

**LEHIGH VALLEY WORKFORCE INVESTMENT BOARD, INC.**

**SEPTEMBER 16, 2008  
MINUTES**

The Lehigh Valley Workforce Investment Board, Inc. met on Tuesday, September 16, 2008 at 7:30am at Lehigh Valley Workforce Investment Board, Inc., 1601 Union Boulevard, Allentown.

Committee Members Present: Todd Donnelly, Robert Episcopo, Dan Farrell, Marta Gabriel, Vito Gallo, Sally Gammon, Armand Greco, Patricia Hartwell, Clyde Hornberger, Alan Jennings, John MacDonald, Ross Marcus, John Mehler, Deborah Miller, Phil Mitman, Ed Murray, William Newhard, Jack Pfunder, Gregg Potter, Sharon Scheirer, Art Scott, Don Snyder, Sis-Obed Torres, David Vaida, Rick Walters, Carol Young and Ed Zale.

Committee Members Absent: Ron Achey, Elsie Batista-Casciole, Craig Becker, Bert Daday, Eugene Ervin, Kelly Gould, Mary Kay Grim, Drew Lewis, Kelly Meyer, Mike Moorehead, R. Steve Morrow, Peter Rittenhouse, Wanda Sule, Marc Troutman, and Mary Ellyn Voden.

Sally Gammon welcomed all and introduced guests including Mike Garza representing Representative Karen Beyer.

Sally Gammon called for a motion to approve the June 17, 2008 Board minutes, Art Scott made a motion, Robert Episcopo, seconded. All approved, motion passed.

Sally Gammon asked if Board members wanted to present any environmental issues and the Board had no scanning issues.

**LWVIB Committee Reports**

**Executive Committee**

Sally Gammon reported on the Executive Committee, which met on September 9, 2008. Sally reported that the Executive Committee reviewed Expenditures over \$10,000 and three expenditures were approved.

1. The first proposal approved is for an advertisement Sponsorship for PBS Channel 39's Temp show. This yearlong marketing initiative, story ideas and monitoring will be placed in the Marketing Committee.
2. The second proposal is for Lehigh Valley Economic Development Corporation's newly established Office of Minority and Women Owned Business. Their mission is to increase the business opportunities, success and sustainability on Minority and Women Owned Businesses. This will align with our Strategic Direction of enhancing the integration between LWVIB and LVEDC. The oversight for this initiative will be placed in the Access Committee.
3. The third is to complete a workforce systems analysis. The Executive Committee agreed that the study should include a 360° analysis for the WIB, our operators, and all partners within our workforce system. This work and responsibility will be placed in the Governance Committee.

### LVWIB Strategic Planning Session

Sally Gammon reported on the LVWIB Strategic Planning Session held at Good Shepherd on August 21, 2008. Discussion at the meeting ensued on reaffirming the vision, mission, review the current strategic plan and discuss new strategic directions and supporting initiatives. Two representatives from the U.S. Department of Labor facilitated this Strategic Planning Session. Nancy Dischinat stated that a report would be made available to LVWIB Board members.

### Legislative Forum

Sally Gammon encouraged all Board members to attend the September 23, 2008 Legislative Day and asked for comments.

### Muhlenberg Gap Analysis

Sally Gammon reported that the LVWIB is continuing to work with the Latino Task Force on the Muhlenberg Gap analysis recommendations and action steps.

### Wall Street West Initiative

Sally Gammon gave an update on the Wall Street West initiative, which to date added over 1.5 million to train workers and create career pathways in business and financial services.

### Northeast Regional Science, Technology, Engineering and Mathematics Planning Grant

Sally Gammon gave an update on the PA STEM initiatives, a public-private partnership that focuses around education and training redesign to dramatically increase p-20 students in Science, Technology, Engineering and Mathematics careers. Sally also reported that the state has been broken into five regions with each region receiving \$50,000 to write a plan on how to accomplish the mission. This initiative is being placed in both the Industry and Education Committees.

### Finance Committee

Don Snyder reported on the Finance Committee, which met on September 3, 2008. Don reported on the Financial Statements including the Summary of Changes, Narrative to Explain changes, Statement of Revenue vs. Spending Plan by Funding Source, Projected Spending Plan and Expenditures. He explained that there was some carryover shown on the Spending Plan and projecting that there will be less discretionary monies this program year than in the past years.

***Action: Don Snyder called for a motion, Robert Episcopo seconded, all approved the Spending Plan for Program Year 2008.***

### Youth Council Committee

Clyde Hornberger reported on the Youth Council, which met on September 5, 2008. Clyde reported that Christopher Whittaker, Senior class president of Parkland High School and President of TeenWorks program through United Way of the Greater Lehigh Valley presented a letter and survey to establish a directory of resources for youth. Not only will the Youth Council be working with Chris we have invited him to serve on the Youth Council.

Clyde Hornberger reported on the Re-engaging Disconnected Youth Report completed by Penn State that was commissioned through the PA Youth In Transition Grant. The Youth Council will be reviewing the barriers, challenges and service gaps outlined in the report and will keep the Board posted.

Clyde Hornberger reported on a \$70,000 Regional Career Education Partnership Grant to: support professional development for teachers and counselors; support work-based learning and

internship opportunities and develop strategies to re-engage disconnected youth. Nancy Dischinat mentioned that the LVWIB has challenged all school districts in the Lehigh Valley to hire a Career Counselor.

Clyde Hornberger commented on Career Awareness activities happening with Pen Argyl, Catasauqua, Whitehall and Intermediate Unit 20.

