WORKFORCE BOARD LEHIGH VALLEY

Post-Pandemic Strategic Workforce Services Delivery Plan

Developing and executing a strategic, effective, post-pandemic workforce services delivery system plan is an essential part of Pennsylvania’s statewide, coordinated COVID-19 response. To that end, the Pennsylvania Department of Labor & Industry, or L&I, bureaus of Workforce Partnership & Operations and Workforce Development Administration, or BWPO and BWDA, ask that workforce system partners outline plans for ensuring the continuation of and access to services for job seekers and businesses affected by the COVID-19 health crisis.

Instructions
In the spaces below, please articulate local workforce development board, or LWDB, planned actions as they relate to the continuation of services and access to services for the affected group. These points are not all-inclusive. Space is provided for additional, relevant narrative. Responses will be analyzed, aggregated, and used to inform national dislocated worker grant application materials and related post-pandemic recovery plan content.

I. Services to Individuals
   a. Ensuring the availability of services and access to those services is essential to effectively operating the statewide, one-stop network, PA CareerLink®. In your LWDA, what is your plan to meet individuals’ need to receive employment, unemployment and training services?

      The Workforce Board Lehigh Valley has a Five-Pronged Strategy for Job Seekers and for Employers. This Section I. will detail strategies for Job Seekers, as follows.

      1. Realign services, delivery, and staffing of PA CareerLink® Lehigh Valley’s One-Stop Partner organizations based on the new workforce services model and delivery design.

      2. Readjust and realign PA CareerLink® Lehigh Valley’s workforce services model and delivery design.

      3. Reimagine PA CareerLink® Lehigh Valley’s touch-points of service.

      4. Reinvent pathways to services and training.

      5. Regionalize a Lehigh Valley Communications Plan focused on business and industry, job seekers and the community.

PA CareerLink® Lehigh Valley’s basic and individualized career services are available on “Every Main Street” throughout Lehigh and Northampton counties, as one of our five-pronged strategies to Readjust and realign PA CareerLink® Lehigh Valley’s workforce services model and delivery design.
This established CareerLink presence throughout our communities is a strategy that facilitates access for job seekers and employers while dispersing physical customer foot traffic across five sites. In addition to our Comprehensive Center located at 555 Union Boulevard in Allentown, four PA CareerLink® Lehigh Valley satellites are in operation.

An overarching strategy integral to a smooth post-pandemic transition is proactive communication and outreach promoting workforce services. Lehigh Valley’s vehicle to successfully implement this goal can be initially facilitated through our satellite sites that are strategically housed within partner locations. Two of Lehigh Valley’s four satellite offices are co-located with the St. Luke’s University Health Network who operates four major hospitals and numerous service provider sites throughout the Lehigh Valley. A third satellite office is operated in partnership with the Lehigh Carbon Community College in center city Allentown, and the city of Easton provides store front property for our Easton site located next door to the Northampton Community College in the heart of Easton.

Due to the anticipated increased number of customers needing services, our new touch-points of services will be increased to include community colleges, literacy providers, community based organizations, and other partners.

To streamline access and availability to PA CareerLink® Lehigh Valley services, the BWPO and Title I partners have integrated staffing to operate a toll free help line. Our new touch-points of services system partners will be provided with PA CareerLink® Lehigh Valley services scripts and toolkits. This new delivery system provides first person, real time assistance to job seekers, employers and the unemployed.

BWPO staff handle UC Claim questions directly assisting customers. Our plans include cross-training current BWPO staff to handle UC claimant questions to increase the number of staff with UC knowledge to directly assist customers, which will increase our system’s ability to manage the projected increase of UC claimant questions. Increased UC informational links, services, Frequently Asked Questions, and access to a professional UC representative through our toll-free number are continually updated on the PA CareerLink® Lehigh Valley website and social media platforms.

We understand remote services are integral to our strategy of Readjusting and realigning PA CareerLink® Lehigh Valley’s workforce services model and delivery design.

Our internet, long distance services continue to be enhanced due to current conditions through teleconferencing using Zoom, Skye and other software. The delivery of on-line services include Career Resource Center, Welcome Center, program orientations, workshops, career exploration, resume development. It also provides assessments, career advisement, employability skills, career pathways exploration, skills training, customer service training, education and training options, Licensed Family Advocate counseling, case managers, and barrier mitigation, all geared to minimizing physical foot traffic.

