

NORTH CENTRAL WORKFORCE INVESTMENT BOARD

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North Central Workforce Investment Board
Youth Council Meeting
August 12, 2009
North Central, Ridgway, PA
Summary Minutes

Members Present

Paul Timbrook
Blythe Brunner
Linda Thompson

Donna Kilhoffer
Cathy Straub
Ralph Serafini

Kenneth Straub
Lois Richards

Members Absent

Bob Chunta
Courtney Cole
Kassie Zilkofski
Walter Fitch
Risha Johnson
Jim Papp

Diane Bernardo
Stacey Lo Castro
Mark Flacinski
Jonna Irvin
Mike Dodge
Lisa Kweder

Rebecca Agens
Diane Gigliotti-Spratt
Ron Berguson
David Ray
Ron King
James O'Mara

WIB Staff

Susan Snelick
Barb McKnight

Pam Streich

James Stockdale

Others

Larry Horning, North Central Operations
Michelle Skrzypek, North Central WIB Intern
Nicholas Malburg, North Central WIB Seasonal Monitor
Tiffany Krise, North Central WIB Intern
Kelsey Klawuhn, North Central WIB Intern
Leah Skraba, North Central WIB Intern

Call to Order

Co-Chair Paul Timbrook welcomed everyone and called the meeting to order at 10:04 am.

Pledge

The Pledge of Allegiance was given.

Minutes of Previous Meeting

Paul asked if there were any corrections, amendments, or additions to the June 10, 2009 meeting minutes. With no corrections, amendments, or additions Ken Straub moved to accept the June 10, 2009 minutes as presented, seconded by Donna Kilhoffer. Motion passed.

Correspondence

Susan noted there is no correspondence to review.

Budget Update

Mission: The North Central Workforce Investment System will provide the leadership necessary to ensure we have an educated and skilled workforce that exceeds the workforce needs of local employers.

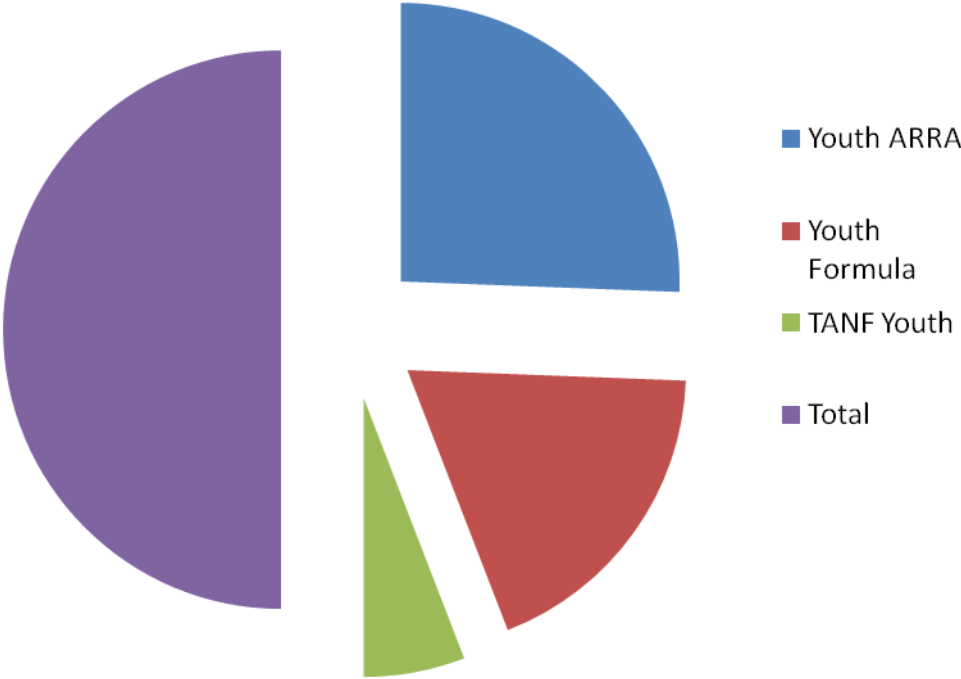
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Susan reviewed Program Year 2009 Youth Budget distributed at today's meeting (see below). Susan noted that this identifies the funds that we will be awarded for Program Year 2009 and where those funds will go. We will receive a total of \$1,792,175, \$179,217 of those funds will go for administration, \$37,050 will be used for the WIB program, and \$1,575,908 will be used for the Youth Program. We have utilized a large portion of the Recovery Act funds (Youth ARRA) this summer for the Summer Youth Program that ended on August 7, 2009. There will be a balance remaining in the Recovery Act funds but we need to get through all of the expenditures and will be able to provide that balance at the October 14, 2009 Youth Council meeting. We will be able to do a smaller scale Summer Youth Program next summer (2010). This is an allowable activity that is encouraged by the State. Regarding the Chart, Susan noted that the pieces of the pie on the right should be the whole pie and that there should be nothing showing on the left. Susan voiced a concern that we have this influx of Recovery Act funds but the Youth Formula Funds took a significant hit and what happens next program year to our system when we move beyond the Recovery Act. This is a battle that we fight at the Federal and the State level. Susan noted that WIA reauthorization is back on the table and it is looking positive for something to be passed within the next 6 months or so. Discussion ensued. Blythe Brunner made a motion to approve the budget, seconded by Ralph Serafini. Motion passed.

