



NEWS FROM THE OFFICE OF
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MONROE COUNTY EXECUTIVE

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**COUNTY EXECUTIVE BELLO ANNOUNCES EXPANSION OF
'ROC YOUR JOB' AFTER-SCHOOL EMPLOYMENT PROGRAM IN
PARTNERSHIP WITH ROCHESTERWORKS**

State-funded \$3.9 million investment to provide year-long employment opportunities for local at-risk youth

ROCHESTER, NY — Monroe County Executive Adam Bello today announced the expansion of the successful Roc Your Job initiative. Roc Your Job will now be a year-long after-school employment program for the 2024-2025 school year. This countywide initiative is designed to address key social challenges by connecting youth in underserved neighborhoods with meaningful job opportunities. Conducted in partnership with RochesterWorks and the Monroe County Department of Human Services (DHS), Roc Your Job seeks to break cycles of poverty and crime.

“Providing our young people with meaningful employment is one of the most effective ways we can uplift our community and keep our neighborhoods safe. Every job opportunity builds skills, confidence and a path to a brighter future for our youth. By expanding Roc Your Job, we are investing in our future leaders and giving them the tools to succeed,” **said County Executive Bello**. “Thank you to my DHS team, RochesterWorks and our state delegation for investing in our youth and giving them real-world experience and opportunities to succeed now and into the future.”

[Launched in January 2024](#), Roc Your Job initially aimed to connect 260 students to after-school jobs. The program exceeded expectations, providing employment to 311 youth.

Thanks to an additional \$3.9 million in funding from New York State’s Youth Employment Program, Roc Your Job will now offer employment opportunities for more than 340 teens from low-income households in communities most impacted by crime.

“The Roc Your Job initiative brings together youth from underserved populations interested in after-school employment with Rochester-area businesses in a way that benefits not only those individuals and organizations, but our Rochester community as a whole,” **said Dave Seeley, Executive Director, RochesterWorks**. “While the youth in the program learn valuable skills and earn a competitive wage, the host businesses get the employee help that they need. It’s a win-win situation for today’s economy and tomorrow’s workforce. RochesterWorks thanks NYS and our legislators for the additional

funding provided to continue this initiative as well as Monroe County Executive Adam Bello and his staff for being such great partners.”

“The ROC Your Job program has been incredibly successful by providing positive alternatives and opportunities for our young people and I am glad to see it expanded. Through an after-school job our young people build self-esteem and gain valuable experiences, earning while they learn to help uplift themselves out of poverty. Most importantly, they have a safe place to go after school that also improves the vitality of our neighborhoods and benefits our small businesses. Thank you County Executive Bello, Monroe County DHS, RochesterWorks and the many local businesses who participate in this program and are making a difference in the lives our young people,” **said Assemblymember Harry B. Bronson, Chair of Labor.**

“I am proud to see a significant investment being made towards preparing our youth with the skills and tools necessary to excel in the workforce. Programs such as the ROC Your Job initiative are essential to connecting our children and students to meaningful opportunities that will allow them to gain job experience, establish a strong work ethic, and prepare each of them for success. Providing these kinds of resources and support to our future generations is one of the main methods by which we build stronger neighborhoods and uplift struggling families. I remain committed to working with my state colleagues in creating a more equitable future for all members of our community,” **said Assemblymember Demond Meeks.**

“Finding ways to empower our youth is a key component of both our anti-poverty and anti-crime initiatives. The ROC Your Job Initiative is the culmination of hard-fought advocacy by the county, and the state delegation in Albany. I am thrilled to have helped secure this money, which will not only help lift our young people up and give them a productive way of spending their time, but it will also help us address our workforce shortage and reduce youth crime. This kind of initiative is going to have generational impacts on those it services and their communities,” **said Assemblymember Jen Lunsford.**

“One of the root causes of mental health distress for our young people is a lack of employment options. Allocating state funding toward Roc Your Job, a program that has a successful track record of employing young people, will help secure their futures and equip them with the training they need to thrive,” **said Senator Samra G. Brouk (SD-55).**

“The ROC Your Job after school program has been instrumental in giving our students tangible, hands-on work experience at programs and work sites across Monroe County. I’m proud that state dollars will be used to support this project and I commend County Executive Bello, RochesterWorks and the participating businesses for prioritizing the future success of our community’s youth,” **said Senator Jeremy Cooney.**

Monroe County DHS actively works with families receiving financial assistance and connects eligible youth with this employment opportunity. The County also extends outreach to young people involved in the justice system, like those actively participating in the [Juvenile Enhanced Diversion Stabilization \(JEDS\) program](#). This expansion will add employment

opportunities to the ever-growing services available to young people enrolled in JEDS, stabilizing at-risk youth, reducing crime and fostering safer communities.

“As someone who has spent my career working with children in the city of Rochester, I’ve seen firsthand the challenges young people face,” **said Executive Director of the Rochester-Monroe County Youth Bureau Tony Jordan.** “For too many youth, their zip code can rival their opportunities. But I’ve also witnessed the incredible resilience and talent these young people possess. This program isn’t just about providing jobs. It’s about opening doors to opportunity, creating a path to a brighter future, and allowing each young person to maximize their potential.”

Eligible youth, ages 14-20, must live in households at or below 200% of the federal poverty level. 40 employers – ranging from retailers to non-profits to government agencies - are participating in the program, offering a variety of job placements.

RochesterWorks is currently looking for more employer partners for the Roc Your Job initiative. Employers and students are encouraged to learn more and sign up at rocyourjob.com.

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