Our Career Resource Center has 38 computers available for customers. To ensure we maintain appropriate social distancing. Customers will have access to every other computer
which will maintain the 6-foot social distancing guideline. The same procedure pertains to our Welcome Center and throughout our PA CareerLink® Lehigh Valley location.

Job matching is taking on a new design as we **Readjust and realign PA CareerLink® Lehigh Valley’s workforce services model and delivery design.**

A new Jobs Portal addresses employers’ immediate job openings tied to the Commonwealth Workforce Development System (CWDS), housed on PA CareerLink® Lehigh Valley website is available to all job seekers in the Lehigh Valley.

Partner involvement and universal public messaging is an invaluable strategy when implementing a successful post pandemic delivery plan. One Stop Partners, local school districts and career and technical schools and Community Based Organizations continue to be a vital support to all of our job seekers.

An expanded base of community partners is meeting monthly to reimage combining community partners’ service pathways to training and employment. Our strategy focuses on a Here to Help Virtual Community Fair, to holistically address individual and family issues as a result of the pandemic.

Cross training of partner staff is critical in serving the anticipated increased number of post-pandemic customer. PA CareerLink® Lehigh Valley Desk Guides are being created to include workforce services, information, and referral systems. Initial outreach is in progress to all One Stop Partners and other community partners such as libraries.

Workforce Board Lehigh Valley recognizes employer upskilling, training and apprenticeship needs. Collaborating with education and training providers regarding remote education and training availability, including required coursework available through a virtual platform, has been developed but new virtual course options are currently being created to accommodate an increased demand, due to the pandemic. Virtual ITA processes are in place to facilitate enrollments and engagement.

An emphasis will be placed on a **Here to Help** campaign design embedded into this entire Post-Pandemic Strategic Workforce Services Delivery Plan.

Please consider the following in your response:

b. In the event of high-volume demand when the one-stops reopen, how will you perform effective intake and referral, while at the same time ensuring responsible social-distancing practices?
   i. Outside triage?
   ii. People waiting in cars?
   iii. Limiting seating?
   iv. Individual appointment?
   v. Calling job seekers in by birthdate, alphabetically, SSN?
   vi. Some other method?
Workforce Board Lehigh Valley is reviewing a “drive thru” enhancement at our main location to facilitate services that do not require extensive in-person contact such as informational services, document exchanges, and managed UC courtesy call scheduling.

An information outpost located in a designated area of our large parking lot is under review to provide informational services and limit the foot traffic in our main facility. Traffic flow assistance from the local police department will be requested and an onsite security guard is already in place.

Continuation and enhancement of online services and the availability of multiple satellite sites strategically located throughout the Allentown, Bethlehem and Easton Lehigh Valley communities allow a broader customer base to access services remotely while reducing in-person foot traffic in a single location.

Existing process flows currently align with state guidance for program eligibility, enrollment and engagement. Additional new state guidance will be embedded in our process flow as required. Remote eligibility intake and case management can be conducted virtually by Intake Specialists and Career Advisors who are currently in remote eligibility and intake training.

Strategic post-pandemic customer flow meetings with our location lessors are underway to ensure maximum and additional use of space and parking to allow for safe social distancing. In addition, we are limiting customer registrations for all Federal, State, and local required group orientations, workshops, and sessions. At our Comprehensive Center at 555 Union Boulevard, our Community Room can seat over 65 customers while maintaining social distancing. Our building also has a large auditorium which seats nearly 200 people, a recently-built new gymnasium which we are currently negotiating to accommodate high volume demand, all to ensure social distancing.

Lehigh Valley maintains its first come, first serve practices for UC accessibility. Various mechanisms, such as mobile application notifications and/or help line staff assisted reservations, are under review to ensure managed customer flow.

PA CareerLink® Lehigh Valley employs two former Unemployment Compensation employees on staff who have volunteered to help UC claimants through the COVID-19 crisis and we plan to have these two staff continue to help with UC claimants. Additional staff cross-trained to answer basic UC questions.

Our planned procedure is as follows: When a customer enters the workforce system, an initial triage is conducted either virtually or in-person. If the customer has a question pertaining to any of the following basic issues, staff will assist the customer, thereby decreasing UC phone traffic and increasing customer satisfaction:

1. Certify A&A (Able/Available for work) and release benefits for the weeks filed.
2. Reopen claims.
3. Certify the weeks for which the claimants are filing.
4. Access to generating a new PIN.
5. Ability to remove EDR dates (Estimated Return to Work Dates).
6. Walking through steps with claimant to complete the claim.

