



NORTH CENTRAL WORKFORCE INVESTMENT BOARD

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North Central Workforce Investment Board
North Central – Teleconference Room
Ridgway, PA
September 16, 2009 Meeting Minutes

WIB Members Present

Eric Bridges	Donald Masisak	Greg Lezanic	Sandra Romanowski
Robert Esch	William Moulfair	Jennifer Macey	Kelly Okerlund
Anita McDonald	Paul Timbrook	Catherine Farr	

WIB Members Absent

Cathy Grove	Hugh Daly	Bob Tami	Courtney Cole
David Cornelius	James O'Mara	Mark Moore	Anthony Viglione
Dan Burfield	John Sutika	Victor Marquez	Ron King
Autumn Wolfe	Sharon Drukenbrod	George Heigel	Randy Davis
Jeffrey Miller	Lois Richards	Cindy Gelnette	Robert Cardamone

WIB Staff

Susan Snelick	Barbara McKnight	Joseph Kulick
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WIA Staff

Larry Horning	Lisa Dagher	Peggy Shilk
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Others

Terry Cole, PA CareerLink – Potter	Elaine Davis, PA CareerLink – McKean Co.
Susan Kefover, Potter County Commissioner	Kris Kronenwetter, Community Ed Council
Todd Vanderburgh, PA CareerLinks (DuBois & Clearfield)	June Sorg, Elk County Commissioner
Jim McIntyre, Jefferson Co. Commissioner	Amy Shields, AHUG
Sue Swanson, AHUG	

Call to Order

Chair Bob Esch called the meeting of the North Central Workforce Investment Board Meeting to order at 10:11 AM and welcomed all.

Pledge

The Pledge of Allegiance was given.

Minutes

Chair Bob Esch asked for the approval of the minutes from the July 20, 2009 WIB meeting. With no corrections, amendments, or additions to the July 20, 2009 meeting minutes Eric Bridges moved to accept the minutes, seconded by Jennifer Macey. Motion passed.

Correspondence

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Susan noted that is no correspondence to review.

Skills and Careers in Northwest Pennsylvania's Sawmill and Logging Industries – Amy Shields and Sue Swanson, AHUG

Amy Shields and Sue Swanson from AHUG gave an enlightening presentation regarding Skills and Careers in Northwest Pennsylvania's Sawmill and Logging Industries. This information can be found on their website (www.ahug.com) and clicking on "Skills and Careers in Northwest Pennsylvania's Sawmill and Logging Industries". The study examines the employment structure and skills development needs of sawmills and logging crews in the 14-county Northwest Pennsylvania region with a focus on the information and analysis needed in order to create a career lattice depicting this structure. The study was undertaken by Regional Technology Strategies and Right Brain Strategies at the request of the Allegheny Hardwood Utilization Group (AHUG), the organization representing the region's wood and lumber-related industries. AHUG and its constituents identified the need for the study through observing that its primary labor supply issues came from the general public's lack of understanding of the industry's career trajectory and opportunities.

AHUG determined that the development of a career lattice, a visual representation of the job opportunities and educational needs in a given occupation or industry, would be an important part of correcting this lack of understanding, by demonstrating how entry-level jobs could lead to very skill-intensive ones without requiring extensive outside training and education. This report presents the lattice accompanied by a presentation of the findings gleaned from their analysis of the workforce training. It concludes with the team's recommendation on how best to use the lattice and the findings. Amy and Sue talked about the benefits of the Lumber and Wood Industry Partnership. Lengthy discussion ensued.

State and National Update

Susan reviewed the "Guidance Memo #6: Initial Guidance on Implementation of Recovery Act Section 1512 Reporting Requirements" (from Labor and Industry) that was included on the North Central WIB website for today's meeting. The purpose of the Workforce Guidance Memo is to outline initial guidance on the Recovery Act reporting requirements that impact the Pennsylvania Department of Labor & Industry (L&I) Recovery Act grantees, specifically Local Workforce Investment Boards (LWIBs) and their sub-recipients and vendors. As you know, the Recovery Act established complex, reporting requirements for a variety of stakeholders, including the Federal Government, the Commonwealth, State agencies, applied to all Recovery Act recipients. Once all information and materials are received from the Federal government and the Governor's office, a second guidance memo will be distributed to LWIBs that provides further detail on Recovery Act recipient reporting requirements.

