

the Workforce Quarterly

A Quarterly Update for the Central Pennsylvania Workforce Investment Board

Volume 2, Fall 2006

Board Chair Message

I believe the most exciting part of my involvement in workforce is the notion that we are public sector entrepreneurs. Many WIBs from across the country are grappling with the same issues: becoming more relevant to the business community, streamlining services, assessing skill sets, and making infrastructure affordable. Rather than following a model in Central Pennsylvania, we are in fact building it. Our success to date is linked inextricably to the time, dedication and credibility of our Board and staff over the last 8 years. I am thankful and inspired by the commitment all of you have made to this effort.

The WIB's task continues to be coordinating the development of a comprehensive workforce system that supports our most important industries and ensures a skilled labor-force working in jobs that pay a livable wage. Our job is to prepare, educate and train the

workforce; link people to jobs; and support the economic sustainability of our key industries. The recipe for our future success is an engaged, credible WIB that promotes, supports and rewards innovation and entrepreneurship.

In 2007, the CPWDC will implement a reorganized WIB Committee structure that will realign the work to better meet our strategic priorities. I am once again emphasizing the importance of Board members' time and commitment to the WIB's success. While we have made progress, the work and opportunities in front of the WIB are expanding rapidly and a fully engaged WIB is critical to the future success of the Central Region. ●

— Dean Girton,
Chairman of the Central Pennsylvania
Workforce Investment Board

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News Flash...

Health Careers Week 2006

Governor Edward G. Rendell proclaimed November 13-17 as Pennsylvania Health Careers Week 2006. The CPWDC and the local PA CareerLinks sponsored and promoted activities that highlight the diverse career opportunities within the health care field to both adults and high school students. Health Careers Week 2006 focused on the following health care professions, all of which are in demand, pay well and offer opportunity for advancement:

- Clinical Laboratory Sciences
- Health Information Management
- Medical Secretary
- Nursing
- Pharmacists and Pharmacy Technician
- Respiratory Therapy
- Direct Care Workers
- Medical Imaging
- Medical Transcription
- Occupational Therapy
- Physical Therapy (PT) & PT Assistants
- Surgical Technician

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Grants

Since July 2006, the CPWDC has been awarded over \$500,000 in competitive grant funds available through initiatives supported by the Commonwealth's Department of Labor and Industry. Over \$300,000 will be used to continue to support six regional industry partnerships in Building & Construction, Factory Built Housing, Food Processing, Health Care, Lumber & Wood and Plastics. Funds will assist in organizing the partnerships and engaging in industry-led initiatives such as strategic planning, curriculum development, recruitment and retention practices and career awareness.

Jointly, the CPWDC and the South Central WIB have received \$400,000 to support supervisory training for incumbent workers in the health care industry. Beginning in 2007, the CPWDC will be scheduling training opportunities across the region for first-line supervisors to learn skills in communication, coaching, conflict resolution and time and stress management. South Central will focus their funds on developing a training program for middle-level supervisors.

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CareerLink

The Bureau of Workforce Development Partnership (BWDP) issued "Guidelines for One-Stop Chartering and PA CareerLink Certification" that all Local Workforce Investment Boards must implement in order to retain certification of their chartered PA CareerLink facilities.

The Workforce Investment Act requires that all partners pay for shared costs based on a measure of benefit to the partner program. The Resource Sharing Agreement (RSA) defines those shared costs and the measure of benefit to each partner's program. The RSA is a financial agreement between the CPWDC and the partners.

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Legislation

According to the National Association of Counties (NACo) website, the Senate passed a reauthorization of the Workforce Investment Act shortly before the July 4, 2006 recess. The bill includes 100 percent transfer ability between Adult and Dislocated Worker funding streams. The House also acted during the last session and has been awaiting Senate passage. Before the Senate passage, an agreement was struck that calls for no conferees to be appointed until two of the major issues have been addressed in a pre-conference. These issues are the faith based hiring practices and consolidated block grants. Other issues standing in the way of reauthorization include the split between servicing in school and out of school youth, the administrative cost definition and infrastructure costs.