In addition, with proper equipment and permissions, Bureau of Workforce Partnership and Operations (BWPO) staff will be able to assist at satellite locations and One-Stop partner organizations. This will help by providing UC information remotely and decreasing calls and foot traffic to the UC Call Centers.

To increase PA CareerLink® Lehigh Valley’s touch-points of service, a request is made to host a UC Representative at our Comprehensive Center, which has an annual foot traffic of 75,000 people. Several UC employees live in the Lehigh Valley and commute to the Scranton UC center. Cubicles, state network access, and any required accommodations will be made available.

Fifteen percent of the Lehigh Valley workforce is Hispanic/Latino. Therefore, we request consideration to have an interpreter onsite at our Comprehensive Center with a direct dial line to a UC call center, which augments our existing Language Line service.

A virtual animated online resource room is being reviewed to allow live chat assistance and real time support with PA CareerLink websites for intake and referral which will ensure social distancing and decrease foot traffic at all touch-points of service.

c. Which partners are immediately available to provide services? Are they available for a full array of services or a partial list?

All One-Stop Partners have been contacted regarding their availability to provide full or partial services. Due to the restricted timeframe to complete this Plan, we are in the process of collecting services, data, and new touch-points of services will be forwarded accordingly.

The following One-Stop Partners have responded in time for this Plan to be submitted: Title I, EARN, Rapid Response, Title II, Wagner-Peyser, BWPO, UC, Trade Act, Lehigh Carbon Community College/Adult Literacy/Perkins and Lehigh and Northampton County Assistance Offices/TANF through the PA Department of Human Services are the only organizations working under a staggered schedule.

It is our understanding, as of the writing of this Plan, that our One-Stop Partners are providing services remotely to the best of their ability, while following Federal and state mandated rules and regulations.

d. Which partners are not immediately available, and what are the challenges that limit that availability?

Workforce Board Lehigh Valley has reached out to all One-Stop Partners and, as noted in Section I.c. above, strategic discussions on providing different modes of services while maintaining distancing is a daily conversation.
Our plan includes providing touch-points of service at all One-Stop Partners and other community based organizations. The challenges that limit services availability include: physical location size, available hardware and software technology and training, staff availability, resources for remote operations, increased telecommunications, conducting services/operations with remote staff, and many more.

The Lehigh Valley’s quarterly CBO meetings are now monthly virtual meetings during the pandemic and will continue during the post-pandemic transition to ensure the most updated exchange of information, addresses customer issues, and expedite sharing of resources among partners.

Understanding current and projected challenges requires a broadening of our touch-points of services to include: all municipal locations, federal and state legislators, business and industry, Greater Lehigh Valley Chamber of Commerce locations, public utilities, internet providers, public transportation, healthcare providers, financial institutions, food banks, reentry facilities, child care providers, housing, and more as challenges arise. Collaboration with Lehigh and Northampton Transportation Authority (LANTA) is underway to provide free public transportation or use of LANTA buses to bring customers to any PA CareerLink® Lehigh Valley touch-points of services location.

e. What steps will be taken to streamline processes and make quick, effective referrals to services? (e.g. bypass large-group orientation or workshops)

The following streamlined processes are in place that strategically align staff to a new system of service model and delivery design. We are mindful of the fact that we have 17 school districts, 3 career and technical schools, 2 community colleges, and 83 community based organizations, aside from our One-Stop Partners, who feed into and make up our workforce system. We have initiated a community-wide network to streamline processes while maintaining social distancing to facilitate a time-sensitive referral system throughout the Lehigh Valley.

At PA CareerLink® Lehigh Valley, online sessions are remotely available for the CareerLink Welcome Center Orientation and Title I Adult, Dislocated Worker, Youth and DHS program services. Staff follow-up to answer questions and assess needs, and reviewing program eligibility is in place to determine appropriate program registrations and facilitate next steps. Career counselors provide one-on-one remote intakes through Zoom meetings and refer customers virtually to a full range of employment readiness training, including the You’re Hired curriculum supported by individual coaching from Job Search Instructors.

Once determined ready for work, customers are transitioned to a personal recruiter assigned to their career pathway, which aligns with our strategy of Reinventing career pathways to services and training. Recruiters are available via phone, email, social media or virtual face-to-face meetings to provide daily assistance with job leads, crafting resumes, applications, and practice interviewing. The recruiter interfaces with the Business Services team and business and industry regularly to find the best fit for each customer.
Remote education and training are available through personalized sessions with an Education and Training Specialist who personally counsels customers throughout the process of career awareness, assessments, testing, career pathways, training options and enrollment.

