

Cool Cities Growth Initiative

Initiative Name	Expand and Implement More Workforce Development and Retraining Programs				
Description of Initiative	<p>Implement programs already on the drawing board, such as the Virtual College and Career Center. Expand the Lean Institute at Onondaga Community College. The work MDA is doing in this arena is strong and should be continued. The "Lean Branding" concept should be implemented and expanded to the entire Upstate region.</p> <p>The Nationwide Job Connections should be considered for integration into the daVinci network. The Senior Workforce Training and Placement initiative and the Come Home "Workternships" should be implemented. If the economy continues to expand and job growth returns, the importance of having these programs in place and running will be critical.</p> <p>Link to potential workforce training needs in electronics medical, packaging and health care.</p>				
Action Type	X	Build New	X	Expanding Existing	Attract From Elsewhere
Timing	<ul style="list-style-type: none"> - Early 2004. - Program plan is complete. 				
Champions	Anthony Colella, MDA				
Resources	<ul style="list-style-type: none"> - \$2,000,000 - \$3,000,000 initially, with large ongoing maintenance and expansion costs. - Large, for marketing, management of programs and training services. 				
Performance Measures	To be added by MDA.				
Model or Case Study References	Programs already in place in Upstate.				
Alternative Strategies	Face the talent shortages experienced in the late 1990s.				
Synergy with Other Initiatives	<ul style="list-style-type: none"> - High. Fits with Education Jobs links. - Strong fit with Battelle strategy. 				
Marketability or Buy-in Potential	High				
Risk Factors	Low				
Supporting Documentation	www.pittsburgh-region.org/public/cfm/brc/index.cfm?FUSEACTION=Workforce www.pittsburgh-region.org/public/cfm/calendar_workforce				

Success Factors	Funding for marketing and branding.
Tactic and Action Plan	See MDA Workforce Development Opportunities Plan 1) Lean “branding” of Upstate New York region 2) Nationwide jobs connection 3) Workforce training 4) Senior workforce education, training and placement initiative 5) Come-home “Workternship” 6) Refugee/immigrant employment and outreach program
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