Recovery Act Accountability Objectives – In its first guidance memoranda released on the Recovery Act, the US Office of Management and Budget (OMB) identified requirements to achieve particular accountability objectives that promoted efficiency, transparency, results-oriented implementation, competitiveness, and the reduction of fraud, waste, error, and abuse. Accordingly, previous Recovery Act reporting requirements released by federal agencies and L&I have reported the accountability objectives outlined in OMB Memorandum issued on and after February 18, 2009.

L&I communicated in previous guidance memoranda to LWIBs the need to prepare for the thorough collection of information about all Recovery Act activities, outreach, funding, and results. Based upon the expected requirements for timely accurate, and complete Recovery Act reporting, L&I believes that every LWIB should designate someone who is responsible for reporting this information to L&I. (The extremely tight timelines for reporting this information to L&I quarterly is listed Guidance Memo #6). L&I requested that all LWIBs provide L&I with a primary and secondary LWIB point of contact on Recovery Act Section 1512 Reporting no later than September 14th.

Section 1512 – Recipient Reporting – A significant amount of detail on Recovery Act Section 1512 reporting is outline in OMB and US Department of Labor guidance. While clarifications are still pending on a number of areas, L&I prepared responses to frequently asked questions in Guidance Memo #6.

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Section 1512 Recipient Reporting Data Elements – As previously state, all Recovery Act recipients must meet established reporting requirements. Payments less than \$25,000 to sub-recipients and vendors are to be reported in the aggregate. As currently defined, the \$25,000 award level is calculated on a purchase-by-purchase involved basis for the quarter and does not represent a cumulative amount encumbered under contract or purchase order. Sub-recipients and vendors who receive greater than \$25,000 must be reported individually.

LWIBs and their sub-recipients and vendors who receive Recovery act funds are responsible for:

- Capture and retain records containing information that is required under the Recovery Act (identified by the Federal Government and Commonwealth).
- Provide information to L&I in a timely manner and in the format specified.
- Create and/or update their DUNS and CCR registration, as appropriate.

This Guidance Memo #6 lists the Sub-recipient Reporting Data Elements and Sub-recipient Vendor Reporting Data Elements.

Validating Recovery Act Reporting Information – Please be advised that L&I will conduct site visits to all LWIBs October 13th through October 20th to monitor and validate the accuracy of Recovery Act recipient reporting received by close of business on October 2, 2009. A template monitoring tool will be provided to all LWIBs prior to the site visit once all details are finalized. In preparation of the site visits, LWIBs should make hard-copy materials available to the listed questions in Guidance Memo #6. Susan noted that we will be reporting on activity that Title I is providing for Individual Training Accounts (ITAs) for our first report on October 2nd. These are the funds that send people to post secondary school. They also have funding for On the Job Training (OJT) and other training activities and we will be reporting on these activities. We have been very busy under the Adult formula funding with Training Accounts (TAs) being awarded. We have been a little slower under the Dislocated Worker program. We will also report on our contracts with Empereon Marketing, LLC and Penn State-DuBois that are through the Recovery Act. This information will also be posted on the North Central WIB website. Susan noted that things are moving forward with our funding. The class at Penn-State has started; Empereon Marketing, LLC is continuously looking for people to work there; and we continue to award ITAs and OJTs.

Additional Detail on Recovery Act Reporting – Once additional clarification is made available to L&I on Recovery Act Section 1512 reporting requirements, LWIBs will receive immediate guidance.

Susan mentioned that Congressman Glen Thompson visited North Central 2 weeks ago. County Commissioners, partners, and North Central staff attended this meeting. His visit lasted approximately 1 ½ hours and we talked to him about the activities that are occurring through the North Central Commission. He brings Workforce experience with him as he was a board member in the Central region before he became a congressman. He asked questions that were directly related to our programs and he really understands it. It was a very good dialogue and we talked a little about WIA reauthorization. Congressman Thompson said that they are open to feedback and input from us in regards to the language that will appear in reauthorization. This will probably not happen till 2010.

Susan noted in regards to appropriations (looking at our funding one-year from now) they are looking at level funding in the Workforce Investment Act (WIA). For us, in our region, level funding really is not a good thing because our programs were already cut pretty significantly this program year. We did not feel it because the Recovery Act funds were there to cover us. We will feel the impact with level funding next year when the Recovery Act funds are gone. Hopefully, as things develop, funding will improve as well. Susan noted that she hasn't seen anything at the Federal or State level improving so far.

