

LEHIGH VALLEY WORKFORCE INVESTMENT BOARD, INC.

**MARCH 23, 2010
MINUTES**

The Lehigh Valley Workforce Investment Board, Inc. met on Tuesday, March 23, 2010 at 7:30am at Lehigh Valley Workforce Investment Board, Inc., 1601 Union Boulevard, Allentown.

Committee Members present: Luis Campos, Patrick Clasen, Diane Cunningham, Adriana DeFrancisco, Todd Donnelly, Gregg Dowty, Edward Easterly, Eugene Ervin, Vito Gallo, Jane George, Kelly Gould, Armand Greco, Clyde Hornberger, Alan Jennings, John MacDonald, John Mehler, Lisa Nesbitt, William Newhard, Jack Pfunder, Gregg Potter, Thomas Salvaggio, Sharon Scheirer, Don Snyder, Barry Spriggs, Rick Walters and Mary Anne Wright. Guest included: Ross Marcus, Cindy Feinberg, Robert Donchez and Susan Storm. Staff present: Nancy Dischinat, Esther Wenck, Gina Kormanik, Lillian Rodriguez, Cindy Evans, Robert Wendt, and Sheila Persing.

Chair Eugene Ervin welcomed all and introduced new Board members Patrick Clasen, Diane Cunningham, Gregg Dowty, Edward Easterly, Jane George, Thomas Salvaggio and Barry Spriggs. Guest were introduced such as: Robert Donchez representing state representative Joesph Brennan and Susan Storm, from the Office of Vocational Rehabilitation.

ACTION ITEMS

Minutes

Chair Ervin called for a motion to approve the December 15, 2009 Board minutes. John Mehler motioned, Clyde Hornberger seconded. All approved, motioned passed.

Financial Statements

Don Snyder reviewed the Financial Statements including Summary of Revenue changes as of March 3, 2010, 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. Don Snyder made a motion to approve the Financial Statements, Mary Anne Wright seconded. All approved, motioned passed.

New Industry Cluster

Robert Wendt presented a revised Energy/Green Manufacturing and Services Industry Cluster for the Lehigh Valley. Green Jobs are defined as occupations directly engaged in energy efficiency, removal energy, clean transportation, pollution prevention, environmental cleanup, agricultural and resource occupation. The new PA Green Jobs report can be found on the LVWIB website. The Board discussed green jobs and industries.

ACTION: On behalf of the Industry Committee who recommended the revised Industry Cluster, John Mehler made a motion to approve the Energy/Green Manufacturing and Services Industry Cluster, Alan Jennings seconded, all approved.

Priority of Service Policy for General Educational Development (GED) and English as a Second Language (ESL)

Sharon Scheirer presented the Priority of Services Policy for General Educational Development (GED) and English as a Second Language (ESL) Education. She reported that the Lehigh Valley Literacy Coalition is comprised of the four literacy providers who receive funding through the PA Department of Education, which include Lehigh Carbon Community College, Northampton Community College, ProJect of Easton and The Literacy Center. The PA Department of Education suggests that WIBs give more guidance to the coalitions, be more aligned and work more closely with the WIBs. The Literacy Coalition asked the LVWIB for a Priority of Service Policy General Educational Development (GED) and English as a Second Language (ESL) Education as follows:

To increase training and employment opportunities for individuals selecting General Educational Development (GED) and English as a Second Language (ESL) Education, the Lehigh Valley Workforce Investment Board, Inc. endorses the following Priority of Service Policy.

- *Individuals who are U.S. Citizens or are legal to work in the United States*
- *Individuals enrolled in the Commonwealth Workforce Development System (CWDS)*
- *Veterans and eligible spouses*
- *Individuals scoring highest on state approved assessments*

ACTION: As reviewed and approved by The Literacy Coalition and the Executive Committee, Sharon Scheirer made a motion to approve the policy, Armand Greco seconded. All approved the Priority of Service Policy for General Educational Development (GED) and English as a Second Language (ESL) Education as presented. Don Snyder who represents the Literacy Council commended the LVWIB for bringing literacy groups together to address this crucial educational and workforce development need. Nancy Dischinat thanked Don Snyder for his leadership of the Literacy Coalition and for integrating this organization with the LVWIB.

Innovative Youth Programs Request for Proposals

Nancy Dischinat described the process of the Innovative Youth Program Request for Proposals, including review teams, procedure and timing of funding availability, need to serve in-school and out-of-school youth, summer component, geographic service areas and other issues. A full page ad was placed in the newspaper and 19 organizations submitted a proposal to operate LVWIB Youth Programs for in-school youth, out-of-school youth and summer component. Reviewers of Proposals included: Barb Boksan, Teri Haddad, Mike Moorehead, Elmer Gates, Kelly Gould, Peter Rittenhouse, Mike Dowd, Melinda Stumpf, Gwen Herzog, Frank Mikus, Carol Jones, Jane Ervin, Robert Wendt, Eugene Ervin, Dan Farrell, and Nancy Dischinat. Teams of three reviewed each proposal with two private sectors, two board members and one staff, with a set of criteria to grade the proposals. Three issues used to assess the proposals were: 1) capacity and experience of the organization, 2) innovativeness, and, 3) budget and in-kind services.

Chair Ervin asked that all parties associated with a proposal leave the room during discussion. A hand out was distributed on the WIA Youth Program Funding Program Year 2010. The LVWIB staff will continue the process of selecting a final list based on Funding availability up to seventy percent of funds for out-of-school youth and thirty percent for in-school youth, covering

geographic locations including Lehigh and Northampton Counties, and urban and rural areas, and past performance of proposers, and successful employment of youth.

