

P4P

Corning Community College April 1, 2008

Strategies and Metrics to achieve growth in region

2-3 private sector

10 or so govt education

Labor union, numerous nfp, social service

REGION – huge area over 13 counties? Who defined it? (Mike – still flexible, part of reason we're talking to you in these sessions around the region)

Rural, dispersed area – transportation is a challenge; no train to NYC.

Opportunity – I86 completion. Potential for business to view area differently.

Culture of “we're not worthy”. We need to look beyond this to seize opportunities. Build community around facilities.

People are more stuck in their ways, observation as new person, no resources to help integrate new people. More pooling of resources to help newcomers fit in. Knowledge of more than flood needed. Speaking as ED professional and from talking to entrepreneurs. More ability to help people understand pros and cons.

How to get people working together as a region.

Live, work, shop, play environment should be created.

NYSDOL – businesses who've moved here, they're first response is lack of common thread, way to get info about the area. CO organization – that tied in for business everything from where to buy supplies, to labor laws, to supervisor training. One stop information – lawyers, supply chains, etc. Also for individuals – where to go to gym, etc.

Infrastructure is key. Rte 15, I86 interchange. When this happens, what should it look like? Retail hub or... ? If trying to attract businesses.... Ones that don't stay leave because don't have workers with technical

expertise. Need tie in with colleges who are getting workforce up to speed. A lot of people really need training.

Support live work shop play and LEARN. Many are parents; cost of child care is prohibitive for going back to school or even work. Ways needed to combine funding streams to provide fee assistance to more people. Too restrictive conditions at moment. Eg. Students don't qualify for current programs. [c.f. Mildred Warner's work on child care as economic development]

Child care/ arts and culture too as economic driver. Greenways, trails.

Skepticism about region; inferiority complex. Hard to get others to come if you can't be proud. 60-120 minute market – everything you need within this market area.

Colleges about amenity. Students need to learn more about region, put them to work on market research on the region.

Career pathways network - HS to College – concern about impressions of self. We have lots of parts and pieces, but need to connect them. This is what the P4P could help with, open access to the region to people who have hard time discovering each other. Portal to each other; help identify and address the gaps.

Librarian – public libraries do have a lot of the pieced in them. Clearinghouse. Use the resources that are already there more effectively. Get knowledge into public places; we're an elite, nice though, most of rest of the world is not here, but knows about libraries and other public institutions. Web sites work, but not unless you know its there. Part of this different layers problem is NYS as a whole.

P4P is great, but established entities from libraries to C of C's are already go to places.

C of Cs – they don't work together well enough at this point. The county chambers need to work on this. Chambers work with Rotary, but maybe not that many other institutions.

Large corporations also have significant web presence to help new residents. Eg. Corning was first point of contact for one person here even though she didn't work there. How to INTEGRATE these resources.

Mike - Be Here website. Video contest project to transform image, submitted through YouTube. For people already here, to excite them, as much as people you want to attract here.

June 09 – Glass Arts Society will be here, tours of area.

Defining industry clusters – how do arts fit into play part; arts are part of the industry cluster and should be thought of this way. People won't want to live here if there are not interesting things to do.

Another transplanted person here - lots of industrial, foundry space on the supply side. Missing part is creating market for glass workers, metal workers. I86 as way to get people in and out, but market development needed. Is Austin TX an example, with artist warehouses?

CMOG – lots of people go through this. How to get them to stay, take advantage of other arts and programs; get them to spend more days in area. Keeps hearing, “how to connect dots” – goes back to marketing.

UAW young person. Wanted engineering degree. Disconnect – company didn't care how he did it as long as he showed up at work. As shift worker, he found campus didn't cater to his needs/schedule. So became union president rather than getting degree. How do you elevate yourself out of the factory, especially if you are in the smaller companies that don't have training capacity or ethic. This is part of reason young people leave, when they can't find a way to pursue their goals.

Labor councils in these areas – more than websites; organizations of the workers that meet all the time, have websites. They represent resource for people who come here, too. Staff to take calls. We're overlooked too often.

Labor as key community resource.

Again, with labor councils, and C of C, but because of competition between them sometimes lose cohesiveness that partnership would bring. Difficult, but important.

Also, websites in Corning, Ithaca, Binghamton are the places that have high speed access. Rural areas lack it, need it. This is a priority. STC planning board is working on this right now.

CCC workforce development. More after 4 program to help people who have nontraditional schedules. Need for trained workers, but machining and manufacturing don't have enough enrollment. Could image campaign promote the "eat of the floor" manufacturing that is the modern factory.

