



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

**DECEMBER 15, 2009  
MINUTES**

The Lehigh Valley Workforce Investment Board, Inc. met on Tuesday, December 15, 2009 at 7:30am at Lehigh Valley Workforce Investment Board, Inc., 1601 Union Boulevard, Allentown.

Committee Members present: Tony Bongiovanni, Luis Campos, Todd Donnelly, Robert Episcopo, Eugene Ervin, Dan Farrell, Vito Gallo, Kelly Gould, Armand Greco, Mary Kay Grim, Pat Hartwell, Clyde Hornberger, Tony Iannelli, Alan Jennings, Drew Lewis, John MacDonald, Ross Marcus, John Mehler, Phil Mitman, Mike Moorehead, Ed Murray, Lisa Nesbitt, William Newhard, Jack Pfunder, Sharon Scheirer, Art Scott, Don Snyder, Michael Stershic, Rick Walters, May Anne Wright, Carol Young and Ed Zale. Guest included, Gerry Nau, Diane Cunningham, Cindy Feinberg, Debbie Thompson and Amber Sperlbaum. Staff present: Nancy Dischinat, Esther Wenck, Gina Kormanik, Lillian Rodriguez, RoseAnn Kisilewicz, Al Field, Robert Wendt, and Sheila Persing.

**ACTION ITEMS**

Chair Eugene Ervin welcomed all and called for a motion to approve the September 15, 2009 Board minutes, Mike Stershic made a motion, Clyde Hornberger seconded. All approved, motion passed.

Chair Ervin presented the State's Healthcare Hero winner Amber Sperlbaum from Parkland High School and Lehigh Career and Technical Institute and her mother Jennifer Laudenslager, who wrote the Southeast Regional winning essay from the PA Center for Health Careers.

Financial statements were reviewed by Don Snyder, including the LVWIA Summary of Revenue Changes as of December 2, 2009. The approval of statements was moved by Don Snyder and seconded by John Mehler, all approved.

Chair Ervin introduced a review of LVWIB 2009-2013 Draft Strategic Plan presented by Debbie Thompson of Strategy Solutions. Debbie reviewed a PowerPoint which highlighted the main components of the draft Plan, including history of planning, reaffirmation of existing strategies and discussion of new strategic focus areas and priorities. The LVWIB reviewed the handout Draft LVWIB 2009-2012 Strategic Plan which was provided in advance of the December 15, 2009 meeting and then redistributed with yellow and green highlights to the Board. Phil Mitman asked about the accountability column in the Action Plan, which will be assigned to restructured committees to match the new Strategic Plan. The group discussed the approval of high level goals and objectives.

Robert Episcopo made a motion to approve Goals and Objectives on page six of the Draft Strategic Plan, Don Snyder seconded. During discussion on the motion, Alan Jennings proposed an addition to Goal 2: Develop data driven innovative and cost effective workforce strategies that meet employer needs – and promote family-sustaining employment opportunities. The Board discussed and approved placing these words **to support family-sustaining employment**

**opportunities** at end of Goal 4, instead of Goal 2. The Board discussed and approved the Mission to read: To ensure an employer demand driven world class workforce system aligned with economic development, education and the community **focusing on targeted industry clusters**. Final motion to accept changes to Mission and Goals, with Objectives to be moved to LVWIB restructured Committees, was made by Clyde Hornberger, seconded by Tony Iannelli, all approved by the LVWIB. One dissention by Todd Donnelly.

**LVWIB VISION, MISSION AND GOALS, as approved by LVWIB Board, December 15, 2009:**

Vision: Lehigh Valley has a world class, competitive workforce

Mission: To ensure an employer demand-driven world class workforce system aligned with economic development, education and the community focusing on targeted industry clusters

Goal #1: Analyze and identify those clusters with sustainable growth industries in the region as the primary workforce focus

Goal #2: Develop data driven innovative and cost effective workforce strategies that meet employer needs

Goal #3: Build key partnerships to align education, economic development and workforce development to meet employer needs

Goal #4: Restructure CareerLink® Operations to enhance employer and job seeker services to support family-sustaining employment opportunities

Goal #5: Maximize resource effectiveness at the federal, state, regional and local levels

**AMERICAN RECOVERY AND REINVESTMENT ACT**

Gina Kormanik gave an update on the Snapshot of ARRA 2009 Funding Opportunities.