Committee Reports

Audit & Finance Committee

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Regarding the Audit & Finance Committee Report Susan noted that we did not have access to our funding and we only had access to 40% of the Recovery Act funds when we met at the July 20, 2009 WIB meeting. Our funding was released when they passed the Bridge budget. So we have full access to our formula funding, to all of our Recovery Act funds. Contract for the EARN Program (this is funds to serve Welfare clients) has not been released yet. There must have been confusion at the State level as these funds were to be released. At this point we are unsure why we do not at full access to these funds because it is State funding tied up with the Bridge budget and Federal that all supports that contract. They came out with two (2) monthly payments for July and August 2009. We are not sure if we will get another one or when that will happen. We are still serving customers and still have staff on board to serve those customers within that Welfare contract. Industry Partnership funds are also tied up in the State budget. We are just waiting to see how all of that pans out. We hope to give a clearer picture of the funding and where we are with our budget by the November 2009 WIB meeting.

Jennifer Macey made a motion to accept the Audit & Finance Committee Report, seconded by Cathy Farr. Motion passed.

CareerLink Committee Report

Jennifer Macey noted that as everything is progressing with the Operator Agreement we need approval by the North Central WIB for the Pennsylvania CareerLink® Administrators. The recommendation is that an Administrator would cover McKean and Potter counties, a second Administrator would cover Elk and Cameron counties, and the third Administrator, would cover Clearfield Area, DuBois Area, and Jefferson County. Anita McDonald made a motion to accept the recommendation, seconded by Bill Moulfair. Motion passed.

Jennifer noted that the North Central WIB and North Central Operator have an Operator Agreement and the Operator Agreement needed to be updated. North Central Operator member Greg Lezanic noted the Operator Agreement hasn't really changed ...it is just new and improved. Susan then noted that Douglas Schmitt replaces Marla Keck as a member and has been named the new Assistant Regional Director for the Bureau of Workforce Development Partnership (BWDP) and will be the new representative on the North Central Operator. Ms. Keck retired earlier this year. Some discussion ensued. Susan noted that we will email the Operator Agreement to the WIB members and then vote on this issue electronically.

Cathy Farr made a motion to accept the CareerLink Committee Report, seconded by Anita McDonald. Motion passed.

Executive Committee Report

Chair Esch noted that there is no Executive Committee Report.

Futures Committee Report

Susan reported on the following activities of the Futures Committee:

- We sent an email to the WIB, CLEO, and Youth Council members on August 7, 2009 regarding the North Central WIB Local Plan. The North Central WIB solicited specific input on the development of our Local Plan from a variety of stakeholders. This included several meetings throughout the region. Local Elected Officials, Chambers of Commerce, Economic Development Agencies, Education Representatives, employers, CareerLink Partners and Title I Operations Staff. In addition, a public notice regarding input into the plan was published in our major newspapers and a link was provided through our website at www.ncwib.org.

The North Central WIB established our vision as follows: "The North Central Workforce Investment Board will provide the leadership necessary to ensure we have an educated and skilled workforce that exceeds the workforce needs of local employers." The North Central WIB identified five major goals that support our mission/vision statement in 2002.

Since that time the WIB completed additional strategic planning sessions which resulted in a CareerLink Strategic Plan aimed at improving the CareerLink System in the North Central WIA

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through the commitment of partners and other stakeholders to ensure that the system is personal, user-friendly, effective and efficient. This mission “To continuously improve workforce development in partnership with other public and private organizations, by minimizing skill gaps, and meeting both employer and job seeker needs within the region” includes many goals. These goals include increasing employer use of the CareerLink System, improving the public’s perception of the CareerLink quality of services and determining how the system can be sustained, to name a few.

The North Central WIB also assisted the Youth Council/Regional Career Education Partnership in its Strategic Planning Process. The newly established plan is committed to “building partnerships that prepare today’s youth to be tomorrow’s productive citizens.”

The WIA Title I and Recovery Act funds has enabled the North Central WIB to offer a Summer Youth Employment Program as well as increase the number of eligible adults and dislocated workers engage in training programs leading to employment.

Comments on the plan were accepted August 10, 2009 through September 10, 2009. Susan noted that we did not receive any official public comments but did receive some input (changes) from the State. The changes to the plan received from the State on Friday, September 11, 2009 are due back to the State today. The Plan will be available on our website at www.ncwib.org for future purposes and information.

- Through the Recovery Act funding is available through various departments and USDOL has funds available for competitive grants. The North Central WIB is now part of four (4) competitive grant applications. The State Labor and Industry is applying for an Energy Sector Partnership Grant. They hired a grant writer at the State level and she has been very busy. Susan has been trying to coordinate responses to all of these competitive grant announcements.

