

the Workforce Quarterly

A Quarterly Update for the Central Pennsylvania Workforce Investment Board

Volume 4, Spring/Summer 2009

Board Chair Message

As CPWDC begins a new fiscal year, we continue to provide opportunities to the region's employers and their workforce. The American Recovery and Reinvestment Act (ARRA) provides extensive supplements to existing Workforce Investment Act programs during the volatile economic climate. CPWDC will utilize the \$4.7 million available to increase the number of adults, dislocated workers and youth served through the region's PA CareerLink system. These programs, when aligned with the needs of employers, will be geared toward stimulating the economy and preparing the workforce for current and future employment opportunities.

In May 2009, the Workforce Investment Board approved CPWDC's Recovery Act Plan that was submitted to the Pennsylvania Department of Labor and Industry to incorporate into their statewide plan. The Plan outlines the incorporation of ARRA funding into the current mix of PA CareerLink services for job seekers and employers.

Construction, Energy, Health Care and Manufacturing are identified as industry priorities for training opportunities that will lead to employment and family sustaining

wages. CPWDC feels that these industries offer the greatest opportunities in the region for our future workforce. CPWDC will continue to use the Career Readiness Certificates powered by WorkKeys as the starting point for job seekers accessing training services.

The Region's youth have access to ARRA funding as part of the summer employment experience known as SEE Central Pennsylvania. This seven-week program engages youth in career development activities and meaningful work experiences and provides wages that many youth would have had difficulty finding this summer. To date, close to 600 youth have been placed in the program and are working and learning all across Central Pennsylvania.

To ensure transparency, fiscal responsibility and full expenditure of funding, CPWDC developed guiding principles to direct staff and any subcontractors who receive funding. CPWDC will post updates on our website regarding planning and implementation of programs, number of individuals served and expenditure of funds. For more information and to view CPWDC's Recovery Act Plan, please visit http://www.cpwdc.org/Recovery_Act.htm.

— Dean Girton

Chairman of the Central Pennsylvania
Workforce Investment Board

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News Flash...

Energy Efficiency

Energy efficiency, or the use of technologies and measures to reduce the amount of energy required to power homes, offices and factories, is a hot topic in Pennsylvania and across the nation. Increased demand for energy efficiency will lead to an increased demand for a skilled workforce capable of auditing and recommending efficiency solutions and then installing measures to produce the desired energy savings. Much of the demand will be spurred through two pieces of legislation.

The American Recovery & Reinvestment Act (ARRA) provides \$252.8 million for Pennsylvania's Weatherization Assistance Program (WAP), which is designed to help low-income households decrease energy consumption and costs.

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Guest Article

The Governor's Action Team

— Kate Fairweather

The Governor's Action Team is a group of economic development professionals that serve as the single point of contact at the state level for companies considering an expansion or relocation in Pennsylvania.

The Action Team works directly with businesses and every agency of state government to see that we deliver what it takes to locate or expand in Pennsylvania. The Action Team provides quick and hassle-free access to comprehensive programs and initiatives. We help companies find a suitable site, arrange financing and coordinate its needs with state and local agencies. The Action Team works together with the CPWDC to address a company's employment needs.

Pennsylvania is investing in growth and the companies that fuel it. We recognize how closely our success is tied to that of our businesses. We are vital partners in building our economy, revitalizing our communities and creating jobs.

The Action Team headquarters is located in Harrisburg with five regional offices located in Lewisburg, Scranton, Erie, Philadelphia and Pittsburgh. These offices are able to cross traditional bureaucratic boundaries and work with all state agencies, cutting through red tape to access all forms of state assistance quickly, effectively and comprehensively.

Kate Fairweather, Central Region Director, Governor's Action Team
Department of Community & Economic Development

PA CareerLink

Summer Youth Update...

This summer, PA CareerLink helped connect more than 575 youth and young adults ages 16 to 24 to summer jobs in and around communities all over the region through SEE Central Pennsylvania.

