


# CDO WORKFORCE

*Innovative Employment & Training Solutions*

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CDO Workforce Update

October 2003



- CDO Workforce Board Meeting—October 21, 2003 Summit Room, Eaton Center Norwich 2-4 PM
- Youth Council Strategic Planning—October 24, 2003 8:30—3:00 Sidney Library

## Skills Gap: Creating Linkages Between Business & Education

Source: Trend Letter September 29, 2003

To insure a continued supply of qualified workers in the face of an oncoming worker shortage, businesses are teaming up with high-schools, community colleges, universities and government funded training programs.

Although technology has reduced the number of jobs in some sectors, the same technology has created jobs in others. These new occupations require a higher skill level, as many manufacturing jobs become increasingly more automated, workers must have problem-solving, math and language skills in addition to the technical skills.

The need for workers with strong technical skills, and equally strong problem solving is creating a huge demand for technical career programs. As a result, more opportunities exist for educational and training organizations.

Companies should be forming partnerships with high schools, colleges and local workforce investment boards to ensure an appropriately skilled workforce is ready when needed.

*High school vocational education programs and career technical education will be revived in response to business demand for skilled workers.*

The demand for skilled workers will continue to create opportunities in technical education including software, instructional content, infrastructure and supplies.

*Industry—school partnerships will be formed to ensure that programming achieves desired results.*

Businesses in manufacturing and other heavy industries should develop public relations and recruitment programs that let students and prospective employees know that manufacturing is a challenging profession that will be in high demand for years to come.

## Training Funds Available:

CDO Workforce has a variety of funding sources to choose from when it comes to training your employees or new hires.

**Employed Worker H1B:** Employees in occupations fields of technology, health-care and education could be eligible for the H1B. Types of training eligible through this opportunity must result in the attainment of recognized skill level increases through one and two year degrees or certificate programs, master degrees and various industry-recognized certificates.

**A Great Start:** Through “A Great Start”, employers can receive a wage subsidy of \$5 per hour for up to 280 hours a new employee works, if that employee is a recent college graduate. This subsidy is limited to new employees in the technology or healthcare sectors or new teachers in the fields of science, technology and math.

**32-I BUSINY:** NYSDOL is accepting applications for the 32-I grant on a continuous basis. Your business can apply for up to \$100,000 in training funds and CDO Workforce can help.

**E-Learning:** CDO Workforce is contracting with NYWired to provide businesses with online training for their incumbent workforce. Up to 10 slots may be available to you.

For more information on any of this information please call Maureen at 607-334-1405 or email cdoworkforce@norwich.net

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HAPPY HALLOWEEN

## Employee Retention & Job Satisfaction

Source: Sasha Corp

In the current economy, those who have a job are grateful. That doesn't mean that they like the job that they have. Statistics show that job satisfaction in the US is declining. Barely 50% of people responding to a survey conducted on Hotjobs.com are happy in their jobs, down 10% since 1995.

In a recent survey by Account Temps, 34% of participants said they are likely to make a job change within six months of an improved economy. What if 34% of your company's employees pulled up the stakes and left in six months time?

No matter what the economy does we are looking at change in the labor market. Baby boomers are starting to retire, so labor shortages will affect more and more industries.

You can make plans now and implement new strategies to increase your company employee's satisfaction rate.

Because it takes more than a weekly paycheck to retain good employees and to gain their loyalty you need to also supply them with training, perks, and recognition.

Recognizing employees for their work and outstanding accomplishments is perhaps the single most important thing you can do to boost retention. The following are examples of simple inexpensive ways to show your appreciation:

- ★ **Service Milestones:** on service anniversaries you could provide the employee with a congratulatory letter from the company president and a small gift, a key chain with your logo, travel mug etc. This makes them feel appreciated and as part of the team.
- ★ **The "above and beyond" program:** recognition can take place on a daily, weekly or monthly basis. If an employee has gone above and beyond the call of duty they receive a small token of appreciation such as a tee-shirt, cap or again people love those travel mugs.

In planning your recognition programs, remember that it isn't the cost of the gifts but the celebration and recognition that stays with the employee.

