



MEMO OF SUPPORT

2025-26 State Budget-Department of Labor

\$1 Million – Real Life Rosies – Women in Manufacturing Pre-Apprenticeship Program

MACNY - The Manufacturers Association of Central New York (MACNY) and the Manufacturers Alliance of New York (Alliance) strongly support state funding of the Women in Manufacturing: Real Life Rosies® program in the amount of \$1 million in the 2025-26 State Budget.

The Real Life Rosies program is New York's first direct-entry program for women in advanced manufacturing. The program focuses on training women on the technical skills required to grow professionally within the advanced manufacturing field and offers opportunities for continuous career development, at no cost to the participant. As part of the program, participants also attend facility tours and receive job interviews with companies that offer Registered Apprenticeship opportunities. Through the program, critical support services, such as childcare and transportation, are offered to participants, as well as certain stipends/incentives.

Real Life Rosies launched in 2023 in the Mohawk Valley in collaboration with Mohawk Valley Community College (MVCC); Workforce Development Board, Herkimer, Madison, Oneida Counties, Inc.; and community partners, with funding from Empire State Development's Office of Strategic Workforce Development. Real Life Rosies is the first New York State Department of Labor (NYSDOL) approved, Direct Entry Pre-Apprenticeship program in New York that supports the training and skill development of women in underrepresented populations who are looking to pursue careers in advanced manufacturing.

Most recently, MACNY partnered with NYSDOL under the Direct Entry Pre-Apprenticeship Program to expand Real Life Rosies to Onondaga and Oswego counties. As part of this milestone expansion, MACNY is partnering with employers, education providers, and community-based organizations, with more expansion efforts planned throughout the region and across the Alliance statewide because of the program's realized success.

Collectively to date, Real Life Rosies has served more than 125 women and graduated more than 80 percent of participants with a 78 percent employment rate. Over 75 percent of participants have already earned a nationally recognized credential. More than fifty (50) businesses have benefited from the program or are interested and have committed to the program, to hire and retain critically needed workers from underrepresented populations. Given its past successes and tremendous

potential to expand, Real Life Rosies is a critical tool for building a strong and diversified workforce throughout New York.

We respectfully request \$1 million in the State Budget to support and expand the Real Life Rosies program. This additional support will be leveraged with other federal and state competitive funding opportunities to expedite the expansion of the program throughout the state, to initially include Central New York, Capital Region, Mohawk Valley, Finger Lakes, and Southern Tier. Future efforts are also planned for Western New York and New York City.

Members of the Manufacturers Alliance of New York State