About 160 organizations from the public, private and non-profit sectors provided youth with meaningful work experiences for 7 weeks. SEE Central Pennsylvania also served over 80 14 and 15 year olds in summer programs that incorporated academic and service learning projects. Programs for these younger youth were operated by the East Lycoming School District, the Shamokin Area School District in partnership with Economics Pennsylvania, and Tuscarora Intermediate Unit Community Education Services. During periods of high unemployment, youth are among those who are affected; they can lose opportunities to gain valuable basic work experience that is often learned in a summer job. SEE Central Pennsylvania, funded through the American Recovery and Reinvestment Act, intended to provide youth with this much needed experience to ensure their future success in the workforce. [Watch for more highlights on SEE Central Pennsylvania at www.cpwdc.org.](http://www.cpwdc.org)

Partnerships

In 2008-09, CPWDC received funding to support seven Industry Partnerships. Highlights of 2008-09 Industry Partnership activity include:

- Formation of a region-wide Advanced Manufacturing partnership focused on serving the quality, technical and organizational needs of plastics, food processing, lumber and wood and other manufacturers.
- Partnership with SEDA-COG's Energy Resource Center to provide informational and technical training on energy efficiency and renewable energy to the region's manufacturers on topics such as the impact of utility deregulation and opportunities for negotiating rates, energy efficiency lighting and best practices in "going green".
- Development and delivery of an employer-endorsed pre-employment program for individuals seeking Building and Construction

employment. The program combines job readiness, technical skills, career coaching and industry and occupational exploration.

- Various training events, including an emphasis on "green" training, to increase market share and to preserve the region's Factory Built Housing industry.
- Collaboration between Penn State and Pennsylvania College of Technology to initiate a Marcellus Shale Industry Partnership and develop a predictive model to estimate the number of jobs on a per well basis in both the Central and Northern Tier regions.
- Completion of a comprehensive analysis of the workplace supply and demand factors across health care facilities with an emphasis on the continued shortage of Registered Nurses and Nurse Aides.

For more information on the PA STEM Initiative, visit <http://www.pasteminitiative.com/>.

Spotlight

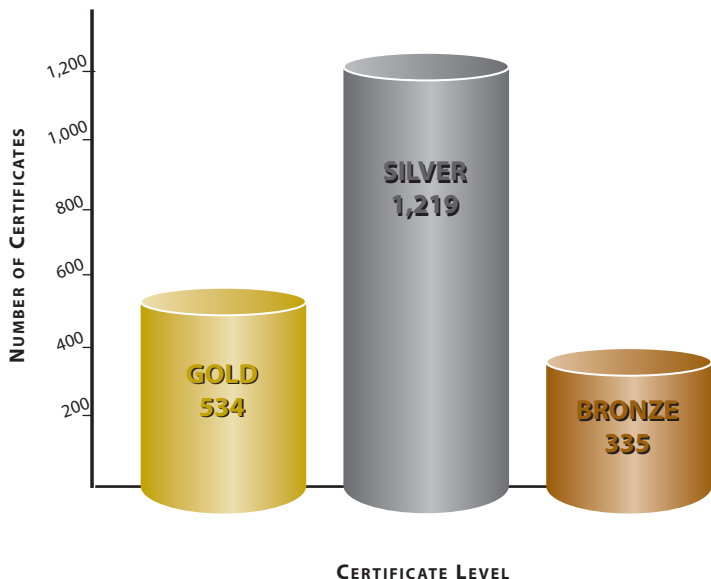
The Career Readiness Certificate – Powered by WorkKeys®

In Central Pennsylvania, CPWDC succeeded in issuing more than 2,000 Career Readiness Certificates (CRC) to individuals in each of the seven PA CareerLinks, and in several high schools, Career and Technology Centers and for several employers across the region. Over 330 Central Pennsylvania employers currently recognize the Career Readiness Certificate and consider it as a component of their hiring process.

The first CRC in Central Pennsylvania was issued in April 2006 at the PA CareerLink Mifflin County. In 2008, the first full year of offering WorkKeys at all seven PA CareerLinks, CPWDC issued more than 1,200 CRCs in the region as well as signed on more than 190 employers agreeing to recognize the CRC. ●

For more information on Central Pennsylvania's WorkKeys CRC program, please visit www.cpwdc.org and click on the WorkKeys tab; or visit www.workkeys.org.

