

Pennsylvania

Lehigh Valley Workforce Investment Board, Inc.

LEHIGH VALLEY WORKFORCE INVESTMENT BOARD, INC.

**DECEMBER 18, 2007
MINUTES**

The Lehigh Valley Workforce Investment Board, Inc. met on Tuesday, December 18, 2007 at 7:30am at Lehigh Valley Workforce Investment Board, Inc., 1601 Union Boulevard, Allentown.

Committee Members Present: Ron Achey, Robert Daday, Robert Episcopo, Eugene Ervin, Dan Farrell, Marta Gabriel, Vito Gallo, Sally Gammon, Kelly Gould, Armando Greco, Mary Kay Grim, Clyde Hornberger, Drew Lewis, John MacDonald, Ross Marcus, John Mehler, Deborah Miller, Mike Moorehead, Ed Murray, William Newhard, Peter Rittenhouse, Sharon Scheirer, Art Scott, Don Snyder, Wanda Sule, Sis-Obed Torres, David Vaida, Mary Ellyn Voden, Rick Walters, and Carol Young.

Committee Members Absent: Elsie Batista-Casciole, Craig Becker, Todd Donnelly, Kevin Easterling, Michael Galio, Mike Gibson, Alan Jennings, Gregory Lauray, John Mehler, Kelly Meyer, Jack Pfunder, Mark Reardon, Marc Troutman, George Werkheiser and Ed Zale.

Chair Eugene Ervin, welcomed all and introduced the following special guests:

- Cindy Feinberg, County of Lehigh
- Robert Wendt, Lehigh Valley Economic Development Corporation
- Susan Shaffer, Wall Street West
- R. Steve Morrow, The Coca-Cola Company/Lehigh Valley Syrup Plant
- Patricia Hartwell, B. Braun Medical
- Phil Mitman, Easton Mayor
- Gwen Herzog, Nestle Purina Pet Care
- Karen Richardson, Representing Representative Carl Mantz
- Chris Enright, Bureau of Workforce Development Partnership
- Dr. Pawan Singh, Periscope IQ
- Dr. Robert Garraty, PA Workforce Investment Board
- Anita Krick, Right Management Consultants
- Dr. Teri Haddad, PBS Channel 39
- Peter Scheweir, Representing Representative Jennifer Mann
- Icilda Brown, Student winner on Health Cares

Eugene Ervin, Chair presented an award to Icilda Brown a 10th grader at Dieruff High School and also attends the Lehigh Career & Technical Institute. Icila won Third Place in the Lehigh Valley Health Careers Essay Contest with a narrative about paramedics. Her family was present to support her dreams for the future.

Dr. Robert Garraty spoke about the PA Workforce Investment Board and the fact that Eugene Ervin is now serving on this Board.

Eugene Ervin called for a motion to approve the September 18, 2007 Board minutes, Mary Ellyn Voden made a motion, Kelly Gould, seconded. All approved, motion passed.

Bert Daday presented the 2008 LVWIB Directors nominated by Lehigh County Executive, Don Cunningham and Northampton County Executive, John Stoffa.

***Lehigh Valley Workforce Investment Board, Inc. Directors' Terms that Expire
December 31, 2007
and Recommended for Re-Appointment to the Board with Terms to Expire
December 31, 2010
Lehigh County***

<i>First Name</i>	<i>Organization Name</i>	<i>Terms Expires</i>	<i>Sector Representing</i>
Robert Episcopo	Alvin H. Butz, Inc.	Dec 2007	Private
Don Snyder	Lehigh Carbon Community College	Dec 2007	One Stop Partner
Armando Greco	Lehigh and Northampton Transportation Authority	Dec 2007	Economic Development
Vito Gallo	Lehigh University	Dec 2007	Education
Jack Pfunder	Manufacturers Resource Center	Dec 2007	Other
Rick Walters	Office of Vocational Rehabilitation	Dec 2007	One Stop Partner

***2008 LEHIGH VALLEY WORKFORCE INVESTMENT BOARD NEW BOARD
DIRECTORS' RECOMMENDATION
Lehigh County***

<i>First Name</i>	<i>Organization Name</i>	<i>Terms Expires</i>	<i>Sector Representing</i>
R. Steve Morrow	The Coca-Cola Company - Lehigh Valley Syrup Plant	Dec 2010	Private Sector
Patricia Hartwell	B. Braun Medical, Inc.	2010	Private Sector