Many services are available virtually; however, alternative ways to provide all services are under review to minimize foot traffic, personal meetings, and to bypass group orientations and sessions.

f. Post-pandemic performance will not look like performance expectations in the pre-pandemic economy. Given the volume of Pennsylvania’s in need of services, how does your local area seek to define effective performance? (i.e. How will we best get folks quickly into and out of our system with the most efficient, effective, and lightest touch?)

Measurement of performance to provide services:
Customer satisfaction.
Number of workforce system services available virtually.
Timeframe of eligibility and enrollment.
Number of customers receiving an immediate diagnostic triage.
Timeframe of enrollment to employment.
Timeframe of enrollment to training.
Timeframe of training to employment.
Number of customers hired post-pandemic.
Number of employers using existing and post-pandemic services and training resources.

g. Which industries and occupations are mostly likely to provide an influx of job seekers in your area?

Every sector will be impacted in varying degrees, but the following industries and occupations will provide the largest influx of job seekers to PA CareerLink® Lehigh Valley services. Currently, Retail Trade and Accommodation and Food Services are the most severely impacted industries.

Health Care and Social Assistance: 57,755 workers (18.7% of employment)
Manufacturing: 33,174 workers (10.8%)
Retail Trade: 32,906 workers (10.7%)
Transportation and Warehousing: 29,544 workers (9.6%)
Accommodation and Food Services: 26,052 workers (8.4%)

The state and local High Priority Occupations lists should be subject to review and revision during the post pandemic transition to increase work based and occupational skills training opportunities in non-HPO career pathways.

h. What is your communication plan to share this information with partners and customers?
   i. Key messages?
   ii. Content?
   iii. Collateral?
   iv. Message and content delivery method?
Workforce Board Lehigh Valley’s post-pandemic communication plan is to **Regionalize a Lehigh Valley Communications Plan focused on business and industry, job seekers and the community.**

The key message in our campaign is we are “Here to Help.” The campaign is under development to convey the “Here to Help” message to the community. Chief Elected Officials, Mayors, One-stop partners, community based organizations, Greater Lehigh Valley Chamber of Commerce, Society for Human Resource Management, and legislators are designated touch-points in delivering our collective message, content and collateral to job seekers, employers and the community regarding our five-pronged strategy to meet customer needs.

Workforce development links on websites, participation in partner and government events, presence in legislative and partner offices to field questions and provide guidance, inserts in mass mailings, CareerLink and Workforce Board links in email distribution lists to partners’ customers and constituents, and a post-pandemic “Here to Help” community forum are strategies under review to address post-pandemic workforce development issues to support a healthy transition post-pandemic.

Lehigh Valley’s “Here to Help” campaign through on-site and remote service delivery is technology dependent with access to platforms and message placement is paramount. Intensified strategic outreach via billboards, daily website updates, social media posts on LinkedIn, Facebook, YouTube, Twitter and Instagram, podcasts, including television, interactive workshops and coursework on Canvas, Moodle, and Zoom are fully operational. Virtual face-to-face meetings and career advisement sessions are held on Zoom, Skype and FaceTime. Job leads, and print promotions continue via email distribution lists and website postings.

“Here to Help” mail inserts, internet links posted on touch-point partner websites, social media, rotating PA CareerLink® Lehigh Valley representatives to partner agencies, virtual outreach to field questions, referrals to resources, all promoting workforce services to Lehigh Valley residents impacted by the pandemic.

i. What, if any, physical changes are necessary to the workspace, traffic flow, waiting areas, et cetera in your one-stop centers to:
   i. Maintain social-distancing practices?
   ii. Protect job seekers?
   iii. Protect staff and partners?

To maintain social distancing, we will increase our emphasis on technology and on-line services to limit the number of people entering our locations to decrease traffic and customer flow to our physical locations. This is part of our strategy to **Realign PA CareerLink® Lehigh Valley’s workforce services model and delivery design.** In our current workforce model, our Comprehensive Center spans 32,360 square feet with access to an auditorium, gymnasium, office space, and access to parking that can adequately meet the increased traffic flow. Our Comprehensive Center is also connected to the Coca-Cola Park minor league baseball stadium that accommodates over 8,000
people for seating and parking. Our satellite locations will be scaled accordingly, based on usage.