## Don't Underestimate Your "B Players"

Source: USA Today

Don't underestimate your middle man, the "B Players" the backbone of every company. This is where this is where great thoughts turn into reality.

In the past employers were busy weeding out the bottom 10% of their workforce, and trying to steal A Players from their competitors. But now many employers are coming to realize that their success and failure may not lie among the weakest and the strongest but among those in the middle. These B Players make up 75% of our workforce.

In history we have seen that A players do not usually hang around once their opportunities for advancement have all but disappeared. So when these people are gone what is left behind? The B Players, the loyal employees who hold the history and memory of the business, this is how companies survive and move forward.

Every boss knows the frustration of seeing great ideas fall through the cracks, the biggest obstacles to success is not the lack of great vision but turning a little vision into a product or service.

B Players are crucial, they get their direction from others but are the ones who execute. There is no evidence that proves that top executives are smarter or more creative than those in the middle, they are merely equipped with different temperaments.

There are many types of B Players, but most are loyal, they do not live or die for a promotion but they do want challenging work, they do not need coddling but can die from neglect, they are honest and are not driven by power. This can sometimes make them seem to be indifferent to what is important to the top.

B Players demand a fraction of the boss's time and without them no team is complete. We all know that you can not have a team of all A players, no spotlight is big enough, hence the importance of the B Players who are willing to put forth their best effort.

Every company needs their A & B Players, for many their B Players turn into their A Players so do not underestimate the 75 percentile of your company. Train, retrain and upgrade the skills of your employees. This will assist in keeping a balance and knowledge base that promotes growth.

Have you ever thought about using an acronym to assist your frontline staff with customer service? How about the word LEAP or GUEST. You may want to come up with an acronym with your frontline staff. This will help focus their behaviors and gets them thinking about the many factors that go into providing exceptional service.

L = Listen

E = Empathize

A = Ask

P = Produce (results)

G = Greet

U = Use customer's name

E = Eye Contact

S = Smile

T = Think

## CDO Snap Shot: Local Labor Market Information

### Top Ten Common Occupations Across Sectors for Chenango, Delaware & Otsego Counties

Source: NYSDOL Dept. of Labor and Statistics

Occupational Title	Agr. & mining	Construction	Man.	TPU	Wholesale trade	Retail trade	FIRE	Health	Education	Services	Gov't	All
Office & Admin Support	28	90	598	201	195	555	674	541	582	1093	574	5131
Edu., Training & Library								7	2743	193	23	2966
Production	3	2	2390	15	53	104		25	7	203	29	2831
Sales & Related	5	11	98	42	255	1831	101	2	4	180		2537
Food Prep & Service			7		2	1547		121	147	261	38	2122
Transportation	28	62	487	233	216	227		28	138	102	61	1584
Healthcare Pract. & Tech	28			27		80		1042	64	37	135	1413
Inst. Maintenance & Repair	9	68	229	157	108	202	40	22	44	175	67	1122
Construction	19	675	40	13		9	14	5	17	14	241	1047
Management		33	208	29	2	75	68	88	130	154	185	973

The CDO Workforce Investment Board examines, analyzes and interprets the demand occupations in our area, we use this information to assist in the development of policies and procedures that will maximize training efforts and provide long term benefits. Looking at this information we see the top occupation in our area as well as the sectors they fall into. CDO Workforce will then examine the job descriptions and skill requirements for each occupation, giving us a look at the transferable skill sets that will allow residents in the area to remain in the area when there is a downfall in the economy.



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**CDO Workforce Partners:** Afton Consortium of Schools, Catskill Center for Independence, Chenango County Agency on Aging, Chenango County Chamber, Chenango County OET, DCMO BOCES, Delaware County Chamber, Delaware County DSS, Delaware County OET, Delaware Opportunities, Experience Works, NYS Dept of Labor, ONC BOCES, Oneonta Community Education Center, Oneonta Job Corps, Oneonta Telecenter, Opportunities for Otsego, Otsego County Chamber, Otsego County DSS, Otsego County OET, SUNY Delhi, SUNY Morrisville, Utica School of Commerce, VESID