***Lehigh Valley Workforce Investment Board, Inc. Directors' Terms that Expire
December 31, 2007
and Recommended for Re-Appointment to the Board with Terms to Expire
December 31, 2010
Northampton County***

<i>First Name</i>	<i>Organization Name</i>	<i>Terms Expires</i>	<i>Sector Representing</i>
Bert Daday	PPL Corporation	Dec 2007	Private
John MacDonald	Allied Personnel Services	Dec 2007	Private
John Mehler	Northampton County Area Agency on Aging	Dec 2007	One Stop Partner
Marc Troutman	Met-Ed/First Energy	Dec 2007	Private
Sharon Scheirer	Bucks Development & Contracting Corp.	Dec 2007	Private
Marta Gabriel	Greater Lehigh Valley Chamber of Commerce	Dec 2007	Economic Development

**2008 LEHIGH VALLEY WORKFORCE INVESTMENT BOARD NEW BOARD
DIRECTORS' RECOMMENDATION
Northampton County**

<i>First Name</i>	<i>Organization Name</i>	<i>Term to Expire</i>	<i>Sector Representing</i>
Philip Mitman	Lehigh Valley Economic Development Corporation	2010	Economic Development
*Mark McLaugh	Just Born, Inc.	2010	Private Sector

*Mark McLaughlin pending County Executive Approval.

Robert Episcopo made a motion to approve the 2008 nomination, Mary Ellyn Voden seconded, all approved, motion carried.

Eugene Ervin reported that a new Board Orientation will occur on Wednesday, January 9, 2008.

Eugene Ervin stated the By-Laws Revision to Section 3.15 Attendance, Option #2

5. By-Laws Revision: Section 3.5 Attendance

- **Attachment 6/Action Required**

OPTION 2

Section 3.15

Attendance – Directors, not substitutes, must attend a minimum of 60% of the combined Lehigh Valley Workforce Investment Board, Inc. and Committee meetings of which two must be Lehigh Valley Workforce Investment Board, Inc. quarterly meetings. Failure to meet this attendance requirement **may** result in recommending to the County Executive, who appointed said Director, that the attendance requirement has not been met and that the **Director's appointment should be rescinded** at the conclusion of the year of infraction.

Directors whose attendance results in recommending **rescission of appointment** may submit an appeal to the County Executive, who appointed said Director to the Lehigh Valley Workforce Investment Board, Inc., in the event their absences were the result of unforeseen circumstances.

Presentations

Anita Krick presented a check for \$3,000 to Nancy Dischinat from the SHRM/LV for the CareerLinking Academy, because of a SHRM fundraiser on September 11, 2007.

Susan Shaffer gave an update on the Wall Street West initiatives, including Innovation Investment grants received by LVWIB and other Lehigh Valley institutions.

Jim Murphy and Dr. Pawan Singh presented the results and recommendations of the LVWIB Aging Workforce Study. A summary sheet was distributed to attendees to supplement the Executive Summary in Board packets. The Board will receive notification of a full briefing meeting as follow up.

Chris Enright gave remarks as the Acting Director of the Bureau for Workforce Development Partnership.

Terri Haddad from PBS Channel 39 presented the Career Gates PA promo and reported that these DVD's will be distributed to all 501 schools.

COMMITTEE REPORTS

Executive Committee

Eugene Ervin reported on the proposed Lehigh Valley Workforce Investment Board, Inc. and Business Education Partnership reorganization. Mr. Ervin mentioned that this issue was discussed at the LVWIB Executive Committee meeting. Eugene also gave a history of the negotiations between the LVWIB and LVBEP. The Board members asked several questions pertaining to these issues and Eugene asked if the Board would approve that the LVWIB Executive Committee continue to work through the issues of the reorganization.

Action: Eugene Ervin asked for a motion for Executive Committee to move forward with the LVWIB/LBEP reorganization and to allow Executive Committee to proceed with the negotiations. Vito Gallo motion, Mary Ellyn Voden seconded. All approved, motion carried.

Access Committee

Sharon Scheirer reported on the Access Committee, which met on October 19, 2007 and discussed several issues, including the committee's Work Plan.

In addition to the Plan, the Access Committee reviewed topical access issues, such as public transportation, the revised LVWIB/PA CareerLink Lehigh Valley Scorecard, Self Employment Assistance program and CareerLink activities including the issue of reduced funding for State Training Activities Support Payments. A discussion of the feasibility of a means test for certain programs is a topic still being examined.

Sharon Scheirer pointed out some highlights of the Access Committee's Work Plan which speak to our mission of identifying and eliminating workforce barriers for both job seekers and employers.