Image - why did you move here is common – use TV etc to reinforce it with people who already live here.

Workforce development – HS students are easiest resources to tap into. Many need better information. Expose kids/parents to opportunities. What do we want to brand? Engaging kids is HUGE. Work with student leaders – they loved the program. They want and need to be part of the community. We can do this TOMORROW. Hometown Career Channels through Chemung County Chamber, trying to connect entities through multimedia outreach. Make Come Home Be Home real!

Stress - arts and tourism is vital – but need to sustain community with manufacturing base that is not seasonal. These are well paid jobs that keep people in the area. Nice to have it be beautiful, but the base is manufacturing – foundation for raising families here.

Get people who live/moved here to say why they came here, why they like it here. This has a lot of power, garners attention.

5th year of health related summer employment for college students. Program went for funding to WF development; too small. Guarantees summer employment, xmas breaks from CCC nursing students through certified nurse aid program helps them in nursing program. We hope to attract students into health careers; and we do. Exposure young is important, it requires resources.

Jobs that pay enough. Hidden community – street sweepers, garbage collectors need living wage too. The underpaid low skilled workers have to be recognized, valued as part of community too; not everyone can be at the

top. Library thinks about this. Need to enable low end to have health care, decent housing, too.

Centralization of some things, decentralization of others. Not everyone uses internet, maybe they'll watch TV. Info glut. Where am I going to get a meaningful message?

STRATEGY – connection. But as action item, how do know/measure if you are more connected? Hits on website? What are the ways to know you are making progress?

Start, at least, with extent to which people in the room even know about the resources here. So they can pass on info, or at least make the right referrals. We all need to know what's out there.

Business person perspective – Chamber question – is it business people who belong? Yes. What about others who aren't owners. School districts do belong. Not for profits. Hasn't sought out info, has little time works 100 hours per week, about chamber. Do people who aren't members know enough about the opportunity the chamber represents, the connection opportunities. C of C – puts on activity every month. Guests are free, nonmembers do have a charge. A way to see what's going on. Business after Business. What about regular meetings? What is talked about? Committees – education, member services focused on new businesses, economic development, tourism. All are open roundtables; agenda, but also time to talk.

Potential Strategy #1: Connect and coordinate resources and make them accessible

Assets:

Library system. Community libraries connect to all level of society, to each other, everyone aware of them already.

Not everyone goes to libraries, though. Not everyone knows about the assets access opportunities of modern libraries. ACTION - EDUCATE ABOUT LIBRARY RESOURCES

Workforce NY has partnered with several other agencies. State and federal dollars support joint venture to train workforce, over 600 recently. Building strategic training plans for long term; retirement implications, career ladder perspective. Many large global companies here, mftg. Community Colleges have become more flexible in making access easier. Training numbers in tricounty area are high. Combining WIB across regions - Proposed ACTION (state funding possible for regionalization beyond 3 counties).

How? Identify if there is statewide organization connecting them (e.g. arts councils). These entities can ID regions and encourage them to work together. Asset – more collaboration among WIBS here than in some other parts of the state. \$\$\$ or Pain lead to change.

School systems are big asset. Rotary interact club. Take that idea to schools through P4P. Get kids responsible for the community while they are here, in school. Builds long term stake in the community.

Young professionals group that is here. Provides social and civic opportunities for newbies. ACTION – push support, funding this way.

Entrepreneurs, business development are great asset. SBDC – take it a step further. Make it easier for people to start a business, more entrepreneur friendly. Helps entrepreneurs assess viability of concepts, business plans that help with bank.

Area Churches – where do people go, always, at all levels of community? Churches. One of first places new people look for. Some churches losing flock, even as new people come.

No transportation congestion is an ASSET. Quality of life in general, standard of living is very high, homes are affordable here, despite the

property taxes. Cost of living low. Tipping edge of an EXTREMELY DESIRABLE quality of life. You can get it here low cost, acres, waterfront, etc. People don't know that cost of living is low so that lower salaries still enable high quality of life.

Realtors – their job is really recruitment.

ACTION - Business plan competition sponsored by EDA, businesses could sponsor it. Even if you don't win, bring people together, get good business plans.

Institute for Human Services did succession planning for retirement waves. Many will head in direction of small businesses; they have resources, can make things happen. Let's plan to utilize their advantages, capitalize on their goals. Health insurance is reason many stay within workplace; if there were a solution they might leave earlier.

Area has biggest formations of natural gas under development. Dollars from leases to landowners... opportunity for good use of new dollars.

