

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

**DECEMBER 16, 2008  
MINUTES**

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

Committee Members Present: Ron Achey, Bert Daday, Eugene Ervin, Dan Farrell, Vito Gallo, Sally Gammon, Kelly Gould, Armand Greco, Patricia Hartwell, Clyde Hornberger, Drew Lewis, John MacDonald, Ross Marcus, John Mehler, Phil Mitman, Mike Moorehead, Ed Murray, William Newhard, Sharon Scheirer, Art Scott, Don Snyder, Carol Young and Ed Zale.

Committee Members Absent: Elsie Batista-Casciole, Craig Becker, Todd Donnelly, Robert Episcopo, Marta Gabriel, Mary Kay Grim, Alan Jennings, Kelly Meyer, Steve Morrow, Jack Pfunder, Gregg Potter, Peter Rittenhouse, Wanda Sule, Sis-Obed Torres, Marc Troutman, David Vaida, Mary Ellyn Voden and Rick Walters.

Chair Eugene Ervin welcomed all.

Chair Ervin called for a motion to approve the September 16, 2008 Board minutes, Art Scott made a motion, Ed Zale seconded. All approved, motion passed.

Chair Ervin introduced visitors and turned it over to Ed Zale. Mr. Zale introduced his guests from other PA CareerLinks including Gary Wentz, Carbon County; Patricia Drummond, Montgomery County; Doug Schmidt, Chester County; Marge Mirarchi, Delaware County; Ed Sikina, Philadelphia; Nicki Wood, Philadelphia North; and Manny Ortiz, Philadelphia Nueva Esperanza.

**Presentations**

Phil Mitman introduced Eduardo Eichenwald from the Office of Minority and Women Owned Business. Eduardo gave a report on the 2008 Portrait of Latino Business Owners and Professionals in the Lehigh Valley. This study was conducted by Penn State Lehigh Valley Center for Community and Organizational Research and was supported by the Lehigh Valley Workforce Investment Board, Inc. Phil Mitman thanked the LVWIB for its support. Chair Ervin stated that the WIB work closely with Eduardo Eichenwald.

Chair Ervin presented Larry Weirsch from Cetronia Ambulance Corps, and his colleagues Michelle Seidel and Shawn McGovern, with a plaque congratulating them for achieving the 2008 Gold Standard from the Commission on Accreditation of Ambulance Services for its compliance with national standards of excellence. Chair Ervin thanked Cetronia Ambulance Corps for participating in the Healthcare Industry Partnership, Industry Committee and school to work initiatives. Mr. Weirsch thanked the LVWIB for their support through the Industry Partnership to attain the accreditation and achieve a High Performance Emergency Management service level.

Chair Ervin and Nancy Dischinat presented the LVWIB Delivery System Analysis including the Work Plan.

### **Board Development**

Bert Daday presented the 2009 Slate of Officers including Eugene Ervin as Chair, Sally Gammon as Vice Chair and Kelly Meyer as Secretary/Treasurer. Bert made a motion to approve the 2009 Slate of Officers, Art Scott seconded, motion passed, all approved.

Chair Ervin presented to the Board the 2009 LVWIB and Committee meeting schedule. Nancy Dischinat indicated that there was a change made to the Finance Committee schedule.

### **LVWIB Committee Reports**

#### **Executive Committee**

Chair Ervin distributed a LVWIB Grid to illustrate workforce services including special funding populations, special programs and partnerships and LVWIB workforce services, such as skills assessment, job search, training, employer services, job seeker services, and community outreach. The LVWIB flow chart and organizational chart were also distributed.

Bert Daday complimented Don Snyder of Lehigh Carbon Community College and Art Scott of Northampton Community College for giving excellent service to the Lehigh Valley community.

#### **Finance Committee**

Don Snyder gave a report of the Finance Committee including 2008 Projected Revenue and Spending Plan and 5-year Revenue review.

#### **Governance Committee**

Sally Gammon presented the Governance Committee report including the Criminal Background Check Policy changes which were included in the Board packet.

***ACTION: John Mehler motioned, Phil Mitman seconded, all approved the changes as presented and recommended by the Governance Committee.***

Sally also presented the Industry Partnership Policies and Procedures included in the Board packet.