1. The first course of business for the Access Committee is to develop NEW initiatives that are aligned with economic development and education. We will incorporate focus groups of stakeholders to help us shape these efforts.
2. Another integral task in the Committee's scope of work is to work with LVWIB and CareerLink Lehigh Valley staff to complete the Quality Review process, including a review of all processes, policies, outcomes and staff training. It is crucial to align the CareerLink Quality Review with the High Performance WIB Review.
3. The last key point is the alignment of our workforce system with transportation issues. This involves the WIB participating in LANTA's Regional Transit Development Program and to strategically work with the Regional New Freedom efforts.

Finance Committee

Marie Beacher reviewed the Financial Statements including Narrative to Explain Changes to Financial Statements, as of September 5, 2007, Statement of Revenue vs. Spending Plan by

Funding Source, Projected Spending Plan by Account Statement, Projected Spending Plan by Account and Function Statement and Expenditures by Account and Function Statement.

Action Item: A motion to approve the Financial Statements was made by Jack Pfunder, seconded by Mike Moorehead. All in favor, motioned carried.

Governance Committee

Sally Gammon reviewed the activities of the Governance Committee, which met on November 13, 2007, including Governance Committee Plan.

Sally Gammon pointed out some highlights of the Governance Committee's Work Plan which speak to our mission of develop systems to measure and report the local and regional impact of a workforce development.

1. Initiate strategic planning with Lehigh Valley Economic Development Corporation to align LVWIB and LVEDC strategic initiatives.
2. To identify best practices of WIB's throughout the U.S. for raising resources and locating funding sources, including federal, state, local and private foundations.
3. Monitor the strategic restructuring of the Lehigh Valley Business/Education Partnership with the Lehigh Valley Workforce Investment Board, Inc.
4. Oversee review of federal WIA, statewide and local methodologies used for selecting operators and partners in PA CareerLink Lehigh Valley's workforce system.
5. Develop plan of action for compiling information required for achieving High Performance WIB status, in alignment with PA CareerLink Quality Review.
6. Undertake regional gap analysis of workforce system, structures and services.
7. Create professional development series for Board members on workforce and economic development, and education issues.

Education Committee

Don Snyder reviewed the activities of the Education Committee, which met on November 27, 2007. The main topic of conversation was the Committee's Work Plan.

Mr. Snyder pointed out some highlight of the Education Committee's Work Plan.

1. Align and integrate the LVWIB Education Committee with the Lehigh Valley Business/Education Partnership. In collaboration with the LVWIB Governance, Access and Industry Committees, monitor the strategic restructuring of the Lehigh Valley Business/Education Partnership with the Lehigh Valley Workforce Investment Board, Inc.
2. Oversee the CareerLinking Academy (CLA) Request for Proposal process and associated documentation.
3. In concert with the Lehigh Valley Career Pathways program and Regional Career Education Partnership grant, develop strategies for educators to access workforce development tools, to provide an understanding of the regional, national and global

marketplace and to integrate all LVWIB career awareness resource tools, such as Career Gates, CareerLinking Academy and other initiatives for use by school districts.

4. Develop three new educational initiatives aligned with workforce and economic development, and the Career Education and Work Standards.

Other issues discussed included an additional \$100,000 received by the LVWIB to implement the second installment of CareerLinking Academies throughout Lehigh Valley's school districts.

The WIB advertised for Requests for Proposals to plan, coordinate, and implement a student career awareness and preparedness program anytime during the period between March 2008 and June 30, 2008.

Nancy reported that 10 school districts have requested the Request for Proposal information and are expected to attend a Bidder's meeting. Last year 13 school districts requested the RFP. Proposals are due February 4, 2008, and new this year is creative ways that schools will integrate the CareerLinking Academy model into their curriculum.

The committee also discussed the

- Final Costing Out Study for Pennsylvania
- Career Awareness resource crosswalks
- East Penn Career Day presentation to over 2,900 students at Emmaus High School
- Secretary Zahorchak's visit in November regarding the Graduation Competency Assessments
- Career Gates Launch on December 12, 2007
- Mentorship program being developed with Elmer Gates
- PA STEM (Science, Technology, Engineering and Math) Initiative
- Credentialing programs.

The Committee also requested that the Executive Director of the new STEM initiative provide a presentation on this new PA initiative at the next WIB meeting.