They will divide the State in to 6 regions and we (North Central WIB) will be part of one with Central and Northern Tier WIBs. We are working with these 2 boards on projects that we will be able to include in the proposal. They are very specific on defining Energy within the grant guidelines. There are 7 areas that can be considered energy-type activities. Hopefully if the grant is successful we will work with them to bring resources to our region and have opportunities for our employers.

The State is also applying for a Healthcare grant under the High Growth and Emerging Industries funding stream. The focus at the state level is on Allied Health sector. They are targeting pharmacy technicians, diagnostic medical stenographers, paramedics, radiological, and other technicians. They were looking at 2 other areas within healthcare but with the feedback they received they chose this sector. North Central WIB is part of this grant application. If it is successful funds will most likely come down through our Healthcare Industry Partnership to serve that industry.

Susan noted that Pam was in contact with Lock Haven – Clearfield Campus, who is also applying for a Healthcare grant under the High Growth Grant Guidance, and they asked us to partner with them on that application. It will target nursing and we agreed to be part of that partnership. If it is successful we will have nursing resources for our region.

Through the High Growth grant a group developed from the Pittsburgh area to go after funding to support the Gas Industry and the Marcellus Shale drilling. We have been part of the discussions with them on submitting a grant. This has grown into a 10 WIB region to be part of this grant application. They have involved industry, education, our WIB because of the work we have done in the past with the Oil and Gas Industry Partnership to be a partner willing to coordinate with our other local WIBs on how best to work with this industry. Susan told them that we would be willing

to do that. There will be grant funds identified in the budget to add a staff person in our region that would serve as that liaison/coordinator if it is successful.

- Regarding STEM we are still a part of the Central PA STEM Region. There has not been much activity but we will most likely see more as the RCEP (Regional Career and Education Partnership) become available and people respond to that grant. The RCEP guidelines are to be released today and the grants are competitive. The grant proposals are to be submitted by the WIBs in order to strengthen those relationships. The North Central WIB Youth Council has done neat things with our RCEP and the hope is that we are successful when we go after the resources once the guidelines are released.

Bill Moulfair made a motion to accept the Futures Committee Report, seconded by Jennifer Macey. Motion passed.

LMC

Greg Lezanic reported on the effects the Budget Impasse is having on the programs. He said that things are starting to shut down and that in all of the time he has worked for the County Assistance Office he has never seen this before. Services were actually being terminated and that was an indication that we were in for a long battle. Then the Bridge budget came along and everyone thought that was great. All that did was turn a quick death into a slow death and unfortunately we are going to start seeing the effect it has on employers. It has allowed the EARN program to operate for the last 2 ½ months although financial services can not be provided. Individuals with these needs are being referred to the County Assistance Offices. Services being provided to EARN customers include: customers are being enrolled; case management; workshops; and job development. Some negative effects include: the Supportive Works program in Clearfield County has been terminated and most of their staff have been furloughed; and there will be a cease in medical transportation (5 of their 9 staff have been laid off) (this provided transportation for kidney dialysis patients, etc.). There will be a teleconference this afternoon for Community Action, Inc. People needing medical transportation were paid 35 cents a mile and now they will be reimbursed at 12 cents a mile. It appears that PA Work Wear that helped with clothing for our customers to train and get a job is going to shut down and the County Assistance Office in Clearfield County will need to start filling those clothes allowances. We are starting to see less childcare providers because a lot of them receive stipends through the commonwealth to operate. What we are seeing is that those providers are not being paid and they are starting close. What this means to employers is that their employees who need childcare for their children will be unable to find childcare so that they can work. Discussion ensued.

Jennifer Macey made a motion to accept the LMC Report, seconded by Bill Moulfair. Motion passed.

Youth Council

Susan noted that the Youth Council met on August 12, 2009 and she reported the following highlights:

- Reviewed the Budget for our Youth activities. One of our North Central Summer Interns, Michelle Skryzypek, put a very nice report together on the Regional Career Education Partnership (RCEP). It highlighted all of the activities that have occurred within that funding stream. We did an update with that funding for the Business and Industry Connection to Schools Program. The Business and Industry Connection to Schools Program brings employers and schools together to connect students to the world of work. The update/report has been emailed to all of our school districts (we also plan to mail this tool to the schools). The North Central Youth Council is committed to building partnerships that prepare today's youth to be tomorrow's productive citizens. Through our partnerships with business, industry, and other community agencies located in the North Central region, a list has been compiled that identifies representatives in business who volunteered to participate and who welcome the opportunity to visit schools and speak with the students and school personnel, as well as, participate in other activities that the schools might be organizing (i.e. job shadowing, educator in the workplace). As the schools implement the PA Career and Work