Career Readiness Certificates Issued
(JULY 23, 2009)



Board Member Profile

Roger Sheets

Vice President of Human Resources at Woolrich

Once again, it is the outstanding members of our community that help make CPWDC outstanding in the Commonwealth.

Roger Sheets has been Vice President of Human Resources at Woolrich, Inc. for the past 17 years. During that time, he has loaned his expertise to not only CPWDC's Personnel Committee, but to the Manufacturing Association of Central PA, the American Apparel and Footwear Human Resources Group and the IMC. Roger teaches the Senior Professional in Human Resource (SPHR) and Professional in Human Resources (PHR) certification courses for Penn State.

Roger sees his participation on the WIB as a great opportunity; he is able to see how training and development dollars are helping our Region. A native of Illinois and a graduate of Southern Illinois University, Roger now resides in Williamsport with his wife of 41 years. Roger has two children and four grandchildren. ●

Staff Members

Shannon Miller
Executive Director

Rachel V. Smith
Assistant Director

Jacob Smith
Finance Manager

William Berry
Research Coordinator

Sandie Fairman
Quality Assurance Coordinator

Sarah Gill
Research Coordinator

Tracy Hower
Research Coordinator

Stacey Kifolo
Project Coordinator

Mary Lilla
Fiscal Coordinator

Kate Lomax
Youth Coordinator

Korrie Lucas
Workforce Coordinator

Cheryl Reish
Senior Fiscal Coordinator

Laura Seward
Office/Board Coordinator

Chris Wilusz
Workforce and Community
Development Educator

Kristy Anderson
Senior WorkKeys/Operations
Assistant

Jeannette Calhoun
Fiscal Assistant

Shane Bierly
Summer Youth Monitor

Labor Market Facts

Did you know?

In May 2009, unemployment in Central Pennsylvania increased to 8.5%, which was slightly above Pennsylvania's rate of 8.2% and below the national average of 9.4%. When translated from a percentage into the number affected, there were 26,500 unemployed individuals actively seeking work or waiting to be called back from layoff. We estimate that at least an additional 20,000 individuals have become discouraged and are no longer seeking employment or are underemployed (i.e., working fewer hours than they desire, working for lower wages than previously earned or not utilizing their skills in their current employment).

A recent study, *Overlooked and Undercounted, Struggling to Make Ends Meet in Pennsylvania*, released by PathWays PA in May 2009, attempts to identify those families that are struggling to make ends meet. According to the report "while less than 1 in 10 Pennsylvania households are considered "poor" according to the Federal Poverty Level, *Overlooked and Undercounted* shows that 1 in 5 households earn less than they need to make ends meet." More than 4 out of 5 of Pennsylvania households with inadequate income have at least one worker. In more than half of these households, there is at least one full-time year-round worker.

In Central Pennsylvania, over 39,500 households, or 22% of all households, are below self-sufficiency. Only 45% of those households also qualify as falling below the poverty line. These workers are not earning a family sustaining wage, or the income necessary to support a family's basic needs (child care, transportation, food, housing) based on composition and location of residence without government assistance. The average self-sufficiency wage for a single-parent and pre-school aged child household is \$30,460 per year or \$14.64 per hour if employed full-time. ●

For more information on the report, visit http://pathwayspa.org/PW_Over_Under_lo_res.pdf

Legislative Update

State funding for Industry Partnerships and Industry Partnership Worker Training is in jeopardy in the state budget process. Currently, statewide there are 76 partnerships encompassing 6,300 businesses. Despite a significant inflow of workforce funds through the American Recovery and Reinvestment Act (ARRA), Workforce Investment Boards are limited to using Recovery Act funds for activities allowable under the Workforce Investment Act and cannot provide the same types of training, particularly focused on incumbent workers, and non-training services funded through Industry Partnerships.

