



2021 Talent Strategy and Workforce Development Survey

Addressing Talent Concerns in the Greater Rochester Area

- 165 Organizations Responded
 - 57,687 Full Time Employees
 - 13,207 Part Time Employees

- Organization Status
 - 130 For Profit (79%)
 - 35 Not For Profit (21%)

Industry Type	%	Count
Manufacturing	32%	53
Human Services (e.g., government, education, religion, and not-for-profit agencies)	13%	22
Business Services (e.g., finance, insurance, retail, legal, etc.)	10%	16
Construction	7%	11
Information Technology	6%	10
Banking/Financial Services	4%	6
Health Care	4%	6
Optics/Photonics	1%	2
Printing/Graphics	1%	2
Telecommunications	1%	2
Biomedical	0%	0
Other: (see below)	21%	35

Other: A/V sales & integration, Architecture and/or Engineering (3 responses), Audio Visual rental/leasing, Cemetery, Commercial Real Estate Brokerage, Development, Construction and Property Mgmt., Distribution (5 responses), District Energy, ecommerce, Educational tech, Software, Design and Dev, Energy and Utility, Fire Alarm and Security building services, Staffing Agency, Hospitality, Household/Commercial Moving Services, Industrial Development Agency, Landscaping, Life Science, Media, Museum, art/entertainment, Outsourcing/onshore, Public Media, Real Estate (2 responses), Residential Property Management, Skilled Trades, Tourism promotion, Transportation, Venture Fund

Anticipated Employment Levels

	Higher		About the Same		Lower		Unsure	
In 6 months	58%	96	36%	59	2%	4	4%	6
In 1 year	68%	111	27%	44	0%	0	5%	8
In 3 years	67%	110	20%	32	1%	1	12%	20

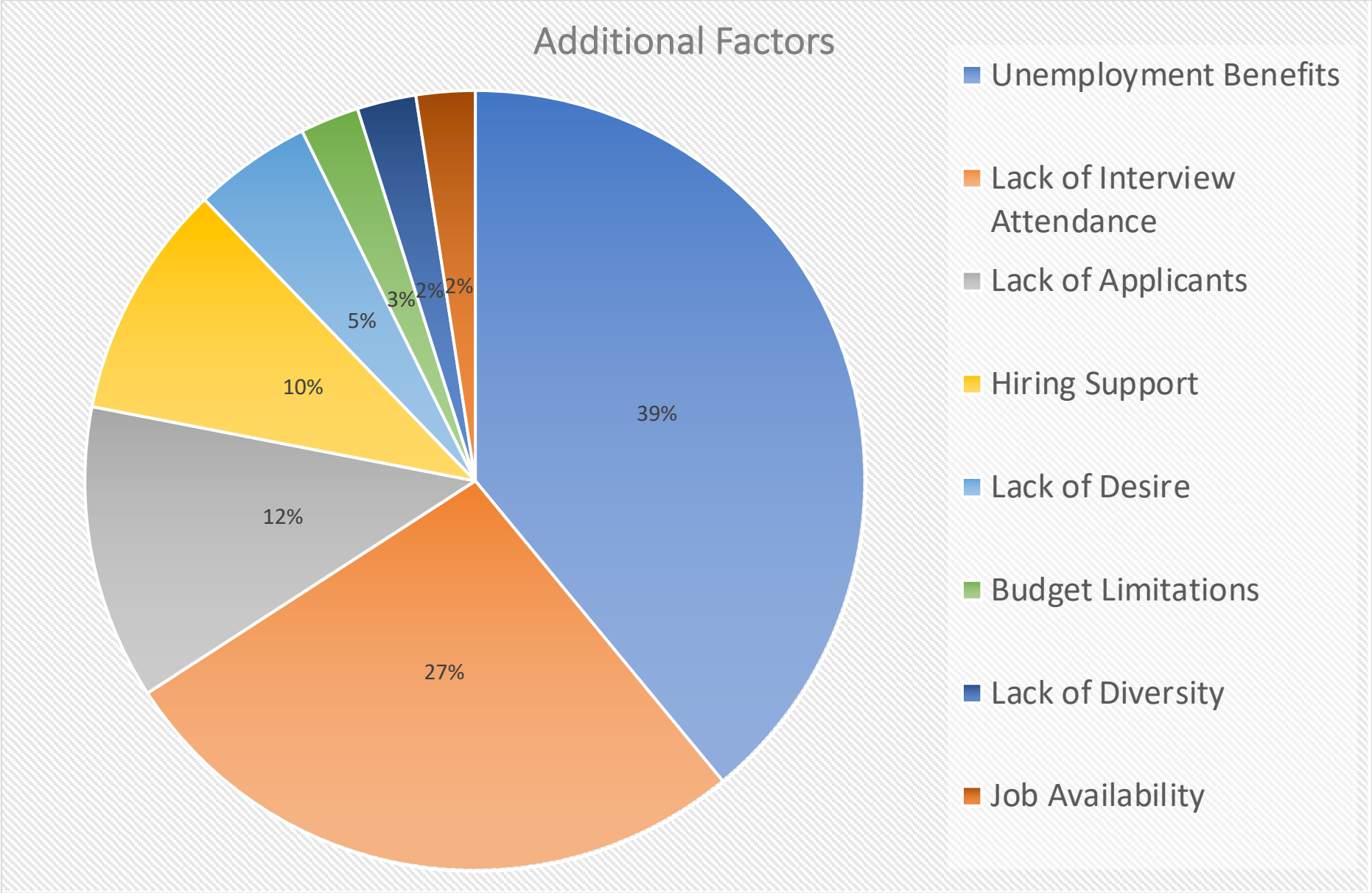
Total Number of Greater Rochester Job Openings as of May 1, 2021