Clyde Hornberger wanted the minutes to reflect a thank you to Elmer Gates and Right Management for their expertise and support in the actual operations of this new adventure in Science, Technology, Engineering and Mathematics Academy. He also mentioned that the LVWIB has been asked by the Tri County WIB to attend their annual WIB Forum to speak about our work with Education.

Clyde Hornberger referred to the Board that in their packet was the 2008 Youth Monitoring Report for summer activities and the 2007 Youth Program Outcomes report.

### **Governance Committee**

Sally Gammon reported on the Governance Committee, which met on September 4, 2008. Sally reported that the Committee reviewed several WIB Monitoring Policy changes and reports. The first is the LVWIB Monitoring Policy Revisions. There were two major changes, the first changes in the policy is that the WIB will monitor high risk service providers every two years verses every three years; the second change in the policy is that all approved training providers on the statewide training providers list are now required to be monitored for equal opportunity and American with disabilities act compliance.

***Action: Sally Gammon asked for motion to radify the Monitoring Policy being in compliance with the revised local monitoring guidelines. John Mehler motion, Armand Greco seconded, all approved revisions.***

Sally Gammon presented the LVWIB the Monitoring Report for Program Year 2007. No action was required.

Sally Gammon presented to the LVWIB Monitoring Compliance and Oversight by Bureau of Workforce Development Partnership. No action was required.

Sally Gammon presented the proposed Lehigh Valley Business/Education Partnership Board of Directors.

***Action: Robert Episcopo motion, Marta Gabriel seconded, discussions focused on the need for more diversity on this Board (up to 13 are allowed to serve).***

***VOTE: Number for approval was 15 and Number for opposed was 11, motion carried.***

Sally Gammon and Nancy Dischinat reported on the Education Improvement Tax Credit Program. Approved in August of this year. The programs presented in our application were all approved.

### **Access Committee**

Armand Greco reported on the Access Committee, which met on September 5, 2008. He presented the Priority of Services Policy for Adults.

***Action: Armand Greco made a motion to approve the revised Priority of Services Policy for Adults, Sharon Scheirer seconded, all approved, motion carried.***

Armand Greco encouraged all to attend the September 17, 2008 Job Fair at Agricultural Hall.

He continued his report with an update on the LANTA's expanded and enhanced transit services to assist current and potential employee access to jobs. A survey recently sent to employers on their transit needs received an excellent response and follow-up with employers on transportation issues is underway. The Private Industry Council of Lehigh Valley is one organization that received grant dollars under this initiative for \$229,107 to assist Lehigh & Northampton county residents with their transportation issues in order to obtain employment.

The Committee also had an update on the LANTA Regional Transit Development Program, which conducted a study of the existing LANTA system of transit service, and a comparison of 10 peer transit systems throughout the country. The study objectives are to revise LANTA route structure, serve emerging population/ activity centers, build community support, address short & long-term transit needs, and develop a capital program. An advisory committee has been formed to provide comments on study findings/results and provide local ideas and insights for our transit system. The next Transportation Advisory Committee meeting will be held October 22, 2008.

### **Marketing Committee**

Nancy Dischinat reported on Marketing Committee activities, on behalf of Kelly Gould and Wanda Sule. The Fast Fact sheet was distributed in the Board packet. The Marketing Committee is meeting frequently to work on the entire marketing and branding campaign.

### **Education Committee**

Don Snyder reported on the Education Committee, which met on August 7, 2008. The primary discussion focused on the fact that the Education Committee needs to reofocus its mission, goals, strategic direction and work plan, and how its strategic direction aligns with the strategic plan of not only the LVWIB, but also Lehigh Valley Business/Education Partnership.

Don also reported that the Committee discussed in full length the Graduation Competency Assessment issue.

Alan Jennings asked about any potential overlap between the Lehigh Valley Business/Education Partnership and Education Committee. Nancy Dischinat commented that this issue would be determined as the two entities.

### **Industry Committee**

Pat Hartwell reported on the Industry Committee, which met on August 22, 2008. Committee members were encouraged to attend the PA CareerLink Lehigh Valley Job Fair on September 17. It was suggested that the Committee work with the Society for Human Resource Management/Lehigh Valley Chapter to provide training to job seekers on how to complete on-line applications.

Pat reported on the Graduation Competency Assessments next step is for Penn State researchers, serving as third party to examine the assessments and provide a report to the Department of Education. Penn State will also look at assessments from a selected cross-section of school districts.

Nancy Dischinat reported on the Science, Technology, Engineering and Mathematics (STEM) Gap Analysis, which was recently completed for use as a starting point for strategic discussions around STEM and to begin an analysis of the gaps in industry. The Industry Committee will receive a copy of the final analysis.

Pat Hartwell reported on the LVWIB Adopt-A-School program, which is being established as a partnership with SHRM. The strategy behind Adopting-A-School is to recruit and dedicate SHRM's Human Resource professionals and employer representatives from the Industry Committee to a particular school, in order to provide career awareness and planning resource activities.

The Industry Committee was asked to participate in the Business Retention and Expansion Interview program, which is a strategic partnership with the LVWIB, LVEDC and the PA Department of Community and Economic Development. The WIB has committed to complete 50 interviews of existing businesses before July 2009. The purpose is to uncover critical business needs of existing companies in the Lehigh Valley. The Committee was encouraged to participate in these interviews scheduled by the WIB.

Pat Hartwell updated on the Industry Partnerships and Worker Training Grants.

### **Executive Director Report**

Nancy Dischinat thanked Don Snyder, Lehigh Carbon Community College and Marta Gabriel, Greater Lehigh Valley Chamber of Commerce, for their involvement and integration with the Lehigh Valley Workforce Investment Board, Inc.

Meeting was adjourned at 8:40 am.