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Standards into their schools, we hope that they will utilize this information and invite these businesses and agencies into their schools. Descriptions of the various activities that the representatives are willing to participate in as well as links to additional information are included in this report. The information is listed in groups according to Industry. Industries included are:

- ◇ **Advanced Material & Diversified Manufacturing**
- ◇ **Building & Construction**
- ◇ **Business & Financial Services**
- ◇ **Energy**
- ◇ **Entrepreneurships**
- ◇ **Hospitality, Tourism, & Recreation**
- ◇ **Human & Social Services**
- ◇ **Information & Social Services**
- ◇ **Life Science – Healthcare**
- ◇ **Lumber, Wood & Paper**

Anyone with questions, who would like additional information, or do not see a business/industry represented can contact Pam Streich at (814) 773-3162 or pstreich@ncwib.org. Anyone interested in seeing this report can log on to <http://web2.ncentral.com/ncentral/WIB/youthpub/default.htm> and select “Business & Industry Connection to Schools Program” under Youth Publications or contact Pam.

Mini Grant Awards and Activities included:

- **Austin Area School District “May I Learn About Careers”** – this exposes students in grades 8 and 9 to career clusters to assist them in formulating their post high school goals. Students are exposed to 16 career clusters including STEM related occupations and other high priority clusters. Activities include: guest speakers, career research, and field trips, as part of the development of a career portfolio. Partnering organizations include: Charles Cole Hospital, North Central, Zito Media, and Potter County offices.
- **Children’s Aid Society “Career Club”** – this involves assisting Clearfield Area High School students to plan for life after high school. The curriculum includes lessons on how to rent an apartment, choose insurance, manage a checkbook, feed a family, and care for children. This Club helps students make choices they will soon face. Mentors and Company Tours are also included in the curriculum. Partnering organizations include: Action Graphics, Appalachian Wood Products, Bonnie Sue’s Dog Grooming, Evergreen Kennels & Grooming, Harmony M’ulti-Media, Irwin Citgo, Mt. Laurel Nursing and Rehabilitation Center, the Hair Premier by Suzette, Tibbens Auto Body, and Wagon Trains.
- **Cameron County School District “Woodland Elementary School Outdoor Classroom”** – this is a phased project that the Cameron County School District is completing in partnership with the Cameron County Conservation District, Penn State Cooperative Extension, and the Cameron County Master Gardeners. The Outdoor Classroom is an outdoor learning space and environment classroom for students. The beautiful, earth friendly, education space will be a model example of what our Pennsylvania academic programs must reach for in the future. Fifth and sixth grade students learn about plan propagation and soil amendments. As it goes through the revitalization phase it will work to involve students in the research and development of what needs to be done to utilize all of the potential the classroom has to offer. This will include soil tests on raised beds and the physical amendments they may need.
- **Bradford Area School District “Petroleum Production Program”** – funding through RCEP contributed to the success of the program implemented at the Bradford Area High School’s Career and Technical School. In response to the growth of the Gas and Oil Industry, students have an additional curriculum to choose from increasing their options as they prepare for the world of work and/or post secondary education. The curriculum includes partnering with employers to provide job shadowing, guest lectures, and future employment contacts. Students have learned valuable industry specific skills through instructor Mr. Jeff Little, who was hired by the school.