Partnerships

On September 27, 2006, a press conference held at the Watson Inn formally announced the formation of the PA Heartland Coalition of Schools. The Coalition is a partnership of 25 school districts located in Columbia, Lycoming, Montour, Northumberland, Snyder, Sullivan and Union Counties. Harry Mathias, Superintendent of Central

Columbia School District, unveiled the Coalition's mission to combine academic standards with a workforce development focus to enable students to function in society and demonstrate increased academic achievement. As Dr. Mark DiRocco, Superintendent of Lewisburg School District, stated, one of the goals of the Coalition is to enhance the Valley's position as a desired place to live and work. The Coalition has

drawn support from various regional organizations representing post-secondary education, economic development, chambers of commerce and elected officials. Sandi Vito, Pennsylvania's Deputy Secretary for Workforce Development, presented the Coalition with \$15,000 to support a marketing campaign focused on parents and students.

Committee Profile

Executive Committee

Given that the full 44 member Workforce Investment Board meets four times a year, it is the responsibility of the Executive Committee to oversee the day to day operations and activities of the CPWDC on behalf of the full WIB. The Executive Committee reports to the full WIB, however, the committee does have authority to make binding decisions for the CPWDC, on behalf of the WIB, with the full Board ratifying Executive Committee decisions at their quarterly meetings.

According to the by-laws of the CPWDC, the WIB Chair's appointment of individuals to the Executive

Committee must be approved by the full WIB. In addition, the WIB Chair and the LEO Board Chair maintain a permanent position on the Executive Committee.

Membership:

Dean Girton
(Chair)

Davie Jane Gilmour

Dave Capperella

Gary Landon

Mike Wilson

Keith Miller

Terry Krezmer

Chris Minnich

William Robinson
(Vice Chair)

Dick Nassberg

Ruth Fisher

Dennis Greenaway

Robert Murphy

Russ Reitz

Kevin Varano

Jamie Aurand



Board Member Profile

Billy Robinson

When people tell Billy Robinson they're a vegetarian, he replies, "so are my chickens." If the chicken on your plate came from BJE Farms, it was raised without pesticides or antibiotics and ate a meat-free diet.

Billy is President of BJE Farms and Kreamer Feed. BJE consists of 65 Pennsylvania farms where organic eggs, chicken and beef are raised under contract for distribution. Kreamer Feed is a sixty-year-old producer of farm animal feed, both organic and non-organic, in Kreamer.

Kreamer Feed's 25% increase in production last year exemplifies the growing public demand for organic products. BJE's business now includes organic turkeys and ethnic meat production like French guinea hens and colored chickens.

Billy serves as the Vice Chair to the Workforce Investment Board, Executive Committee and Youth Council.

Spotlight

Wirerope Works, Inc. Goes WorkKeys

In July 2006, the CPWDC and Wirerope Works, Inc., a manufacturer of steel wire rope for mining, oil exploration, marine, elevator, structural and general purpose applications, entered into a partnership to integrate WorkKeys® assessments into the company's hiring practices. Dan Smith, HR Manager of the Williamsport-based company, views WorkKeys® as a valuable tool in selecting and retaining qualified workers. CPWDC secured a WorkKeys® authorized job profiler, who after working with company employees, identified three areas of assessment that are critical to entry level positions.

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Staff Members

William C. Brock
Executive Director

Shannon Miller
Assistant Director

Pauline Guffey
Senior Finance Manager

Rachel V. Smith
*Manager of Workforce
Research and Development*

Kelly Baker
Fiscal Coordinator

Sandie Fairman
CareerLink Coordinator

Tracy Hower
Research Coordinator

Kate Lomax
Welfare Coordinator

Cheryl Reish
Fiscal Coordinator

Laura Seward
Office/Board Coordinator

William Berry
Senior Research Assistant

Sarah Gill
Research Assistant

News Flash

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For the second year, the CPWDC, in partnership with local healthcare providers and the Northcentral Pennsylvania Area Health Education Center (AHEC) sponsored a local essay contest. Tenth grade students were invited to submit persuasive essays encouraging their fellow students to consider a future health career. Additionally, the PA CareerLinks hosted a variety of events including career/job fairs, health expos and access to free health care services, such as flu shots and blood pressure screenings. For more information on Health Careers Week 2006, visit www.pahealthcareers.org.