- 6,110 job openings reported

Factors Impacting Ability to Fill Entry Level or Skilled Jobs (In Past 6 Months)

<i>Check All That Apply</i>	%	Count
Lack of qualified candidates	35%	131
Lack of responses to ads	26%	99
Pay/benefits not competitive	12%	46
Transportation issues	6%	22
Failed pre-employment testing	5%	18
Lack of affordable child care	2%	9
Other: (see following page)	14%	51

Additional Factors Impacting Ability to Fill Entry Level or Skilled Jobs (In Past 6 Months)



Current Program/Services Used or Consider Using for Talent Engagement & Retention

Program/Service	Currently using		Considering using	
Apprenticeship Program	54%	37	46%	32
Career Development	81%	87	19%	20
Competitive Pay and Benefits	91%	129	9%	12
Co-ops/Internships	73%	84	27%	31
Diversity, Equity & Inclusion Program	71%	60	29%	24
Flexible Work Options (i.e. telecommuting)	90%	78	10%	9
Mentoring Program	65%	53	35%	28
Onboarding Program	88%	91	12%	12
Organizational Values are Defined and Practiced	91%	92	9%	9
Stay or Exit Interviews	90%	103	10%	11
Training Opportunities	95%	126	5%	7
Workforce Development Liaison/Coordinator	45%	18	55%	22
Other programs/services: (see below)	63%	5	38%	3

Other:

- Creating cool constructive work place
- Bonus Program to offset low pay
- Education scholarships
- Employee Referral Program
- Leadership development programs, annual employee engagement surveys

- Incentive/Retention Bonus
- Mentoring program only for specific roles, implementing development/rotational programs for depts that have traditionally been difficult
- We are in the process of looking at our long term plan around remote work
- Partnering with community organizations

- Paying for certifications
- Scholarships-job offer to recipients
- Signing incentives
- Success coach (Employer Resource Network)
- To recruit or to attract diversity
- Open Hiring

Resource(s) Used To Source Job Candidates

Resource	%	Count
Company Careers Page	73%	120
LinkedIn	70%	116
Word of Mouth	66%	109
Employee Referral Program	65%	107
Social Media	64%	106
Staffing/Recruiting Firms	60%	99
Other job boards (see next page):	50%	83
Local Community Agencies	37%	61
RochesterWORKS!	28%	47
Email Blasts	25%	41
Other resources:	16%	27
Local Paper	16%	27
Military Recruitment	16%	26

Other resources:

- "We're Hiring" sign on our bldg.
- College career services offices
- Family members of people we support
- Higher ed publications
- Hiring events

- Job Target
- Networking
- Open Interview Events
- Professional Societies
(ex. Society of Women Engineers)
- Colleges/Universities

- REOC, Churches
- Rochester Builders Exchange
- Rochester Center for Open Hiring
(Greyston)
- Temp to Perm