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- **Junior Achievement** – Junior Achievement educates and inspires young people to value free enterprise, business, and economics to improve the quality of their lives. Its curriculum includes a segment regarding STEM Career. The North Central WIB and North Central Workforce Operations provided Junior Achievement to 1st, 3rd, 4th, and 7th grade students in the North Central Region.
 - **Career Awareness** – this is taught by North Central Employability Counselors in our schools. It exposes all youth to high priority occupations, in-demand jobs, career assignment, career choice pros and cons, labor market information, assessment interest inventory, personal skills/limitations, job searching techniques, CWDS resume, pocket resume, cover letters, on-line options, applications, and interviewing skills.
 - **Work Readiness Skills Standards (WRSS)** – the RCEP has made the implementation of WRSS possible in many area secondary schools and Vocational-Technical schools. WRSS program provides job seekers with 98 hours of instruction in 11 modules and 68 demonstrated competencies. The curriculum was created for employers by employers.
 - **Health Careers Week** – RCEP provided support for a variety of events at the CareerLinks throughout the North Central region during the month of November 2008. Events included Career/Job Fairs and Education Fairs. The events provided all job seekers, including youth and career changers, with an opportunity to explore the varied careers available in the Health Care Industry. Health Careers Week is an annual event that began in 2003 in response to the growing need for health care professionals. Each year, the focus is on the most in demand occupations. In 2008 the most in demand careers included: Nurses, Dental Assistants and Hygienists, Medical and Clinical Laboratory Technicians, Pharmacists, Physical Therapists, and Respiratory Therapists. Community Partners included: hospitals, home health agencies, nursing homes, pharmacists, dentists, the Northwest Area Health Education Center, universities, technical schools, and Workforce counselors.
- Request for Proposal Contract – The North Central WIB reviewed the Youth RFP Recommendations at their July 20, 2009 meeting. The Youth request for proposal process was started by the Youth Council in May 2009. The Youth Council Committee and Staff received and reviewed the proposals. The North Central WIB approved the recommendations at their July 20, 2009 WIB meeting.
 - Summer Youth Activities and Outcomes – It was confirmed by the August 12, 2009 Youth Council meeting that at least 18 Youth were hired permanently either full-time or part-time by their worksites or as a result of the Summer Youth Program. There were more but because they were not directly linked with the program we do not know who and how many there are. Staff will follow-up to capture this and other performance outcomes.

A survey “The American Recovery and Reinvestment Act of 2009 Public Law 111-5 2009 Summer Youth Employment Program – Evaluation Survey for Worksites” to the Summer Youth Program 2009 worksites. Results from the survey were distributed. Levels of satisfaction with the professionalism of services provided by local PA CareerLink staff ranged from Outstanding (43%) to good (55%). Overall evaluation of the SYEP participants’ performance showed that 90% felt the participants exhibited basic job readiness skills while 8% felt they did not.

- Youth Council Members Role and Responsibilities – The “North Central Workforce Investment Board Youth Council Member Information” was distributed and reviewed (it was also mailed to Youth Council members following their June 2009 Youth Council meeting).

Cathy Farr made a motion to accept the Youth Council Report, seconded by Bill Moulfair. Motion passed.

Workforce Operations’ Activity Report

- a. WorkKeys/WIN/Key Train – Lisa Dagher gave an informative presentation and distributed the WorkKeys (The WorkKeys System Act) pamphlet and a sample Gold Career Readiness Certificate for meeting or exceeding a skill level of 5 or higher on the WorkKeys® Assessment.

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The WorkKeys System - is a job skills assessment system measuring “real world” skills employers believe are critical to job success. These skills are valuable for any occupation – skilled or professional – and at any level of education.

Components include:

- Job Analysis (Profiling) – Identify the skill requirements and WorkKeys skill levels an individual must have to perform successfully.
- Measure the current skills of individuals in four key areas:
 1. Communication Assessments – Business Writing; Listening; Reading for Information; and Writing
 2. Problem-solving Assessments – Applied Mathematics; Applied Technology; Locating Information; and Observation
 3. Interpersonal Skills Assessments – Teamwork
 4. Personal Skills Assessments – Performance; Talent; and Fit
- Training – Improve skills making individuals more employable and business more competitive through a better trained workforce.

Job Analysis (Profiling) – Identifies the skills required for a job.

Employers can:

- Profile skill requirements for specific jobs
- Evaluate job applicant skills
- Evaluate the skills of current employees
- Determine individual and organization skill needs
- Provide focused education and training needed to meet both individual and organization goals
- Aid communication between employers and educators/trainers

Assessment Scores – Shows current skill levels of students or job applicants.

Individuals can:

- Document and credential generic employability skills
- Provide employers with evidence of skills attained
- Identify personal education and training needs
- See a reason to take coursework seriously
- Document skill development over time
- Identify jobs for which current preparation is sufficient
- Explore appropriate career paths

Training – A comparison of an individual’s WorkKeys skill levels with the skill levels required for a specific job.

Educators can:

- Identify gaps between student skills and employer needs
- Develop an revise curricula to meet business and education needs
- Support and guide individual career development
- Serve as a professional resource for the business community
- Provide remedial education for employees or students
- Document instructional program effectiveness

WorkKeys Skill Scores - Most WorkKeys assessments have Level and Scale Scores, with the exception of Business Writing, Listening, and Writing Both types of WorkKeys scores indicate an individual’s ability to perform more complex skills as the scores increase.

