

the Workforce Quarterly

A Quarterly Update for the Central Pennsylvania Workforce Investment Board

Volume 4, Fall 2010

Board Chair Message



Billy Robinson, Chair

Central Pennsylvania Workforce Development Corporation

“Can you help me?” are four powerful words in any language. Every week hundreds of adults and youth walk into our PA CareerLink® offices because they need

our help. So how do we, as WIB members, help them? We ensure that the complicated administrative and financial structure necessary to oversee PA CareerLink® facilities in nine counties is in place so that customers can access the services they need.

Industry partnerships, training, educational initiatives, and welfare and youth activities take much planning and counsel before they are offered at the PA CareerLink® level.

Opportunities to help guide these processes are discussed at monthly WIB Committee meetings. WIB members are needed to actively serve where these decisions are made; it is the important work done at Audit/Finance, CareerLink® Operations & WorkKeys®, Youth Council, Local Management, and Workforce Trends and Strategy Committee meetings that make us one of the best WIBs in the nation.

We should never lose sight of the fact that active WIB members can and do make a difference every day in the lives of our customers. Customers may not be aware of the time we volunteer or the work of the CPWDC staff. They simply need our help.

For more information about WIB Committees, please visit <http://www.cpwdc.org>.

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Guest Article...

Goodwill Keystone Area PA WorkWear

— **Laura Mealia**

Director of Services, Goodwill Keystone Area
Juniata, Mifflin, Northumberland,
Snyder and Union Counties

Goodwill Keystone Area's Shamokin Dam and Burnham Retail Stores and the Department of Public Welfare Bureau of Employment & Training Programs have partnered to provide CPWDC EARN participants with free quality clothing and other attire needed to succeed in the workplace.

Goodwill Keystone Area's PA WorkWear Program accepts referrals from Mifflin, Northumberland, Snyder, and Union Counties in the Central Region.

PA WorkWear provides participants with clothing and uniforms to help them start employment or participate in training. In addition to the items that the EARN participants need, Goodwill Keystone Area provides additional items, such as accessories that may help a participant fit in with others in the workforce and make the transition to work easier. Goodwill Keystone Area tries to keep the most needed attire and footwear on hand; if needed items are unavailable, the team will find them so that EARN participants can attend an interview, work or training without delay.

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News Flash...

PA Way to Work Initiative

Partnering with the Central PA CareerLinks® and local employers, CPWDC offered a Summer Employment Experience to over 700 eligible Youth and 200 eligible Adults with American Recovery and Reinvestment Act funds as part of a statewide Pennsylvania Way to Work initiative.

The program provided participants with meaningful subsidized work experience. Adult work experiences were designed to keep participants connected to work, maintain or build workplace skills, increase household income and

establish valuable contacts with employers for future unsubsidized employment opportunities. Youth work experiences were designed to increase awareness of employment prospects and included career guidance, leadership development opportunities and case management.

PA CareerLink® staff matched eligible individuals with worksites based on their skills, abilities and goals. Participants were placed at 300 different host worksites, 40% of which were private sector employers. PA Way to Work funds covered the participants' wages, which relieved employers of the cost of additional help and allowed them to focus on projects they may not otherwise have the resources to complete. ●

Spotlight

WorkKeys® Update

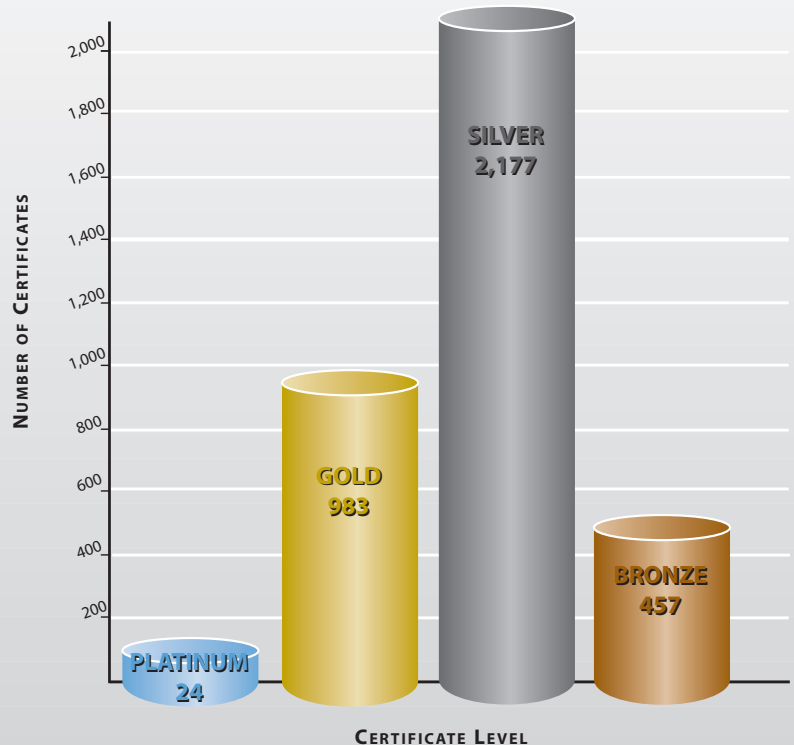
In partnership with the Central PA CareerLinks®, CPWDC has awarded 3,641 Career Readiness Certificates (CRCs) between 2006 and December 2010.