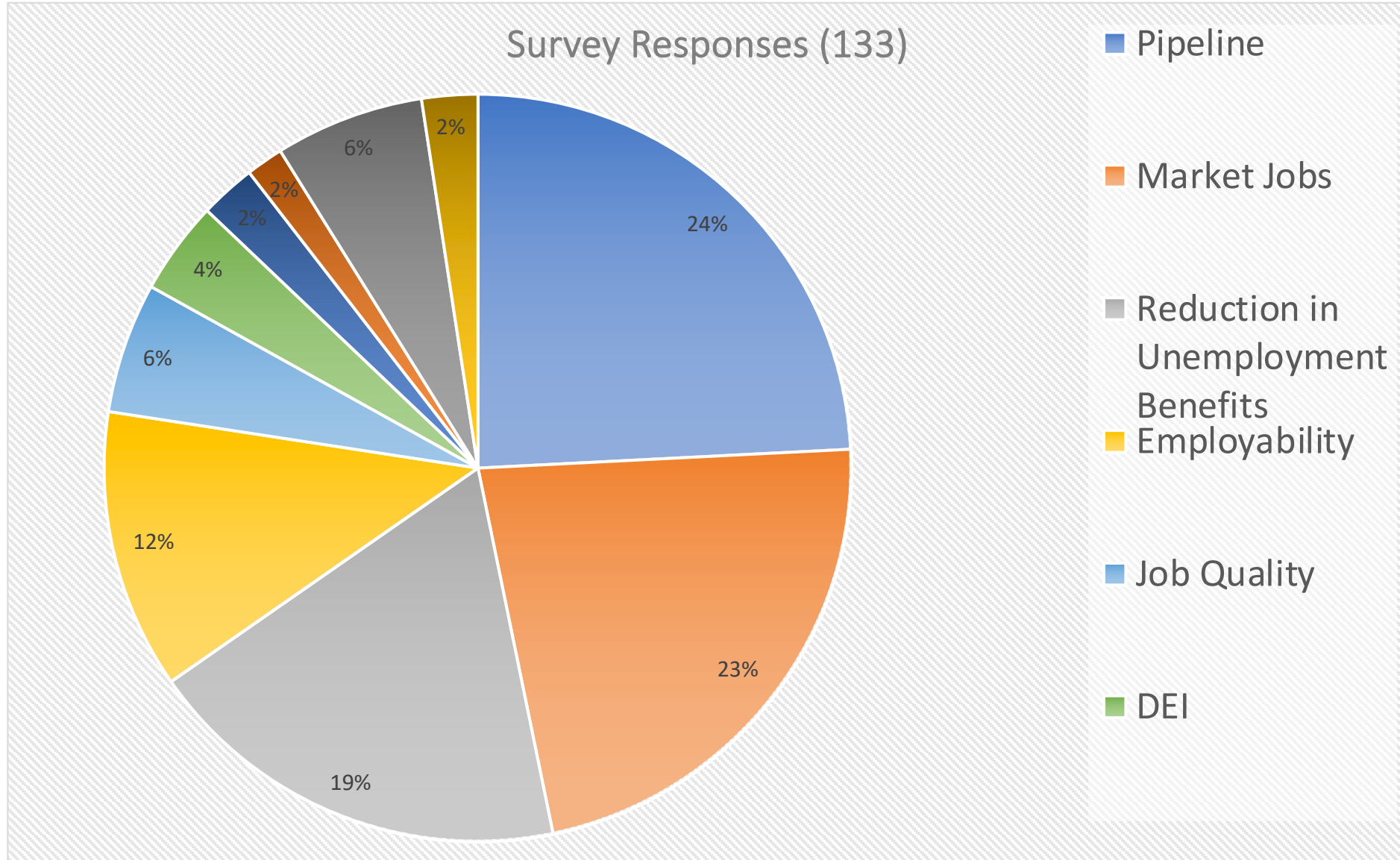
Other Job Boards

Platform	Count
Indeed	72
Handshake	10
NYS DOL	7
ZipRecruiter	7
CCSI	4
Craigslist	4
Glassdoor	4
Workforce Diversity Network	3
Monster	2
Shiftdiff.com	2

Other job boards responses with only 1 respondent:

- 60+ boards
- 7th district
- Alumni job boards
- Americas Job Bank
- Appcast
- Billboards
- CareerBuilder
- Causewave
- Colleges
- CSI Job Board
- Diversity job boards
- High School boards
- Ihire.com
- Industry Specific Job boards
- Jazz HR
- La Voz
- Local colleges and universities
- Minority Reporter
- NAACP
- Niche job boards
- NYS Job Bank
- Postings at High schools and colleges
- Professional Diversity Network
- PRSA
- Purple Briefcase
- ROC careers
- RochesterJobs.com
- Smart Recruiter
- Snag a Job
- Substack
- Symplicity
- United Way
- UR/RIT Job Boards
- Wayne Technical & Career Center
- Workforce Development counties

How Greater Rochester Chamber Can Support Organizational Talent Needs





How Greater Rochester Chamber Can Support Organizational Talent Needs

Response	Count	Focus
Pipeline	31	Hire from College Hire from H.S.
Market Jobs	28	Career Portal Career Fair
Unemployment	23	Incentive to Work Freedom from NYC Rules
Employability	15	Skills Training Employment Support
Improve Job Quality	7	Wage Salary Survey
DEI	5	N/A
Project Labor Agreements	3	Cost of Wages Construction Work
No Need	3	N/A
Automation	2	N/A
Transportation	1	N/A
Business attraction	1	N/A
OJT/Customized Training	1	N/A
Grants	1	N/A
Apprenticeships/Internships	1	N/A
Mentorship with Career Dev.	1	N/A
Spouse Relocation	1	N/A
Childcare	1	N/A
Follow Up	1	N/A

Themed Responses

- “A suggestion would be to hold a virtual career fair with the companies you support. This can help build a pipeline for candidates.”
- “Advocate for our governmental officials to not make it more lucrative for those that are able to work to not work than to work.”
- “If you have a free job board, newsletter, or email blast where we can post positions, that would be great.”
- “Having a Diversity & Inclusion program/initiative that helps members reach to a more diverse audience, and acts a liaison with grassroots organizations, HBCUs, etc.”
- “I am in the process of developing job descriptions, training and on-boarding. I need to understand where efforts should be placed to identify strong candidates.”
- “Promote the connection between economic success/growth and childcare.”
- “Lobby to end or make Covid Unemployment more employer friendly”
- “By attracting business to the area which in turn attracts talent. By creating a network of career development paths that HS students can take upon successful graduation. Supporting local technical development programs to bring people into the skilled trades.



Additional Questions?

Contact Us!

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Community Engagement**

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