***ACTION: Don Snyder motioned, Vito Gallo seconded, all approved the Industry Partnership Policies and Procedures.***

#### **Access Committee**

Armand Greco reported on the Access Committee meeting which met on November 21, 2008 including topics on the LANTA Regional Transportation, the impact of the Priority of Services change, and a new Office of Vocational Rehabilitation CD in American Sign Language. Nancy Dischinat mentioned that this CD will be available to all CareerLinks for their use. Phil Mitman commended Armand for his work with Majestic, Sands Casino and other employers.

#### **Marketing Committee**

Kelly Gould reported on Marketing Committee activities such as branding of the LVWIB and PA CareerLink Lehigh Valley workforce services. Two new brochures for the CareerLinking Academy and Industry Partnerships are completed and were delivered to LVWIB.

### **Industry Committee**

Pat Hartwell gave a report on the November 4, 2008 Industry Committee discussion around environmental scanning including the need for advanced degree incentives and skill transformation, aging workforce, companies that are still hiring, and the economic diversification of the Lehigh Valley.

An overview was given of the \$1 million Northeast Pennsylvania Business Education Workforce Partnership Transformation Initiative Grant under WIRED/Wall Street West, including business education partnerships, career pathways, career cruising, and CareerLinking Academy. Cindy Wong presented to the Industry Committee components of the new Career Cruising Network: career coaches, message boards, internships and a partner portal for companies. LVWIB will reach out to employers to populate the partner portal. The Committee agreed to be the conduit for this new initiative.

The Committee reviewed their committee work plan and outcomes and discussed the ongoing dialogue with the U.S. Department of Labor. The Committee agreed to provide guidance for the People Inspiring Transformation or PIT Crew program, where the LVWIB is serving as a Mentor Team.

Pat Hartwell also reported on the On-Line Application Training Workshop to be implemented by January 1, 2009 and the WorkKeys Skills Assessment System implemented in December 2008.

Nancy Dischinat asked Vito Gallo to report on the November 2008 Energy Industry Conference held at Lehigh University.

### **Youth Council Committee**

Clyde gave a report on the LVWIB Youth Council Committee, which met on December 5, 2008. He stated that the primary work for the Youth Council is to focus on workforce resource tools and programs for educators, dropout prevention and re-engaging out of school youth. The goal being the seamless integration of workforce information into education.

The Career Club piloted at Pen Argyl High School is coming to a close on January 26, 2009 with students visiting PA CareerLink Lehigh Valley. Clyde asked that the minutes reflect a thank you to Armand Greco for providing transportation for the students to visit employers and PA CareerLink Lehigh Valley.

***ACTION: LVWIB will present a full report at the March WIB meeting on the outcomes and next steps for this educational initiative.***

Clyde reported that Pennsylvania Partnership for Children has submitted a position paper to the Governor on the LVWIB concept of having workforce coordinators hired in high schools in Pennsylvania. Nancy Dischinat has been working with the partnership; a ratio of one workforce coordinator for every three/four high schools was submitted.

Clyde reported that the Career Gates CD e-media series has, for the second year in a row, won the prestigious National Educational Television Award for 2008. He asked that the minutes reflect a thank you to PBS Channel 39 and especially Teri Haddad for this achievement. The LVWIB is pleased that a growing number of teachers, students and workforce systems across PA now use the Career Gates CD's.

A CareerLinking Academy Request for Proposals bidder's meeting was held earlier this month and every Lehigh Valley School District was represented at the meeting.

The 2008 Youth Monitoring Report was presented and accepted at the Youth Council meeting. A summary report was distributed to the Board.

Eugene Ervin led the meeting in a discussion of Environmental Scanning. The LVBEP Board of Directors held their inaugural Board meeting. He stated that Robert Spengler from Catasauqua Area School District was elected President and Don Snyder, Lehigh Carbon Community College, was elected Secretary/Treasurer.

Ed Murray asked that the LVWIB support the raising of the age limit of welfare supported funding for dropout prevention from 18 years old to 21 years old to increase flexibility.

***ACTION: Clyde Hornberger motioned, Sally Gammon seconded, discussion included Ellen Kern from Senator Pat Browne suggesting that a copy of the LVWIB support letter should be shared with the legislation. All approved, motion passed.***

Motion to adjourn the meeting was made by Sharon Scheirer, seconded by Kelly Gould, all approved. Meeting adjourned at 8:40 a.m.