To protect customer health and safety, we follow industry-standard sanitary best practices in cleaning including staff training on these standards. To protect job seekers, staff and partners, we will reconfigure seating within our workforce system in order to maintain social distancing. Additional space is available within our workforce system.

Physical workplace accommodations, such as sneeze guards and barriers, and a no-touch procedure will be in effect to protect staff, customers, and partners.

II. **Services to Businesses**

a. Business Services Teams, or BSTs, are employers’ most important point of contact with PA CareerLink®. In your LWDA, what is your plan to meet businesses’ need to post jobs, connect with job seekers and meet their employment challenges in the post-pandemic economy? Please consider the following in your response:

We are an established PA CareerLink® Lehigh Valley workforce system under current legislation and have consistently met or exceeded performance standards. Therefore, we have lived through good and bad economies, and we are now putting that knowledge and expertise to use. This is not our first rodeo, but it is our first global pandemic.

*Our plan to meet business needs begins with our five-pronged strategy.* Our plan to provide services to business begins with the services provided to job seekers and incumbent workers outlined in this plan; these are the people that make up the pipeline of workers we are preparing to meet the needs of business and industry. *This is why our SYSTEM is an infrastructure of workforce development, not just a training program. This strategy positions us with employers as the one-stop resource for business services, and a one-stop resource for training, with a full menu of services including training for employment.*

Our plan to meet business and industry needs includes increasing the use of technology to post jobs, to screen applicants, and connect with job seekers. We instituted a new Jobs Portal, tied to CWDS, which showcases *Immediate Job Openings from Employers with Immediate Needs!*

Through established business contacts, our Business Engagement Services Team partners with employers on a Jobs Email Blast to market real-time job openings to job seekers. In partnership with the Greater Lehigh Valley Chamber of Commerce, as an employer contacts the Chamber for workforce assistance, we are notified and offer a full array of personalized business services including posting jobs on PA CareerLink®.

The Business Services Team is comprised of Job Developers and Recruiters who work collectively with employers and connect with job seekers to make the employment match.

In the post-pandemic economy, our services to individuals has changed, due to social distancing and increased unemployment; however, connecting job seekers with employers remains an intensive individualized service through the use of technology.
New job matching assessment tools are under review to better direct the match between job seekers and employers, while decreasing personal contact. Remote services supporting business and industry include access to PA CareerLink® Lehigh Valley recruiters and business services representatives, virtual job fairs, job development, job seeker referrals, and on-line Skype job interviews. The Business Services Team connects daily with our employer base to develop work based training opportunities including On-the-Job training, internships, pre-apprenticeships and apprenticeships, and incumbent worker training.

The Business Services Team are part of the Rapid Response team in responding to WARN notices, worker dislocations, and Business Rights Information sessions. Construction is underway for these events to be done on a virtual platform.

b. Which industries and occupations are most likely affected in your area by pandemic-related dislocations?

Every sector will be impacted in varying degrees, but the following industries and occupations will provide the largest influx of job seekers to PA CareerLink® Lehigh Valley services. Currently, Retail Trade and Accommodation and Food Services are the most severely impacted industries.

Health Care and Social Assistance: 57,755 workers (18.7% of employment)
Manufacturing: 33,174 workers (10.8%)
Retail Trade: 32,906 workers (10.7%)
Transportation and Warehousing: 29,544 workers (9.6%)
Accommodation and Food Services: 26,052 workers (8.4%)

The state and local High Priority Occupations lists should be subject to review and revision during the post pandemic transition to increase work based and occupational skills training opportunities in non-HPO career pathways.

c. What is the portion of your local or regional economy that is directly affected by pandemic-related dislocations?

Many impacted businesses are from the Retail Trade and Accommodation/Food Services industries constitute nearly 20 percent of our workforce, or nearly 64,000 workers, while manufacturing has 10.8 percent of our workforce, but has an economic Jobs factor of 2.80.

d. What methods and tools will BSTs use to contact affected employers?
   i. In-person?
   ii. Telephone?
   iii. Internet-based (Skype, Zoom, et cetera)?

PA CareerLink® Lehigh Valley will continue to use the following methods and tools to contact employers: outreach through the Here to Help flyers, Jobs Portal, telephone calls including video-conferencing and tele-conferencing (Skype, Zoom), website, personal and blast emails, texts, social media, and more.

The Business Services staff plan to use video-conferencing to have employer round robin sessions to interview job seekers. We will continue to work with Greater Lehigh Valley Chamber
and its business councils, as our business intermediary, Society for Human Resource Management/Lehigh Valley Chapter, and other industry-related associations to connect with employers about workforce needs and services, resources, data and information.

e. How will BSTs coordinate with one-stop partners to make effective connections between dislocated workers and the employers who need them?