Program Year 2009 Youth Budget

	Total Award	Administration	WIB Program	Program
Youth ARRA	\$917,427	\$91,743	\$0	\$825,684
Youth Formula	\$663,949	\$66,395	\$37,050	\$560,504
TANF Youth	\$210,799	\$21,079	\$0	\$189,720
Total	\$1,792,175	\$179,217	\$37,050	\$1,575,908



Regional Career Education Partnership Update

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Pam referred the Youth Council to the *North Central Youth Council/Regional Career Education Partnership 2008-2009 Report* distributed at today's meeting. Pam noted that North Central WIB Intern Michelle Skrzypek completed this report. It was created to highlight what was funded through that grant for the past year. The North Central Regional Career Education Partnership (RCEP) began in 2006 as a committee to the Youth Council. The funding has been made possible by the PA Department of Labor and Industry and the PA Workforce Investment Board in support of the PA Department of Education – Project 720. Project 720 is a broad-based reform effort designed to improve the level of academic rigor for all high school students – to help schools improve how career education is taught and to develop rigorous work-based pathways for students by providing experiential, relevant, work-based learning opportunities. The North Central Youth Council RCEP has experienced many accomplishments focusing on the following goals:

1. Increase the awareness of career and educational opportunities among our youth.
2. Help ensure career preparedness through improved youth literacy, and basic and soft skills.
3. Connect youth with employment opportunities through stakeholder collaboration.
4. Aid in the implementation of PDE Career Education and Work Standards.
5. Include a STEM focus.

Accomplishments include:

- The Business & Industries Connection to Schools Program – this program brings employers and schools together to connect students to the world of work. Business and Industry representatives were recruited through the Industry Partnerships, Industry Consortia, Chambers of Commerce, and other employer groups to volunteer for the program. A listing of volunteers is distributed to schools in the region so that school personnel can contact the employers directly. Activities that employers participate in include: job shadowing, classroom presentations, mock interviews, job fairs, and educator in the workplace. This document can be viewed at www.ncwib.org. Michelle emailed, mailed, and phoned business and industry to recruit representatives for this program this summer. 18 additional businesses/industry committed representatives giving us a new total of 82 Business and Industry representatives.
- 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 environmental classroom for the 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

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- tests on raised beds and the physical amendments they may need. Partnering organizations include: Cameron County Conservation District, Penn State Cooperative Extension, and Cameron County Master Gardeners.
- **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.
 - **Junior Achievement** – Junior Achievement educates and inspires young people to value free enterprise, business, and economics to improve the quality of their lives. Junior Achievement 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 and Technologists, 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.

Pam noted that we learned the guidelines for next year’s funding will be out in a few days and we will apply for that funding again.

Cathy Straub noted on behalf of the Cameron County School District that she would like to thank the program for helping to make the Outdoor Classroom a reality. Cathy will email Pam pictures to add to the *North Central Youth Council/Regional Career Education Partnership 2008-2009 Report*.

Request for Proposal Contract

Pam noted that the North Central WIB reviewed the following Youth RFP Recommendations at their July 20, 2009 meeting. The Youth Council started the youth request for proposal process in May 2009. Proposals were due to North Central on July 3, 2009 with 2 proposals received. Staff as well as a committee of the Youth Council reviewed the proposals and developed recommendations. Pam thanked the committee of the Youth Council for their help. The Youth Council Committee and Staff received and reviewed the following proposals:

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Cen Clear Child Services, Inc. (request \$66,029): They propose to serve in school and out of school WIA eligible youth in Clearfield and Jefferson counties focusing on 3 of the 4 services being procured for (Tutoring and Study Skills, Alternative Secondary School, and Leadership Development). The overall goal of the program is to improve the educational attainment, social and employment skills of participating youth so they are better prepared to become productive members of society. The program consists of activities such as min-bike riding and outdoor adventure activities to encourage positive behavior, home visits, in-school tutoring, GED tutoring, Life Skills assessment to name a few. **Although staff recognizes this program has great value and has great successes in past years they do not recommend funding this proposal for the following reasons:** 1) it only provides services to 2 of the 6 counties in the NCWIA, 2) STEM is referred to however there is no direct connection to a program, and 3) the amount of the request is not conducive with amount available.

