MEDIA ADVISORY

New York Fed to Co-Sponsor Awards Ceremony for Workforce Development Video Campaign in Rochester on January 9

January 05, 2017

NEW YORK – The Federal Reserve Bank of New York, the Farash Foundation, Greater Rochester Chamber of Commerce, and Rochester Area Community Foundation will announce the finalists for the Leading the Way: A Greater Rochester Workforce Development Video Campaign (Leading the Way) during an awards ceremony on January 9. At the event, Rochester Mayor Lovely Warren will deliver keynote remarks about the area’s deep experience in workforce development and its impacts on the region’s economic future.

This is the New York Fed’s second workforce development video campaign and the first time that it has been expanded to include partnerships with local businesses and schools, focusing on P-TECH career pathways.

Leading the Way intends to increase awareness about in-demand industries while educating students and the public about technical and professional skills required by key industries in their community. The campaign builds on the New York Fed’s continued support for workforce development to help cities continue reinventing themselves for today’s economy and to equip Americans with the skills necessary to compete in the job market.

The campaign partners with three P-TECH schools in the Greater Rochester Area—Wayne Finger Lakes P-TECH, P-TECH Rochester and Western New York Tech Academy—and challenges these students to create public service announcement videos about skills needed for local career opportunities. The P-TECH model is a collaboration between community colleges, school districts and community business partners.

Following Mayor Warren’s keynote remarks at the ceremony, nine finalists will be announced, then winners will be selected by a live panel. The judges include Dave Phillips, Training Manager of G.W. Lisk Company, Inc.; Staci Henning, Executive Vice President and Chief Marketing Officer of Greater Rochester Enterprise; Robin Willner, Director of New York State P-TECH Leadership Council; and Rajesh Barnabas, Producer at Rochester Community Television. John Kucko, anchor at WROC’s News 8 First, will host the event and Jennifer Leonard, President and CEO of Rochester Area Community Foundation, will provide remarks. In addition to prizes for finalists, the first place winning video will be shown in local movie theaters.

Press Details:

This event is open to the press and on-the-record. For the additional information on timing and speakers, see the program agenda. For more about Leading the Way, see the New York Fed’s workforce development page.

Final Awards Ceremony for Leading the Way: A Greater Rochester Workforce Development Video Campaign

Date: January 9, 2017

Time:

Dinner and registration will begin at 5:30 p.m.
Awards ceremony will run from 6:00 p.m. – 7:30 p.m.

Location:

Golisano Auditorium in Golisano Hall
Rochester Institute of Technology
1 Lomb Memorial Drive
Rochester, NY 14623

If you are a member of the media and would like to RSVP for the event or need more information, please contact Betsy Bourassa at Betsy.Bourassa@ny.frb.org.