

Leadership Otsego 2018

Leadership Challenge

25th July 2018



Teamwork

Challenge Areas

Infrastructure

Retaining Talent

Transportation

Workforce Development



Leadership Challenge

Infrastructure	Presenters
The Challenge	Lisa Iannello
What We Can Do to Make a Difference	Rachel Kornhauser
What Happens After Today?	Adam Critti
What We Learned About Team Leadership	Bryan Birdsall



The Challenge

How can we improve the perception and awareness of Otsego County's resources?

- Focused on “soft” infrastructure: those institutions that maintain the economic, health, social and cultural standards of a community.
- Our definition of infrastructure includes community events, resources and opportunities.
- People who live, visit, or who are interested in moving to Otsego County do not have a convenient and central way to learn about local infrastructure.



What We Can Do To Make A Difference

Through Leadership Otsego guest speakers and networking with each other, we learned about many of these positive infrastructure components:

- Events listed on Hometown Oneonta/Freeman's Journal, Daily Star/Cooperstown Crier,
- Events hosted by Clark Sports Center, Chamber of Commerce and Damaschke Field
- Hiking trails, clubs and groups, canoe events, family-friendly activities

Proposal: Create one convenient and central location to share resources (examples):

- Add to the Sweet Home Productions App "Oneonta Cooperstown HUB" to include all Otsego County resources
- Create a new app or [website](#)
- Create online bulletin board

Possible partnerships: Sweet Home Productions, Destination Oneonta



What Happens After Today

Identifying needs:

- Defining scope of the project: staffing needs, app development requirements, timeline

Funding needs:

- In order to move forward resources will be needed to develop and market this idea

Sustainability:

- We believe if advertising space is included in the final product, the project could be self sustaining by soliciting ads from regional organizations and businesses
- Ongoing research to update resources and current information



What We Learned About Team Leadership

- Making connections with others helps support progress.
- Allowing each person to share ideas is valuable; there may be times when one good idea builds upon others.
- Listening is key.
- A better result occurs through a collaborative effort.
- Shared resources and effort improves quality while reducing individual resources.



Infrastructure Leadership Challenge

The Team

Lynn Beken, Bryan Birdsall, Adam Critti, James Foote, Lisa Iannello, Rachel Kornhauser and Jeanne Payne



Leadership Challenge

Retaining Talent	Presenters
The Challenge	Cassandra Harrington Daniel Quemada Dennis Duffy Faith Tiemann Meaghan Marino Nicole Candido Seneca Baldwin, William Woodward
What We Can Do to Make a Difference	
What Happens After Today?	
What We Learned About Team Leadership	



The Challenge

Keeping talent engaged and invested

- **For many organizations in Otsego County, turnover is high and keeping young professionals here is a challenge due to many reasons**
 - Lack of quality housing for professionals (rentals and homes for purchase)
 - Little to no affordable child care options
 - Small networks for people to be engaged with
 - Lack of nightlife (or perception of a lack of a nightlife)
 - Difficult to travel into from other areas (60+ minutes to airport/train)
 - Companies don't provide flexible work options (work from home, flex schedules)
 - Need for non-traditional benefits when salary isn't enough (flex schedule, tuition remission, volunteer opportunities)
- **Companies aren't often aware of why people leave, so its hard to know what to improve upon**



What We Can Do To Make A Difference

How can companies AND Otsego County work together to increase retention?

- **Non-traditional benefit guide for companies**
 - Take a survey of member businesses/LO participants as to what benefits would help retain them
- **Create a mentorship program within specific companies and in the county overall**
- **Exit surveys conducted by companies**
 - Share data with OCCC to create a guide for companies as to what is suggested for change
- **Staycation initiative to draw new people in**
 - 3-4 day trip to the area highlighting things to do, housing, retail, tourism, job opportunities
- **Bi-Annual Community Resource Fair**
 - Could provide resources to new/established professionals for services needed for happy living in our community
- **One-stop app to provide information/resources for our area**
- 11 • Oneonta HUB as a potential model



What Happens After Today

- Chamber to create exit survey to share with member businesses for cohesion of answers
- Begin planning for bi-annual community resource fair – is it doable? Cost? Location?
- Research communities with Staycation initiative (like Vermont) can it be done here?
- Survey Leadership Otsego participants on what non-traditional benefits would increase their happiness in their organization
- Push for mentorship program – either establish or reinvigorate current model



What We Learned About Team Leadership

- We all had similar ideas, but we had to simplify them
- We all want to grow our networks – learning about what each Leadership Otsego Participant does can help us make connections for ourselves/our organization/our clients
- Many of the things we want done already exist (mentorship program, one-stop for resources: Oneonta Hub) – we just need to bring them all together to be able to share effectively



Retaining Talent Leadership Challenge

The Team

Seneca Baldwin, Nicole Candido, Dennis Duffy, Cassandra Harrington, Meaghan Marino, Daniel Quemada, Faith Tiemann and William Woodward



Leadership Challenge

Transportation	Presenter
The Challenge	Monica Towne
What We Can Do to Make a Difference	
What Happens After Today?	
What We Learned About Team Leadership	



The Challenge

Many people in Otsego County don't have reliable transportation of their own

- Lack of transportation which leads to lack of available workforce to fill jobs.
- Businesses have difficulty filling positions because people do not have transportation.
- The transportation that exists is not utilized either due to:
 - Lack of knowledge of what and when it is available or
 - Lack of transportation options that coincide with shifts as well as available routes being accessible to people who don't live on the main route.