Actions:

Potential Strategy #2: Train and build current and future labor force

Assets:

WIBS...

Western NY has 12000 college grads each year, but only 5000 jobs for 4 year degree. Means 7000 grads have to leave to use degree. True here too? GET INTO HIGH SCHOOLS to let them know about jobs that are here, type of manufacturing jobs that are here. Eat off the floor workplaces. Not everyone should be directed to college.

BOCES - Career Development – services to multiple school districts doing what we're talking about; cf. the sophomores on campus today. Huge training networks for students/adults. First hand experience with business, trumps virtual tours. ACTION? – always option to expand this. Grants come in – WFD grants, DOSS grant for paid experiences. Funds come and go. Constant struggle for funding to include everyone. 16 of 21 BOCES school districts included. PA kids come up here because there are more resources up here.

ACTION – P4P coordination of workforce developers, economic development; plan to identify long term planning priorities.

Colleges and Universities are asset. Also for tech transfer right here in our own communities. States Commission on Higher Ed report last year.

What we really need is a central clearing house for jobs. Companies always hiring people. Geneva company has to go to Buffalo to get guy in Geneva. Trailing spouse issue. Companies should post jobs on Mike's website. So potential employees can see what opportunities there are here. Labor Council does exactly this. Rochester Geneseo Labor Federation has this; could link it to other websites. Problem is that different people access different parts of the system, don't know where to go. Need to inform other portals that are part of the system like library to make the connection.

Child care – quality and cheap needed, not just family day care. Teen moms at library. Lots of relatives raising relatives who are not their kids.

ACTION STEP – create youth advisory group to P4P to get feedback on what young people want, get information out to them. How do they communicate? Phone, youtube, myspace, facebook.... How do they access information, spread it among themselves. Get THEM involved.

Health as ACTION STEP – rural areas need to stay in touch with med education insitutions. Eg. Syracuse program. Sponsors practice in rural areas as part of education. ARMED? Program.

SPOUSES issue – physicians often leave because their spouses are underemployed. Number one reason they leave.

Actions:

Potential Strategy #3: Build and Market a Regional Image

Assets:

Chambers of Commerce, Convention and visitors bureaus. Workshop on social marketing using facebook and myspace. Could P4P do this? Already done! See home page for connect. Also just opened YouTube page for video. Librarian was the only person who KNEW about this. We need to promote awareness all the time.

ACTION - weekly press releases featuring good things in area by P4P.

Business websites – promote musicians’ calendars, local website developer, ie. They come to my website, but you promote the rest of the region, P4P services, etc.

ACTION – need southern tier PORTAL. P4P beauty is middle group between students and older folk. REDUNCANCY is power of internet. Need to drive people to each others’ sites.

ACTION – young professional evening mixers. Once a month. Different business sponsor this, like Starlight room. Fine to talk about business, use word of mouth. Chambers do this already... but target young people. Starlight Room is already a venue for one young pro group. Wine clubs. 2300 degrees. Outings in S Corning at minigolf.

ACTION – everyone loves a calendar. Create a BIG calendar that captures all of these activities, put it on P4P. Merge all the separate calendars.

ACTION – throw a party just to get people together, especially younger people. Help to create regional identity. Those events already happening, but far away. First Friday in Binghamton, 2300 degrees in Corning, some in Hornell, Elmira, Wellsville, all the colleges. Will ST signature event with our geography? NASCAR in Watkins Glen allows groups to come in, show people to their seats. P4P could do this wearing P4P tshirts. Could do this all over the place. Wear the t’s!

Asset – region is close to a TIPPING POINT. Close to becoming what we want to be. Connect this idea to MARKETING CAMPAIGN. Need to take the next step towards regional image. What are the action items? P4P survey to be inclusive, involve many in branding campaign.

Richard Florida's work – why younger people move (culture) – SUNSHINE? All demographics move south from NE. We're not unique here. Fort Wayne? Had a lot of our challenges, but thrives. Was that followed up on? What makes it thrive? Cf. Susan Christopherson's report. We have lots of cool things to do – 4 seasons – for those who aren't sun bunnies.

ACTION - need to define region. More than 1-3 counties. Need to look at REGIONAL ASSETS to take advantage of everything we have. Look at the 1 to 1.5 hour drive to access everything that is here.

Regions that are more successful are better managed from a market, not necessarily a political standpoint.

Actions:

Potential Strategies

- Connect and coordinate resources and make them accessible
- Train and build current and future labor force
- Build and Market a Regional Image