Pennsylvania State University on Behalf of Penn State DuBois Continuing Education (requested \$99,884): They propose to serve 200 WIA Eligible Youth in 5 of the 6 counties focusing on the Leaders in Technology Program. Potter County has a similar program through Penn State Cooperative Extension titled "Youth Engaged in Technology". The program provides tutoring, leadership development and adult mentoring to in school and out of school youth and consists of after school activities including leadership workshops, five technology modules, and College 101 and Portfolio module. The five technology modules include: 1) using Lego Mindstorm NCT software and components to construct Lego robots and machines, 2) using C-Tech copper and fiber networking kits to gain understanding of technology in the high demand occupation of telecommunications, 3) exposure to Penn State's Center for Nanotechnology Education and Utilization by use of teleconference technologies, 4) use of personal computers – managing, files, work processing, spreadsheets, databases, presentations, and internet and email, and 5) GPS/GIS introduction. Pre and post tests will be given prior to and following each module. **Staff recommends conditional approval of \$40,000 to serve 75 youth upon negotiation of the following items:**

- Limit the number of youth served to 75.
- Negotiation of a target number per county specifying the number of in school youth and out of school youth will be served.
- 6% administration costs as state in the RFP (request included 10%).
- Inclusion to follow up as required – not addressed in the proposal.
- North Central will be the fiscal agent and will complete all contracting procedures.
- Prior written approval for publication of all news releases relating to the program as stated in the RFP.

Recruitment and enrollment to be completed in close contact with Youth Counselors in each county.

Pam noted that after negotiations with Penn State that this will not be offered in McKean County but that they will do follow-up. Discussion ensued.

The North Central WIB approved the recommendations at their July 20, 2009 WIB meeting with Dr. Anita McDonald abstaining from the vote.

Lois Richards made a motion to recognize and approve the recommendations approved at the July 20, 2009 North Central WIB meeting, seconded by Linda Thompson. Cathy Straub and Donna Kilhoffer abstained. Motion passed.

Summer Youth Activities and Outcomes

Nick Malburg noted that he was able to speak with the Youth Counselors of the North Central region between yesterday and this morning and it was confirmed that at least 18 Youth were hired permanently either full-time or part-time by their worksites or a result of the Summer Youth Program. Nick noted that there were more but since they were not directly linked with the program that we do not know who they are and how many. Staff will be following up to capture this and other performance outcomes over the next month.

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Michelle Skrzypek sent a survey “The American Recovery and Reinvestment Act of 2009 Public Law 111-5 2009 Summer Youth Employment Program – Evaluation Surveys for Worksites” to the Summer Youth Program 2009 worksites. Results from the survey were distributed at today’s meeting. 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 that the participants exhibited basic job readiness skills while 8% felt they did not. Michelle received 90 return responses from the 100 surveys sent.

Youth Council Members Role and Responsibilities

Pam noted that the North Central Workforce Investment Board Youth Council Member Information (see below) was distributed at today’s meeting and was mailed to Youth Council members following their June 2009 meeting.

[North Central Workforce Investment Board Youth Council](#) [Member Information](#)

[Workforce Investment Act – Youth Council](#)

The Workforce Investment Act (WIA) is intended to improve the quality of youth services. Workforce Investment Boards through their Youth Councils serve as the vehicle to develop comprehensive and integrated strategies to help in-school and out-of-school youth prepare for successful entry into the workforce. This document is a reference tool that provides Youth Councils with key principles for effective operation. These areas represent principle elements identified by Federal, state, and local practitioners.

[Introduction: What is a Youth Council?](#)

The Youth Council is a feature of the workforce development system mandated by the Workforce Investment Act (WIA). It provides a unique opportunity for a local community to create, through a common vision, a system of activities and services enabling youth to be successful in education and the workplace, and to become leaders in their community. Over 600 Youth Councils across the nation have established local youth development systems and made youth policy recommendations to local Workforce Investment Boards (WIBs).

