Ford. "So, this is a way we can help connect the dots and say, 'yes, we understand workforce is a national issue; but look at all of the great initiatives already happening right here in our county that are developing our workforce.'"

By highlighting the effective programs being offered here to develop a solid workforce capable across many industries, the directory will promote the attractiveness of Orange County to potential businesses. It will also be a go-to resource for private citizens to learn what training and jobs are available locally, and provide some insight into what their employment ladders look like and what it takes to advance professionally and economically.

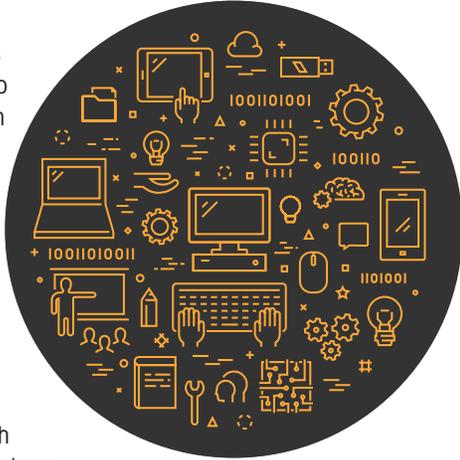
More than a dozen programs will be profiled in the directory when it launches late May on the Orange County Partnership website. The directory will be continually updated to reflect amended and new workforce development programs as they are offered.

GET CONNECTED



CONTINUED FROM PAGE 1 SUNY Ulster Collars IBM

The SUNY Ulster and IBM partnership represents this non-traditional approach to educational training, which is in direct response to the worker shortage that tech companies are experiencing. By being in the program, schools are able to leverage valuable IBM resources to enhance their curricula and provide a uniquely multifaceted education with real-world, applicable experience, making these students more marketable to hiring managers who need to fill these emerging technical roles.



“We have already begun incorporating IBM tools and technologies into our existing curriculum,” said Professor John Sheehan, Coordinator of SUNY Ulster’s Computer Science program. “I expect we will be doing more of that in the near future.”

The New Collar Initiative is an exciting enhancement to SUNY Ulster’s already renowned computer science program, which is offered both on campus and online. The curriculum provides a strong programming and theoretical background, and graduates of the rigorous program receive an associate degree in science. SUNY Ulster’s program has been nationally ranked at #3 for online associate degrees in computer science by Computer Science Zone and #8 on Great Value Colleges’ list of Top Ten Online Associate Degrees in Computer Science.

“We’re very excited to partner with IBM to provide innovative new technology education programs to prepare our students for the skills needed to meet the high demand for new collar workers,” said Professor John Sheehan, Coordinator of SUNY Ulster’s Computer Science program.

The New Collar Initiative as part of SUNY Ulster’s program may just be getting under way, but Professor Sheehan sees its apprenticeships and specialized programs in computer science, engineering, and computer networking as already positioning graduates to be competitive job candidates for high-paying, high-tech jobs right out of school.

Not surprisingly, IBM has identified its longtime home of Poughkeepsie as one of a handful of “Hot Locations for New Collar Jobs” across the country. With the ongoing discussion about the Hudson Valley being the next Silicon Valley – and as more and more tech companies eye prime properties for their new offices – it is exciting to know that the next generation workforce is being trained right here in our own backyard.

To find out more about SUNY Ulster’s outstanding computer science program, visit the college’s website, www.sunyulster.edu.

Talking About Talent



Event panelists and moderators (left to right): Anthony Gioffre III, Partner and Chair of Land Use, Zoning & Development Group, Cuddy & Feder LLP; Laurence P. Gottlieb, President & CEO, Hudson Valley Economic Development Corporation; Richard Haggerty, CEO of the Hudson Valley Gateway Association of Realtors; Sarah Jones-Maturo, President, RM Friedland; Robert Weisz, CEO, RPW Group; Luiz Aragon, Development Commissioner, City of New Rochelle; Tim Smith, Regional Vice President, Crown Castle Fiber; Frank Cuevas, VP, Real Estate Strategy & Operations, IBM; Seth Pinsky, Executive VP, Fund Manager, Metro Emerging Markets & Public Affairs Director, RXR Realty

The importance of talent is far more than just a consideration made by people focused solely on workforce development. On April 13, talent was a significant topic of discussion during HVEDC’s real estate panel entitled Hudson Valley Visionaries: A Look Into the Future of Commercial Real Estate. In front of 400+ guests, the panel of experts shared their thoughts on the future of the commercial real estate market and the industry as a whole, spotlighting national trends that are equally shaping the Hudson Valley. The influence that a locality’s talent base has on the site selection process is quite profound. Here are a few of the things the panelists had to say on the topic.

Seth Pinsky Executive VP, Fund Manager, Metro Emerging Markets & Public Affairs Director, RXR Realty

“To grow a business in the 21st century, the key is talent. Businesses will follow talent, wherever they are. If you don’t have talent, you’re not going to succeed; if you do have talent, you become a magnet. The businesses follow the talent, the talent follows the businesses, and you create a virtuous cycle. In order to attract that talent, the key is to make your jurisdiction attractive to those people. Invest first in skills creation, universities... and make sure you can give people the kinds of lifestyles that they are looking for.”

Robert Weisz CEO, RPW Group

“Companies are locating where they can get the best talent. And, services are key for employee retention and the attraction of capable talent. Many [perks] we used to think were wonderful to have, are now necessary. [Perks] that were available to Fortune 500 companies in the past, these are now the norm for companies of all sizes.”

Sarah Jones-Maturo President, RM Friedland

“The work/live/play model near transit-oriented areas is also going to be huge... The concept there is, you live, you eat, you work, all within a square block.”

“Gone are the days of a one-hour lunch break. These people come in at nine [a.m.], work until eight [p.m.] and never leave the building.”