- **Level Scores** – Those scores can be used for selection, promotion, or other individual high-stakes purposes. The scores are designed to be used with a job-profiling process for

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employee selection and promotion decisions. Level Scores consist of a range of 4 or 5 broad score bands across the performance range.

- **Scale Scores** – These scores can be used to show growth over time, provide group comparisons in outcomes measurements, and show evidence of ability to benefit. Educators and trainers frequently assess the achievement of their students by administering a pre-test and a post-test in selected subject areas. In order to determine improvement, these clients need Score Scales that are finer-grained and are sensitive to subtle score changes. Scale Scores are not to be used for hiring or promotion decisions.

Federal Programs

- **Adult Basic Education (ABE)** – The WorkKeys Reading for Information, Applied Mathematics, and Writing assessments have been approved for use with the Department of Education/Department of Labor common measures directives for Adult Basic Education. Documenting individual improvement is one of the federal requirements for this funding.
- **Ability to Benefit (ATB)** – The Department of Education Federal Student Aid office has accepted WorkKeys Reading for Information and Applied Mathematics as assessments of “ability to benefit” (ATB). This program, like the ABE program, requires information documenting incoming postsecondary students’ ability to learn and profit from their post-secondary education.
- **No Child Left Behind (NCLB)** – The No Child Left Behind act requires that Title I-funded teacher assistants have at least two years of college or proof of skills through assessment. Any assessment used to certify teacher assistants must be valid, reliable, and documented.

The WorkKeys Proficiency Certificate for Teacher Assistants fits these criteria. It is a legally defensible, U.S. Department of Labor-compliant testing system with assessments in all three subject areas required by NCLB, as well as in-classroom observation.

WorkKeys Benefits – WorkKeys links education and workforce partners within a community by offering a common language to help them communicate about job skill requirements needed to develop employees and build a better workforce.

The system is designed to:

- Help instructors/educators identify gaps between student skills and employment needs
- Develop more efficient teaching
- Enable students to see a reason to take coursework seriously
- Reduce turnover, overtime, and waste while increasing morale
- Get the most efficiency from your training practices
- Keep employers from moving entry-level jobs to other cities, states, or countries

Discussion ensued.

CareerLink Reports

Susan noted that the Pennsylvania CareerLinks in the North Central region have been and are going through ADA/EO Compliance reviews by the Office of Equal Opportunity. Tom Bogacki could not attend today’s WIB meeting as the Elk and Cameron County CareerLinks are receiving their reviews today.

CareerLink Administrator – McKean County Elaine Davis distributed the McKean County Profile – August 2009 and noted that it is located on the Center for Workforce Information & Analysis’ website (<http://www.paworkstats.state.pa.us/>). As of July 2009 McKean County’s unemployment rate is at 10.4%. At that time major employers included: Bradford Hospital, Zippo Manufacturing, WR Case & Sons Cutlery Company, Wal-Mart Associates INC, American Refining Group INC, University of Pittsburgh, US Dept. of Justice, Saint-Gobain Containers INC, Ethan Allen Operations INC, and Dresser INC. Other information also included in this report is Employment and Wages by Industry Sector,

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Average Annual Wages by Major Occupational Group, North Central WIA TAA Report for June 2009 (Statistics for Program Year 08, July 2008 – June 2009). Of the 29 McKean County TAA customers who entered training in August, 13 are at the University of Pittsburgh at Bradford, 10 are at Olean Business Institute, 1 is at Penn State University, and 1 is at Bradford Regional Medical Center. Pennsylvania CareerLink® - McKean County has had 18 complete their TAA training in 2009. 10 of those have full time jobs, 1 has a part time job, 1 has been hired but does not have a start date, 3 are continuing their education on their own, and 3 are unemployed. There are 6 TAA customers who began their training in 2008 and are still in training, and 57 TAA customers who started training in 2009 and who are still in training, with 6 customers pending a start date in September and October 2009. Elaine talked about the affects that the lack of a State budget being passed is having. Discussion ensued.