In February 2010, successful participants started receiving National Career Readiness Certificates in addition to the local CRCs. The National CRC introduced the latest and highest level of recognition, Platinum, for individuals earning at least a Level 6 in Applied Math, Reading for Information, and Locating Information assessments.

Responding to a CPWDC challenge to issue 700 CRCs between February and July 2010, the Central PA CareerLink® offices issued 635 certificates, meeting 95% of that goal. The Lycoming, Union/Snyder and Mifflin County CareerLink® staff exceeded their site goals. A new regional goal has been set for 800 certificates awarded between August and December 2010. ●



Career Readiness Certificates Issued
(DECEMBER 2010)



Legislative Update

On October 14, 2010 the Pennsylvania Senate voted to approve Senate Bill 1409, the proposal to establish the Industry Partnership program by law in the commonwealth. The final vote was 40-9. The House was unable to act on the legislation prior to adjourning until 2011. As for the long overdue Federal reauthorization of the Workforce Investment Act, a bipartisan draft awaits the new Congress. ●



Board Member Profile

Teri MacBride

Regional Community Relations Director for PPL Corporation

A passion for economic development and a strong belief in all that Central Pennsylvania has to offer led Franklin County native Teri MacBride to make the Central Region her home. Teri's career has included positions in small business development, international business, marketing, and serving with the Peace Corps in 2003. Currently, Teri is the Regional Community Relations Director for PPL Corporation.

Teri believes that one of the WIB's greatest challenges is implementing policy that is mindful of the needs of both labor and business. She is excited that CPWDC's past work now marks it as a leader among workforce development organizations. Teri currently serves as the Chair of the Workforce Trends and Strategy Committee and Second-Vice Chair of the WIB. ●

Partnerships

Opportunities for customer training expanded greatly over the last several months as CPWDC partnered with employers and educational institutions to provide funding for numerous training opportunities. On the Job Training (OJT) programs support partial wage reimbursement to help cover employer costs incurred from training a new employee. A new OJT Grant for Dislocated Workers will provide further employer partnering opportunities. (See "Grant Update" on Page 4 for information.) CPWDC partnered with 18 new employers to provide wage reimbursement for participants in this summer's PA Way to Work Program.

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Staff Members

Shannon Miller
Executive Director

Stacey Kifolo
Fiscal Coordinator

Rachel V. Smith
Assistant Director

Kathy Kresen
Office/Accounting Assistant

Erica Mulberger
Finance Manager

Korrie Lucas
Workforce Coordinator

Kristy Anderson
Associate WorkKeys® Coordinator

Cheryl Reish
Senior Fiscal Coordinator

William Berry
Research Coordinator

Donald Schwartz
Grant Project Coordinator

Sandie Fairman
Quality Assurance Coordinator

Laura Seward
Office/Board Coordinator

Kyle Fait
Youth Project Coordinator

Tracy Hower
Research Coordinator

• Grants •

On-the-Job Training Grant Benefits Dislocated Workers and the Employers Who Hire Them

The Central Region is one of six Workforce Investment Areas to receive a portion of a federally funded \$2.6 million Recovery Act-funded National Emergency Grant (NEG) through the Pennsylvania Department of Labor & Industry. The grant supports the expansion of On the Job Training (OJT) programs to respond to the high unemployment rates in the state. This grant will support OJT contracts with employers in the private and non-profit sectors, who agree to hire and train dislocated workers in exchange for partial reimbursement of employee wages during an initial training period.