Labor Market Facts

A Focus on Health Care in Central Pennsylvania

Did you know?

- The Health Care industry provides over 32,000 jobs in Central Pennsylvania.
- Almost 3 out of every 20 jobs in the Region are in Health Care.
- The Health Care industry contributes over \$1.1 billion in annual payroll to the regional economy.
- Every 3 new jobs created in Health Care lead to the creation of 2 new jobs in other sectors of the economy.
- Between 2004 and 2014, the Health Care and Social Assistance sector is expected to grow by 13% or 4,300 jobs. *(Note: Total jobs are expected to grow 5% during the same time period)*
- The industries expected to show the most job growth are hospitals, long term care facilities and community care facilities for the elderly.
- The occupations with the greatest demand will be Registered Nurses, Home Health Aides, Nursing Aides and Licensed Practical Nurses.
- Women comprise 80% of the individuals working in Health Care.
- Over 40% of individuals working in Health Care are 45 years old or older.

Grants

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The CPWDC received \$100,000 to support the development of a Regional Career Education Partnership that will link the region's existing business and education partnerships into a network that shares best practices. The majority of the funds will be used to contribute toward innovative business and education projects including linkages to the industry partnerships and teacher in-service activities.

CareerLink

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During the development of the current RSA, it was determined that the previous year's RSA did not include all of the costs that should have been shared by the partners for the operation of a PA CareerLink. Many partners stated they could not afford to remain in the PA CareerLink due to the rising RSA costs. BWDP formed a "RSA Fiscal Workgroup" to recommend a solution to this problem, as it became a statewide and even a national concern. CPWDC is participating on this workgroup to make recommendations to ensure full partner participation in the RSAs.

Spotlight

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Now applicants selected by DePasquale Staffing for an interview also complete WorkKeys® assessments in Locating Information, Observation and Applied Technology at the PA CareerLink Lycoming County. Those applicants who meet the minimum skill levels required by the job profile receive a certificate, while those that do not are able to access an on-line remediation tool to improve their skills. To date, over 20 applicants for Wirerope Works, Inc. have completed the assessments.

Calendar

November

- 2 Industry Education and Training Committee
- 7 Youth Council
- 13 CareerLink Quality and Chartering Committee
- 17 WIB/LEO Board Quarterly Meeting
- 21 Local Management Committee

December

- 5 Youth Council
- 11 Audit/Finance Committee
- 15 Executive Committee
- 19 Local Management Committee

The committees are meeting now through January 2007 to establish their regular meeting schedule for the coming year.

CareerLink Locations

PA CareerLink Columbia County at Bloomsburg

351 Tenny Street
Bloomsburg, PA 17815
570.387.6288
Penny Hess, *CareerLink Administrator*

PA CareerLink Centre County at State College

1300 Benner Pike, Suite 2
State College, PA 16801
814.272.5465
James Dugan, *CareerLink Administrator*

PA CareerLink Clinton County at Lock Haven

8 North Grove Street, Suite F
Lock Haven, PA 17745
570.893.4022
Bobbie Scrimshaw, *CareerLink Administrator*

PA CareerLink Lycoming County at Williamsport

145 West Third Street
Williamsport, PA 17701
570.601.5465
Bruce Jones, *CareerLink Administrator*

PA CareerLink Mifflin County at Lewistown

MCIDC Plaza, Building 58
6395 SR 103 North
Lewistown, PA 17044
717.248.4942
Margie Eby, *CareerLink Administrator*

PA CareerLink Northumberland County at Shamokin

2 East Arch Street
Shamokin, PA 17872
570.644.6570
Linda Van Der Pool, *CareerLink Administrator*

PA CareerLink Snyder County at Selingsgrove

713 Bridge Street
Selingsgrove, PA 17870
570.374.5751
Alison Ordonez, *CareerLink Administrator*

→ Please note that meeting dates are subject to change. To confirm date, time, or location, contact CPWDC at 570.568.0800.