The Board will be given a final list for electronic vote by end of the week; final programming will be based on funding availability. The Board discussed the need to ensure that all Lehigh Valley geographic service areas are covered. The Board also discussed the continued need for performance-based outcomes and measures to be integrated into contracts and procedures.

ACTION: Nancy Dischinat asked for a Committee to review the youth contracts process. The following Board members offered to serve: Gregg Potter, Eugene Ervin, Edward Easterly, Todd Donnelly, Luis Campos, John Mehler and Ross Marcus.

Youth Policies

Nancy Dischinat reviewed the background of Youth Policies discussed at the recent Youth Council meeting, including feedback from youth who participated in the American Recovery and Reinvestment Act (ARRA) summer programs. The recommended revision is as follows:

RECOMMENDED REVISION

Lehigh Valley Workforce Investment Area Youth Payment Policy

The Lehigh Valley Workforce Investment Board, Inc. requires every young adult receiving services under the Workforce Investment Act (WIA), American Recovery and Reinvestment Act (ARRA) or Temporary Assistance for Needy Families (TANF), (*TANF youth specific to the youth program*), enrolled in a work experience activity, be paid a taxable wage. Out-of-School youth will receive \$8.00 per hour for each hour of work. In-school youth will receive \$7.25 per hour for each hour of work.

Any youth enrolled in an academic enrichment, career awareness, basic and occupational skills training to work or work readiness will receive a non-taxable stipend. Out-of-School youth will receive a stipend of \$8.00 for each hour of participation. In-School youth will receive a stipend of \$7.25 for each hour of participation.

In addition, WIA, ARRA and TANF youth (*TANF youth specific to the youth program*) may be eligible for a one time incentive of up to \$200 to be determined through attainment of demonstrated work readiness competencies.

ACTION: Clyde Hornberger called for a motion to accept the Recommended Revision, Don Snyder seconded. The Board continued with discussion on the Recommended Revision to make the hourly payment consistent to \$8.00/hr. Gregg Potter proposed an amendment, seconded by Rick Walters, discussion then continued on having two wage rates or one consistent wage rate for in-school and out-of-school youth. Show of hands resulted in a tie and the amendment failed. Chair Ervin called to pass the first Recommended Revision Policy as outlined above, as recommended by the Youth Council. All approved, motioned passed.

Priority of Service Policy for Lehigh Valley Weatherization Training Vouchers

Esther Wenck presented the Priority of Service Policy for Lehigh Valley Weatherization Training Vouchers requirements as determined by the PA Department of Labor and Industry. PA received ARRA funds to operate weatherization programs designed to assist low income households decrease their energy consumption and costs, and also weatherization training and certification by training providers. Lehigh Career and Technical Institute (LCTI) has been

selected as the weatherization training center. CareerLinks are responsible for providing orientation sessions, determining WIA eligibility, and administering the KeyTrain® and WorkKeys® assessments to interested applicants. Candidates must also pass a physical assessment provided through LCTI. It was determined that a Priority of Service for the distribution of Training Vouchers is needed, as the Lehigh Valley received limited number of vouchers for the Auditor, Crew Chief and Installer training slots, the LVWIB anticipates that there will be more people eligible for the training than the number of available vouchers. The Priority of Service Policy for Lehigh Valley Weatherization Training Vouchers reads as follows:

Candidates for weatherization training vouchers must meet the following Weatherization Training Requirements as determined by the PA Department of Labor and Industry as follows:

- *Willing to pass a drug test*
- *Willing to have a criminal background check*
- *Willing to travel to the designated weatherization training center*
- *Willing and able to inspect and/or work in tight areas, attics, crawl spaces, hatch doors, etc.*
- *Willing and able to perform manual labor for extended periods of time, in all kinds of weather and in confined workspaces*
- *Have a High School Diploma or GED*
- *Be enrolled on PA CareerLink®*
- *Provide documentation for WIA General Adult eligibility*
- *Attain WorkKeys® scores at the levels profiled for each position of Auditor, Crew Chief or Installer*
- *Pass the physical assessment provided through the designated weatherization training center*

If all training requirements are met, priority will be given in the following order to:

1. *Veterans and eligible spouses*
2. *Highest WorkKeys® Scores at the levels profiled for each position of Auditor, Crew Chief or Installer*
3. *Experience or background in the construction field*

ACTION: Motion to accept above policy by Armand Greco, Kelly Gould seconded, all approved the Priority of Service Policy for Lehigh Valley Weatherization Training Voucher.

American Recovery and Reinvestment Act (ARRA) Funding

Nancy Dischinat reported that a WIA/ARRA funding update will continue to be communicated to the Board.

COMMITTEE REPORTS

Marketing Committee

Kelly Gould reported that the Marketing Committee met on January 7, 2010. Issues included:

- Promote a branding campaign focusing on success stories of diverse individuals who have benefited from advanced training through PA CareerLink® Lehigh Valley, using an effective media mix;
- Update and streamline the LVWIB website to make it more user friendly; RFP
- Continue to market to all demographics with a particular focus on veterans who will continue to receive priority of service
- Recruit Emeril Lagasse to kick educational attainment for the community “take it up a notch”
Todd Donnelly and Kelly Gould will continue to contact representatives of Emeril Lagasse.

Industry Committee

Gina Kormanik reported on behalf of the Industry Committee which met on February 19, 2010.

The new PA Green Jobs Report is available on-line at the state’s website at:

www.paworkforce.state.pa.us. This report aligns with our new Green Energy Industry Cluster and Industry Partnership. The Center for Workforce Information and Analysis is holding a Green Listening Session on April 8, 2010 and employers and educators are being asked to participate.

Meeting adjourned at 9:00 am.