What We Can Do To Make A Difference

Provide Van Sharing/Enhance Transportation Features

- Provide Van sharing program would provide a reliable transportation option for employees in businesses. This can be either provided by:
 - Business to transport multiple employees –or–
 - Private person that will transport people from multiple businesses to deliver to a common area.
- Provide an easily accessible app with transportation information will provide more people with the ability to utilize the public transportation
- Make bus stops more weather friendly and also provide more information about the bus routes and times.
- Introduce Uber/Lift
- Offer Employer Voluntary Tax-free commuter benefits



What Happens After Today

Transportation Goals

- Make the Oneonta Hub App more publicized.
- Build weather friendly bus stops.
- Advertise the Oneonta Hub app in these bus stops.
- Research Grants available for Van sharing/Employer Commuter Benefits.



What We Learned About Team Leadership

Understanding what Motivates team members and understanding the diversity of team members can help the team work together to reach their goals.

“Everyone comes from different backgrounds and experiences and it is important to utilize strengths of the group as a whole.”



Transportation Leadership Challenge

The Team

Gabrielle Argo, Theresa Bushee, Tabatha Carrigan, Victoria Ellis, Michael Gilmore, Ryan Hill, Cassandra Howe, Rebecca Matthews, Meredith Rider and Monica Towne



Leadership Challenge

Workforce Development	Presenter
The Challenge	Liz Rickard Valerie Secor
What We Can Do to Make a Difference	
What Happens After Today?	
What We Learned About Team Leadership	



The Challenge

Improving workforce development within Otsego County

Assisting youth and adults in acquiring knowledge and developing skills beyond basic literacy, numeracy, and life skills, which are part of the basic education program, and behaviors to find legitimate jobs, establish viable self-employment ventures, and stay employed and productive in a changing economy. –US Dept. of State

- Workforce development goals:
 - Retention of youth – building awareness of local opportunities currently available.
 - Increasing number of skilled workers in the area
 - Improving education and experiential learning opportunities for area youth entering the workforce
 - Connecting skilled workers with companies in need
 - Attracting both talent and businesses to Otsego County



What We Can Do To Make A Difference

Creating a program for local student who will soon be entering the workforce

To Include:

- **Experiential learning:** hands-on occupational activities from different parts of the local economy
- **Career education and exploration:** speakers and mentors from a diverse array of businesses and non-profits
- **Professionalism and soft-skills education/job readiness skills**
- **Community outreach and service**
- **Allow youth to make connections, network, and gain mentors for their own development.**



What Happens After Today

Summit to Meet with Key Stakeholders

– i.e. students, school districts, BOCES, CORE, businesses, non-profits, higher education institutions, and community groups and coalitions.

- Invite stakeholders to discuss topics related to area youth, education, and workforce development.
- Listen to community feedback on what they see as strengths, weaknesses, opportunities, and threats to workforce development.
- Engage students on topics and areas that they would like more education and experience with.

Analyze Summit Data

- Coming up with a full action plan for the program based on ideas and feedback from stakeholder summit.
- Designating who would run/manage the program – advisory group, project manager?
- Determining which businesses, non-profits, and community groups have interest in helping to educate community youth on the defined objectives

Funding

- Determining how the program would be funded; researching grant or donor opportunities, working with established community development related non-profits to see if the program would align with their programming or goals.



What We Learned About Team Leadership

Communication

- The group effectively communicated and utilized technology to keep in touch between in-person sessions.

Sharing responsibilities

- Different members took the lead on different aspects of the project. This helped ensure that one member did not get burned out with managing the entire project. This benefitted the project, as group members had an array of talents and skills.

How to effectively brainstorm as a group

- Many members come from diverse businesses and non-profits and have different skillsets. Our group utilized this as a strength when brainstorming ideas for the leadership challenge. We each did research prior to meeting, and came in with ideas. This made brainstorming more effective with less wasted in-person group time.



Workforce Development Leadership Challenge

The Team

Jennifer Critti-Lebeau, Crystal Curpier, Mat Harby-Conforti, Kaitlyn Phillips, Liz Rickard, Valerie Secor and Josh Simpson