Industry Committee

Mary Ellyn Voden reviewed the activities of the Industry Committee, which met on November 2, 2007 at the Lehigh Career and Technical Institute. On behalf of the Committee, she thanked Clyde Hornberger for hosting the meeting and for providing a tour of his facility.

The meeting started out with an Environmental Scanning discussion, which included Nancy Dischinat's report on a planned statewide Job Fair targeted for September 2008. This event will incorporate a virtual interviewing component. Committee also discussed the transportation issues and B. Braun Medical, Inc.'s need for skilled workers, as they move forward with their Allentown expansion.

Nancy reported on the following educational initiatives:

- Student internship programs
- Career Awareness Month possibly becoming a year-round initiative
- LVWIB's CareerLinking Academy Request for Proposal, and East Penn School District presentations to educators and students.

Nancy called upon the Industry Committee to serve as speakers for future career awareness and preparation school initiatives. As co-chair of the Industry Committee, she stated that the Industry Committee stands ready to serve in this capacity!

Bob Wendt presented the Lehigh Valley Economic Development Corp's Survey of Commuter Data and asked for employer input to determine commuting patterns of the workforce.

Clyde Hornberger discussed LCTI's Mechatronics program and NOCTI, a credentialing effort for workers.

Highlights of the Industry Committee's Work Plan. The Committee will continuously align these tasks with the Education Committee's scope of work.

1. The Industry Committee will serve as the point entity to provide input, direction and employer involvement in the planned statewide PA Job Fair, which will integrate a Virtual Job Interviewing and will be aligned to the Lehigh Valley Job Fair.
2. As a critical issue in developing a pipeline of workers in high growth industries, the Industry Committee will serve as the liaison for school-to-work initiatives, including resource tools for educators, mentoring, internships, and job shadows.
3. Committee will examine the Wall Street West/WIRED model and its components for relevance in other targeted industry clusters.
4. The Lehigh Valley Workforce Investment Board has embraced the Governor's Job Ready Industry Partnership initiative, resulting in several million dollars of training opportunities for our region's employers. The Industry Committee will monitor the effectiveness and evaluate the impact of these Partnerships, and will oversee future funding requests under this program.
5. Many of the remaining tasks on the Industry Committee Work Plan deal with educational and training issues, such as an Employer Showcase, employer input on curriculum, worker skill and competency needs, credentialing and work readiness certifications.

Marketing Committee

Kelly Gould reviewed the activities of the Marketing Committee, which met on December 7, 2007. She reported that the Committee advertised and requested information of qualified Marketing/Communications and Public Relations Professionals be submitted to the WIB for review and consideration in working on the Marketing Plan.

Kelly indicated that a copy of the Marketing Plan is in the Board packet for further review. As indicated in the Plan we have a phase one focusing on our internal communications and branding and phase two focusing on our external communications. The Marketing Committee members would like to meet with each WIB committee to review their work plans and piece together Marketing Plans for each committee as warranted.

Youth Council

Clyde Hornberger reviewed the activities of the Youth Council, which met on December 18, 2007. Mr. Hornberger reported that the main topic of discussion was the Youth Council Strategic Work Plan and provided some key points from the plan. He also thanked Elmer Gates for his help in developing the Strategic Plan.

Mr. Hornberger pointed out some highlights of the Youth Council Committee Work Plan.

1. Implement a workforce and economic development career awareness workshop for educators, aligned with PA Academic Standards for Career Education and Work.
2. Develop initiatives that support youth career awareness activities.
3. Target at-risk youth with barriers to employment and link community stakeholders.
4. Design a strategic career awareness and marketing campaign.
5. Increase the number of businesses involved in business/education partnerships.
6. Align with PA Statewide Youth Council Plan.
7. Align workforce and education strategies in partnership with education, workforce development, economic development and community-centered organizations
8. A Workforce Readiness Credential is available to all graduating students.

Mr. Hornberger reported on the 2007 Youth Monitoring Report and Youth Program Renewals from WIB staff. Nancy Dischinat solicited members of the Youth Council, who are not vendors of youth programming, to be involved in the Youth Program Renewal process.

Mr. Hornberger reported on the CareerLinking Academy Request for Proposal, which Don Snyder mentioned earlier during his Education Committee report. Council members discussed outcomes of school districts who previously implemented the Academy during the last funding cycle, and whether they integrated the model or implemented it as a weeklong program. In response to this discussion, WIB staff will develop an evaluation instrument, which will become part of the CareerLinking Academy contract document.

Meeting was adjourned at 9:15 am.

LVWIB Dec07minutes