Did You Know?

• CRC •

(Career Readiness Certificate)

The Career Readiness Certificate (CRC) is a portable credential based on three WorkKeys® assessments: Applied Mathematics, Locating Information and Reading for Information. Earning a CRC signifies that a job seeker has "real-world" skills that apply to multiple industries and occupations. The CRC is a worthy supplement to other credentials because it is performance-based and measures what a person can DO rather than what a person KNOWS. The CPWDC has developed a regional CRC currently being offered through the PA CareerLink Mifflin County. Employers can use the CRC as a tool in the hiring process.

Change of Address?

We want to be certain that you do not miss an issue, so please send address changes to lseward@cpwdc.org so that we can move with you.

Prefer the Electronic Version?

If you would rather receive the electronic version, please send your email address to lseward@cpwdc.org. Thank you for helping us to use our resources wisely.



Central Pennsylvania Workforce Development Corporation

Three Kelly Square • Route 15 North • Lewisburg, PA 17837

Counties Served: Centre • Clinton • Columbia • Lycoming
Mifflin • Montour • Northumberland • Snyder • Union

Central Pennsylvania Workforce Investment Board Members and Affiliations

Harry Adrian
Union-Snyder Community Action Agency

Jamie Aurand
Private Sector

Norma Braidigan
Five County United Labor Council

Dave Capperella
Capperella Furniture

Anne Day
Professional Building Systems

Gene Della-Croce
Northumberland County Assistance Office

Ed Edwards
Columbia Montour Chamber/
Columbia Alliance

Trevor Finn
Montour County Commissioner

George Freiji
Hillex Poly Company

Ruth Fisher
JC Penney Company

David Frey
Williamsport Regional Airport

Tim Gage
Brodart Company

Frank Gallagher
Centre County Central Labor Council

Davie Jane Gilmour
Pennsylvania College of Technology

Dean Girton
Girton Manufacturing Company

Dennis Greenaway
Greenaway Certified Appraisals

Lisa Kennedy
Philips Ultrasound

Terry Krezmer
Lonza, Inc.

Gary Landon
Lycoming County Assistance Office

William Lavage
Service 1st Federal Credit Union

Robyn Long
Conestoga Wood Specialties

Scott Lubinski
Central Susquehanna Opportunities

Harry Mathias
Central Columbia School District

Rich Merkle
Geisinger Health System

Keith Miller
Lock Haven University

Chris Minnich
Northumberland County Area
Agency on Aging

Bob Murphy
Merck & Company

Nick Pecone
Office of Vocational Rehabilitation

Rob Postal
Mifflin County Industrial Development
Corporation

Denny Quinn
Bureau of Workforce Development Partnership

Sue Reinke
Lewistown Hospital

Russ Reitz
State Farm Insurance Company

Dennis Robinson
SEDA-COG

Billy Robinson
Kreamer Feed, Inc

Roger Sheets
Woolrich, Inc

GT Thompson
Susquehanna Health System

Harry VanSickle
Havsho, Inc

Kevin Varano
Varano's Warehouse

Mike Wilson
Title II Representative

Dave Zartman
Zartman Construction

Local Elected Official Board & Affiliations

Commissioner Chris Exarchos
Center County

Commissioner Tom Bossert
Clinton County

Commissioner Dave Kovach
Columbia County

Commissioner Dick Nassberg
Lycoming County

Commissioner Susan McCartney
Mifflin County

Commissioner Harold Hurst
Montour County

Commissioner Sam Deitrick
Northumberland County

Commissioner Steve Bilger
Snyder County

Commissioner John Showers
Union County