



**Adam J. Bello**  
COUNTY EXECUTIVE



Monroe County and Greater Rochester are renowned for innovation, sparking ideas and technologies that have driven global economic growth and industry advancement for decades. Optics, photonics, and imaging; life sciences; healthcare; advanced manufacturing; food and beverage processing; agribusiness; and next-generation information technology are essential and future-proof sectors that employ much of our talented workforce.

I am excited to announce a new, trailblazing partnership with Monroe Community College aimed at bringing workers displaced by the economic downturn onto sustainable, rewarding career paths in essential industries: **Mpower**.

More than ever, Greater Rochester needs healthcare aides, manufacturing workers, contractors, construction professionals, auto mechanics, and IT technicians, among many other job categories in greater demand. Members of our workforce in vulnerable industries who are facing job loss may lack skills or certifications needed to get on a track towards a long-term, high-paying career.

Funded by participating employers and by the County of Monroe Industrial Development Agency (COMIDA), **Mpower** provides free wrap-around support services to jobseekers, career counseling, job matchmaking, and an ecosystem connecting training to health and human services, such as assistance with childcare or transportation. This initiative will be based at MCC's Downtown Campus.

Monroe Community College is a recognized best-in-class hub for industry-responsive workforce development both nationally and internationally. **Mpower** and the Finger Lakes Workforce Development Center will position Monroe County and Greater Rochester further in creating a 21st century workforce, matching workers with in-demand jobs and employers with the talent they need. We have a long way to go in making inroads to recovery, but it is critical we establish and execute a plan to help the unemployed and underemployed in Monroe County rebuild their livelihoods and, in turn, our local economy. **Mpower** is a crucial part of that plan.

For more information, and to apply as a candidate or as an interested employer, visit [www.workforceforward.com/mpower](http://www.workforceforward.com/mpower).



POWERED BY  
MCC & COMIDA

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**mpower**  
WORKFORCE DEVELOPMENT  
@MONROE COUNTY

A Monroe County workforce development initiative  
in support of local residents and employers.

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## MPOWER FOR MONROE COUNTY RESIDENTS:

The **Mpower** partnership between MCC and Monroe County directly responds to the need to grow the local workforce. **Mpower** focuses on the upskilling and reskilling of county residents through accessible training based on local market demand. **Mpower** reflects a COVID-impacted economy and focuses on providing solutions to displaced workers, or career-changers, by helping train and transition workers into high-demand, self-sustaining jobs with local employers.



### **Hands-on Approach:**

representatives will help you explore available programs and financial options that are the best fit for you.



### **Program Options:**

programs exclusively focus on non-credit and certificate programs. Our ongoing learning opportunities are designed to support you as your career progresses or changes.



### **Navigating the Process:**

staff is available to guide you through the entire process, including program enrollment and registration, to help you achieve your goals.



### **Support for Life Challenges:**

qualified participants in need will be matched to childcare, transportation assistance, or food support services within the community.



### **Job Placement Assistance:**

employment help for newly trained, certified, or degreed participants is built into the **Mpower** experience.



### **Career Pathway Navigation:**

individual assistance is provided to help you find a career pathway that aligns with your needs.



### **Access to Funds:**

qualified **Mpower** candidates can receive up to 100% paid toward tuition and fees.



**Are you ready to get started?**

**Visit**

[www.workforceforward.com/mpower](http://www.workforceforward.com/mpower)

complete and submit the form

and an **Mpower** representative

will contact you.

**Mpower offers Workforce and Academic Certificates in the following areas:**

**Healthcare**

**Welding**

**Information Technology**

**Advanced Manufacturing/  
Automation**

The programs offered through **Mpower** align to the most in-demand career pathways within our region.

**Mpower** candidates are assessed for academic readiness and offered career counseling. You will receive assistance finding a pathway that will meet your needs.