CareerLink Administrator – Clearfield & DuBois Todd Vanderburgh distributed an Overview – Recruitment Plan for BioEnergy International. Todd noted that their Operations Division, located in Clearfield, is responsible for the operation of biorefinery. This is a 270 million-dollar project. They will produce at least 100-million gallons of ethanol per year. This plant will be one of their largest east of the Mississippi and one of the top 10 in the nation. These responsibilities include production, maintenance, shipping and receiving, and quality control to enable maximum production quantity and quality. Bioenergy is the most widely used form of renewable energy in the world. Used in every country for centuries, bioenergy currently provides of 15% of the world's energy supply. It is derived by harnessing the energy flows gathered by nature's solar collectors. It is this nature storage capacity or organic life that differentiates bioenergy from other types of renewable energy. BioEnergy International in Clearfield plans to hire 60 staff. They will recruit from July – September 2009 and will make their offers of employment and the screenings necessary in October 2009. All staff will be hired in November 2009 with staff training in December 2009 and the Plant will begin operations in January 2010. Todd noted that Pennsylvania CareerLink® - Clearfield County at Clearfield held a Job Fair on August 11th and 12th, 2009. This event was organized with BioEnergy and they rented Lawrence Hall for this event. CareerLink staff were on hand both days of this event from 8:00 am to 7:30 pm. Approximately 237 people came to the Job Fair. The Clearfield CareerLink posted the job orders 1 week prior to the Job Fair and left them there for 3 to 4 weeks and processed 3,326 applications for those jobs. Todd noted that he wants to thank all of the CareerLink's staff for their dedication. Todd noted that Clearfield County Career & Technology Center and the Lock Haven University offered classes on ethanol. Those (approximately 80) who took this class were contacted by the CareerLink and informed on how to apply for these positions. Discussion ensued.

Todd noted that there have been 21 orientations held in Clearfield with 393 people scheduled to attend and 24 in DuBois with 218 people scheduled to attend since June 23rd. 137 people actually attended the orientations in Clearfield and 99 in DuBois. Surveys are distributed at the end of each orientation.

Todd noted that a Veterans Representative has been hired for the DuBois CareerLink and we are in the process of hiring a new CareerLink Specialist for the Clearfield CareerLink.

Statistically there are 48 New Directions clients in Clearfield and 49 in DuBois, 51 EARN clients in Clearfield and 20 in DuBois. There were 78 youth enrolled in the Summer Youth Program this past summer in Clearfield and 19 in DuBois. Currently there are 14 In-School and 10 Out-of-School youth Clearfield and 4 In-School and 7 Out-of-School youth in DuBois. There are 158 WIA participants in Clearfield and 71 in DuBois. In each of these offices there are approximately 30 people who are dual enrolled in the Adult Dislocated Worker program and Trade Services program. There are 16 Trade customers in Clearfield and 46 in DuBois. We have had 60 people go through WRSS in Clearfield and 28 in DuBois.

CareerLink Administrator – Potter County Terry Cole noted that they went through their Equal Opportunity Employment Review and were determined to be in complete compliance. Terry noted that in these reviews you must comply with 7 different Federal laws to be determined in complete compliance. It imperative that each CareerLink and the WIB comply with the Oversight reviews.

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Terry noted that the Orientations at the Potter County CareerLink are successful since their implementation in June 2009. All staff provide these orientations. Approximately 210 people come through the CareerLink each week.

Other Business

Susan noted that we contacted WIB members whose terms are due to expire on September 30, 2009 to see if they wanted to continue their memberships on the North Central WIB for another 3-year term. The following replied that they would like to continue their memberships: Daniel Burfield, Anthony Viglione, Jennifer Macey, Autumn Wolfe, Cindy Gelnette, Anita McDonald, Eric Bridges, David Cornelius, Robert Cardamone, and Thomas Davis. Greg Lezanic made a motion to reappoint Daniel Burfield, Anthony Viglione, Jennifer Macey, Autumn Wolfe, Cindy Gelnette, Anita McDonald, Eric Bridges, David Cornelius, Robert Cardamone, and Thomas (Randy) Davis, seconded by Cathy Farr. Motion passed.

Susan noted that we plan to do a quarterly newsletter of a "Success Story" from each of the CareerLinks in our local workforce investment area. Barb McKnight will be the coordinator. We are asking the Site Administrators to oversee this project and send a picture and 1-paragraph article to Barb via email (bmcknight@ncwib.org). We will mainly do an email distribution along with hard copies.

Susan noted she will be sending an email requesting volunteers for a Nominating Committee of the WIB. We will have election of officers at the November 2009 WIB meeting.

Bob Esch noted as an FYI that Penn State and the University of Pennsylvania at Bradford are putting together a series of webinars on Marcellus Shell.

Adjourn

Jennifer Macey made a motion to adjourn, seconded by Cathy Farr. The meeting adjourned at 12:11 pm.

The next North Central WIB meeting will be held on Monday, November 16, 2009, beginning at 10:00 am at North Central in Ridgway, PA.