Since inception of Industry Partnership funding in 2005, over \$3.25 million has been invested in strategic activities and incumbent worker training in Central Pennsylvania. Over 2,800 incumbent workers from 200+ companies have been trained in industry-identified skill and occupational areas. ●

News Flash

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Using ARRA funds, Pennsylvania plans to weatherize at least an additional 29,700 housing units over the next 3 years and create approximately 900 jobs. Funding will flow through WAP providers and subcontractors. Currently within the Central Region, SEDA-COG, STEP, Inc., Central Pennsylvania Community Action and Northumberland County Weatherization provide WAP services.

Act 129, enacted by the Pennsylvania Public Utility Commission (PUC), required that major electric utilities file plans by July 1, 2009 to reduce overall energy consumption for electricity by 1 percent by 2011 and by 3 percent by 2013. Demand for electricity during peak hours must be reduced by 4.5 percent by 2013. In order to achieve these goals, the utilities will be developing a series of programs for institutional and residential, including low-income, customers. Many of these programs will be subcontracted to vendors who may need to upgrade the skills of the current workforce or hire additional workers. Act 129 information, including program descriptions, is available for PPL at www.ppelectric.com and for Allegheny Power at www.alleghenypower.com. ●

• Grants •

Educator Tours

Through the Gold Medal Initiative, with funding from the PA Department of Labor and Industry, over 160 educators can now help their students answer the questions: *"Why are we doing this?"*, *"How will I use this in life?"*, or *"What's the point?"* CPWDC, in partnership with K-12 Outreach at Pennsylvania College of Technology, organized a spring series of ten Educator Tours to highlight regional businesses linked to the Industry Partnerships. Educators had the chance to tour facilities and hear from business leaders about the company, its business model and typical jobs and career paths. Events were held after school hours and educators earned Act 48 credits. Based on the positive feedback from both the educator and business participants, CPWDC plans to offer additional Educator Tours in the future.

We would like to thank the following businesses for their participation:

Bingaman & Son Lumber, Kreamer
Deluxe Homes, Berwick
Evangelical Community Hospital, Lewisburg
First Quality, Lock Haven/McElhatten
Kleerdex, Bloomsburg
Marcellus Shale Education and Training Center, Penn College & Penn State
SEDA-COG, Lewisburg (Energy Efficiency)
Selectrim, Williamsport
Susquehanna Health, Williamsport
Videon Central, State College
Weis Markets, Lewisburg/Milton/Sunbury

Calendar

August

- 4 Youth Council
- 6 CareerLink Operations and WorkKeys Committee
- 20 Workforce Trends and Strategy Committee
- 24 Audit/Finance Committee
- 25 Local Management Committee
- 28 WIB/LEO Board

September

- 3 CareerLink Operations and WorkKeys Committee
- 21 Audit/Finance Committee
- 22 Local Management Committee
- 28 Executive Committee

October

- 1 CareerLink Operations and WorkKeys Committee
- 6 Youth Council
- 19 Audit/Finance Committee
- 23 Executive Committee
- 27 Local Management Committee

Did You Know?

• ARRA •

The American Recovery and Reinvestment Act (ARRA), signed by President Obama in February 2009, is intended to preserve and create jobs, to stimulate the nation's economy, and to assist those most impacted by the recession. The Central PA CareerLinks are playing a vital role in Pennsylvania to meet these expectations by assisting workers who are facing unprecedented challenges to retool their skills and re-establish themselves in viable career paths.

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

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

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Union-Snyder Community
Action Agency

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Greater PA Regional
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Susque-View Home, Inc.

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MH/MR Homekeepers Program

William Moulfair
Bureau of Workforce
Development Partnership

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Rob Postal
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Development Corporation

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Russ Reitz
State Farm Insurance Company

Pete Rickert
Five County Central Labor Council

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Kreamer Feed, Inc

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SEDA-COG

Roger Sheets
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Susan Swartz
Office of Vocational Rehabilitation

Harry VanSickle
Havsho, Inc

Kevin Varano
Varano's Warehouse

Mike Wilson
Rose Pool and Patios

Ted Wurfel
Chief Gathering

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Zartman Construction

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Centre County

Commissioner Tom Bossert
Clinton County

Commissioner Dave Kovach
Columbia County

Commissioner Jeff Wheeland
Lycoming County

Commissioner Otis Riden
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