The grant provides an incentive for an employer to hire a dislocated worker and minimize the usual upfront costs of training and supervision. As with all OJT contracts, CPWDC and PA CareerLink® staff will ensure that an employer's training is aligned with the actual skill requirements of the job. Dislocated workers will acquire new skills and hone existing ones needed to effectively perform their jobs and advance their careers. The grant aims to place dislocated workers, who have been unemployed for at least 22 consecutive weeks, into jobs paying average annual wages of at least \$28,000. ●

PA CareerLink®

Summer Employment Experience (SEE) Program Final Outcomes

When Penn College Student Corey Winter was matched with Turbotville Landscape and Supply through the CPWDC Youth Summer Employment Experience (SEE), he did not anticipate the impact the placement would have on his future employment goals. While at his worksite, Corey built walkways and retaining walls that, according to owner Ryan Ossant, completely transformed the look of the worksite and looked as though they were finished by professionals.

The company allowed Corey to be creative and the employees encouraged him to be confident in his work. Corey left the experience with a sense of pride from the projects he completed and after discovering his talent for landscape design, is planning to pursue landscaping and horticulture upon completion of his architectural technology degree.

The 2010 CPWDC Youth Summer Employment Experience was funded by the American Recovery and Reinvestment Act as part of a statewide initiative, PA Way to Work. Youth were matched with employers and had the opportunity to work in areas such as child care, customer service, maintenance, office assistance, hospitality, cleaning and property beautification projects such as Corey's.

For more success stories, please visit www.cpwdc.org.

Partnerships

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CPWDC has partnered with 22 educational institutions to approve 239 courses/programs on the state's list of eligible training providers. All courses/programs are linked to one of the region's High Priority Occupations. In order to fill the Region's changing occupational needs, schools are offering programs as varied as information technology, welding and secondary education degrees. For a complete list of approved training programs, please visit <http://www.pacareerlink.state.pa.us>, click on the "Individuals" keystone, and then choose "Certified TAA/WIA Training Programs/Providers List." ●

Labor Market Facts

Profile of Pennsylvania's Unemployed People

Average unemployment rates continue to hover around 9% in Central Pennsylvania. While employment opportunities do exist; they are limited. It's estimated that for every one job opening in Pennsylvania, there are 4 to 5 people seeking work. There is also likely a gap between the current skills of the unemployed with the skills required by open positions. In times of high unemployment, individuals are eligible for extended unemployment benefits over a period of up to 99 weeks. Depending on the date of the initial claim, individuals may have already exhausted or will exhaust their benefits by April 2011. In Central Pennsylvania, over 2,300 claimants have already exhausted all available benefits and it's projected that approximately 11,000 more will exhaust between October 2010 and April 2011.

Who are these potential exhaustees, the long-term unemployed (those who have been looking for work for more than 26 weeks)? The Center for Workforce Information and Analysis, Pennsylvania Department of Labor and Industry recently released a Profile of Pennsylvania's Unemployed People to illustrate the demographic and occupational characteristics of those individuals who have been impacted by the recession. *This report can be found at www.paworkforce.state.pa.us.*

Guest Article

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The Goodwill Keystone Area workforce development team of Linda Sopp and Elaine Trinkl schedule participants for appointments and track program paperwork and statistics. The retail team of Jack Stockdale, Shamokin Dam Manager; Dottie Fuller, Shamokin Dam Clothing Consultant; and Susan Zucherri, Burnham Store Manager provide one on one attention to program participants as they choose outfits that best suit their needs.

The Goodwill Keystone Area provided necessary attire to 147 EARN Participants from the Central Region in program year 2009-2010.

Did You Know?

CPWDC has several new faces...

Have you met CPWDC's newest employees? Since May, **Kyle Fait** (Youth Project Coordinator), **Kathy Kresen** (Office/Accounting Assistant), **Erica Mulberger** (Finance Manager) and **Donald Schwartz** (Grant Project Coordinator) have joined the CPWDC team. Have you visited our website recently? CPWDC launched a new website in June. New features include our interactive dashboard with up-to-date labor market information, a newsroom with our latest press releases and workforce related news articles and specific pages for employers, individuals, youth and parents and educators.

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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Centre County at State College
Administrator: Jessica Bilger

Columbia/Montour Counties at Bloomsburg
Administrator: Penny Hess

Clinton County at Lock Haven
Administrator: Bruce Jones

Lycoming County at Williamsport
Administrator: Linda VanDerPool

Mifflin County at Lewistown
Administrator: Margie Eby

Northumberland County at Shamokin
Administrator: Penny Hess

Union/Snyder Counties at Selinsgrove
Administrator: Sue Snyder