**COMMITTEE REPORTS**

Access Committee

Armand Greco gave an update on Access Committee, which met on August 20, 2009. The committee discussed the American Recovery and Reinvestment Act of 2009 funding as well as the state funding impasse. Updates on ARRA youth programs will continue to be provided to Board members, including successes and challenges.

Armand Greco reported on the newest Career Gates CD's including green jobs, energy and B. Braun Medical, Inc.

Armand Greco reported on the WorkKeys Career Assessments and Key Train remediation tools which are being implemented at PA CareerLink® Lehigh Valley to provide a common career assessment tool and system throughout PA. The state is helping the WIB's to purchase these tools.

Armand Greco reported that Robert Wendt from the Lehigh Valley Economic Development Corporation has been hired to assist the WIB with Job and Labor Market information, including the revamping of the Outlook publication.

Industry Committee

Pat Hartwell gave an update on the Industry Committee which met on November 13, 2009. The committee reviewed the new **VICTORY** video. This educational video was requested by the industry committee to give students an understanding of the realities of work and includes seven, 2-minute career preparation videos and curriculum. VICTORY stands for Vision, Integrity, Communication, Teamwork, Organization, Resilience, and Yes attitude.

Pat Hartwell gave an update on the industry partnership grant, including funding received by the LVWIB for healthcare, diversified manufacturing, logistics and transportation, energy, and food and beverage employers. LVWIB has also received a state career opportunity grant for on-the-job training reimbursements to employers.

The committee discussed the definition of green, such as green concepts in building construction, lean manufacturing, and others. Robert Wendt presented the new Lehigh Valley Outlook and Snapshot publication; and, Ron Leonard from the U.S. Department of Labor gave an update on apprenticeship programs.

Attendees participated in an environmental scan which identified industry issues, such as: businesses are hiring; training remains critical to employers; the need to continue to increase career awareness; the workforce continues to age; and there are faculty shortages in healthcare.

Marketing Committee

Kelly Gould gave a brief update on Marketing Committee activities including Training Fair and materials for the presidential visit. Kelly Gould thanked Todd Donnelly for his contributions to recent marketing efforts.

Youth Council

Clyde Hornberger reported on the December Youth Council which met on December 4, 2009 with an introduction of several guests who were asked to attend the meeting. Also, the council membership continues to grow to best reflect the needs of the LVWIB.

Clyde Hornberger reported that the Youth Council members were asked to review the Local Plan and asked for comments.

Clyde Hornberger reported on the Youth ARRA and WIA statistics including 444 kids were served in 14 programs. The Council suggested a thorough evaluation of the program.

Clyde Hornberger reported that it should be noted that the US Department of Labor has sent a person from their Research Policy to evaluate our programs and make any suggestions about what things are working and what can be modified. We have not yet heard on this evaluation.

Clyde Hornberger reported on the development of the Career Cruising Network to provide students a database of mentors and internship opportunities in the Lehigh Valley and will continue to work with the school districts to provide workforce initiatives for both students and educators. Through the Wall Street West grant we are providing CareerLinking Academies through Lehigh Career and Technical Institute, Bethlehem Area Vocational Technical School and Bethlehem Area School District.

**OTHER**

Al Fields gave an update on the \$1 million NEPA Transformation Initiative Grant under Wall Street West, such as an impact on 100,000 students, (and a significant number of teachers and parents) CareerLinking Academies, Career Cruising Network with employer blogs, Business Education Partnerships and others. Ed Zale commended the LVWIB. Clyde Hornberger and the LVWIB commended Al Fields formally for his work with the \$1million grant.

For other business, Phil Mitman reported that the LVWIB received high marks for its work with the Wall Street West. Work will continue with the leaders of this project to sustain the activities of Wall Street West.

Ed Zale asked Nancy Dischinat to report on the December 4, 2009 President Obama visit to the PA CareerLink® Lehigh Valley one-stop center. She described the process of preparing for the visit and thanked John Malascics, facilities department manager and all staff involved. Nancy Dischinat reported that the visit gave the PA CareerLink® Lehigh Valley workforce system national recognition. Ross Marcus encouraged LVWIB to take advantage of the visit to market the LVWIB and PA CareerLink® Lehigh Valley.

Meeting adjourned at 9:08 am.

Dec09 Minutes