     The Workforce Board Lehigh Valley (WBLV) and its PA CareerLink® Lehigh Valley Business Services Team will coordinate with One-Stop Partners Rapid Response team to connect dislocated workers with employers.

     The Business Services Team works strategically with the Greater Lehigh Valley Chamber of Commerce and its 5,500 members who serves as the WBLV One-Stop Operator and Business Intermediary, establishing Business Services Team representatives as experts in development of business and industry’s workforce and experts in business and industry right-sizing.

f. How will BSTs coordinate with training providers to make effective connections between training programs and the employers who need them?

     Lehigh Valley’s workforce system has an effective connection with training providers through our workforce services model and delivery design. We provide spaces within our Comprehensive Center for training providers which we will increase. Currently, Lehigh Carbon Community College (LCCC), Northampton Community College (NCC) and Lehigh Career & Technical Institute are housed within our system and new training model options are under construction.

     Our Allentown Employment and Training Center satellite is housed within the downtown Lehigh Carbon Community College location and the Easton Employment and Training Center satellite is co-located with Northampton Community College’s downtown annex.

     We serve as the clearinghouse for business and industry regarding the High Priority Occupation List and connecting them to the training providers who provide the occupational training on the approved list. We also serve as the clearinghouse to the training providers on the list to connect them with employers who require skills training for their workers.

     The use of technology and virtual connections is increasing touch-points of services and facilitating social distancing with training providers also who may have gone online immediately.

g. What is your plan to expedite the writing, submitting, review and approval of job postings on www.pacareerlink.pa.gov?

     The PA CareerLink® Lehigh Valley workforce system has an effective and expedited procedure in place to post jobs, founded on a due diligence process to vet and approve job postings.

     The Business Services Team is cross-trained on entering job orders for employers and approving the job postings. Two staff members process the job postings in CWDS and other Business Services Team members enter job posting for employers. To expedite the process, we move staff back and forth between taking job orders and entering job postings. Post-pandemic next steps include cross-training recruiters and BWPO staff.
h. What is your plan to expedite the creation, review and approval of employer profiles on www.pacareerlink.pa.gov?

We currently have staff cross-trained to approve employer folders and new employer contacts. Due to an expected post-pandemic increase of building employer profiles, we will follow the current protocol in place to ensure scammers are not granted access to CWDS, while we work with BWPO to investigate new methods to review and approve state-required employer profiles.

We are flexible and will work with the state to expedite the creation, review and approval of new employer profiles developed.

i. What is your communication plan to share this information with partners and customers?

   i. Key messages?
   ii. Content?
   iii. Collateral?
   iv. Message and content delivery method?

*The Workforce Board Lehigh Valley and PA CareerLink® Lehigh Valley communication plan is focused on: WE ARE HERE TO HELP EMPLOYERS AND JOB SEEKERS!*

We will continue our comprehensive “Here to Help” messaging campaign through the distribution of PA CareerLink® Lehigh Valley information targeted to One-Stop Partners, employers, job seekers, elected officials, legislative offices, Greater Lehigh Chamber of Commerce 5,500 members, Society for Human Resource Management/Lehigh Valley Chapter 900 members, community based organizations, Next Generation Industry Partnership employers, Engage! Business Outreach Program, private colleges, public partners, and the entire general public.

We continuously update our www.careerlinklehighvalley.org website and social media outlets with information for both employers and job seekers. We established a new toll-free number for employers and job seekers to get immediate access to staff to answer their questions. We created a new Jobs Portal showcasing employers and their available positions in conjunction with postings on CWDS. We partnered with Adams Outdoor Advertising to execute a Lehigh Valley-wide electronic billboard campaign to drive everyone to our website for the latest breaking information. We will continue to use all means of communication including print media, television, radio, social media, personal emails, email blasts, teleconferencing, videoconferencing and more, both now and post-pandemic to serve employers, job seekers, our partners, and the community.

III. Additional Information

What are some local, regional or even statewide considerations not already mentioned? Please feel free to include any necessary additions.

Summary

This inquiry is being share with all 22 LWDBs to gather information about strategic responses in all 23 LWDAWs. Please be complete, but concise, as responses will be combined into a larger publication that addresses Pennsylvania’s statewide response to workforce system challenges in response to the ongoing health crisis.