[What does the Youth Council do?](#)

Through this common community vision, the Youth Council is actively engaged in planning and managing youth funds received in their local area under WIA as well as:

1. Build community awareness and demonstrate leadership and addressing key development, education and employment issues affecting youth;
2. Facilitate coordination of youth activities in the community;
3. Influence and leverage other community youth funds and services; and
4. Address the specific needs of youth in the community.

[Who are the members of the Youth Council?](#)

Youth Council members are volunteer men and women who have a special interest or expertise in youth policy. Under the Act, the membership of the Youth Council must include:

1. Members of the local WIB who have special interest or expertise in youth policy;
2. Members who represent service agencies, such as juvenile justice and local law enforcement agencies;
3. Members who represent local public housing authorities;
4. Parents of eligible youth seeking assistance under WIA;
5. Individuals (including former participants) and members representing organizations that have experience relating to youth activities; and
6. Members who represent Job Corps Centers, if a Center is located in the local area.

While the Act requires certain representation, it also leaves considerable discretion to the local WIB and local elected official(s) to determine the appropriate additional members needed to create a Youth Council that

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best represents the community and one that will be successful in accomplishing the goals of the Youth Council. For example, many WIBs have included youth members as well as representatives from business and education. There is no mandated size, but the typical Youth Council might include 20-25 members. Members are appointed to the Youth Council by the local WIB, with input and consultation of the local elected official(s).

What are the Youth Council's roles and responsibilities?

The primary responsibility of the Youth Council is to provide expertise in youth policy and to assist the local WIB.

1. Create a strategic plan using labor market information and other community data;
2. Craft the parameters for a Request for Proposal to direct how local WIA youth services are to be delivered, recommend WIA youth providers to the WIB, and conduct oversight;
3. Broaden the youth employment and training focus in the community to incorporate a youth development perspective; and
4. Promote and market goals, activities and accomplishments of the Youth Council.

Broadening the Role of the Youth Council

Youth Councils should work in partnership with the local WIB to become the local planning body for youth development services. These roles include:

1. Advocating on behalf of youth development services;
2. Making funding decision;
3. Exploring and leveraging public and private resources;
4. Overseeing, assessing and recommending providers;
5. Monitoring and evaluating youth workforce development services;
6. Developing and sponsoring interagency training; and
7. Setting standards and performance measures for services.

As discussed at the June 10, 2009 Youth Council meeting and regarding the Youth Council Strategic Plan Pam noted that Michelle developed a draft brochure as listed under Goal #4 – “Promote the Youth Council as a Regionally Recognized and Valued Resource and Information Clearinghouse”. This draft brochure was distributed at today’s meeting for comments and suggestions. Discussion ensued. It was suggested that contact information be added to the brochure and that more white space was needed on the inside of the pamphlet.

Workforce Operations Activity Report – Blythe Brunner

Blythe noted that the Summer Youth Program ended on August 7, 2009. We do not have an expenditure report because August 28, 2009 will be their final pay date. A Youth Celebration was held on Monday, August 3, 2009 at the Court of Angels in Smethport for Potter, McKean and Cameron counties’ youth and on August 5, 2009 at the Brady Township Community Center in Luthersburg for Elk, Jefferson, and Clearfield counties’ youth. Blythe noted that a website will soon be available to view the Summer Youth Program 2009. Each county/area showcasing the youth and websites will be accessible along with videos. (This website is now available and can be accessed at www.ncentral.com and clicking on Summer Youth 2009 in the center of this page). Currently we are working on putting a statistics page together that identifies the different characteristics of the Summer Youth Program that will be available online at this website. We served 268 youth over the summer and 46 of those served were WIA participants. We found that Youth were hired permanently by either the employer they were working for or because they were working it lead to employment somewhere else.

Blythe noted that North Central WIB Interns Kelsey Klawuhn, Tiffany Krise, and Leah Skraba dubbed “Tech Team” developed a “Summer Youth Program 2009 – June 15 – August 7, 2009” booklet that is being distributed at today’s meeting. It is full of pictures and articles of the Summer Youth Program 2009 worksites and participants/crews throughout North Central’s six-county region. They visited the worksites this summer to document, video, take pictures, and to keep a log of a worksite from start to finish so we can highlight and tell a story in a proactive way. As mentioned earlier, they have been

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developing a website that will be linked to the North Central website to showcase this information (see above).

Tiffany, Leah, and Kelsey then presented the website to the Youth Council for their review and comment. It was noted that a reminder was going to be sent out with the youths' paychecks with the website address for them to go on and look. Susan commented on what a great job the interns did on gathering the information and developing the website. Discussion ensued.

Other Business

Susan noted that the PY 09 North Central Local Plan is online and can be viewed by going on the website (www.web2.ncentral.com/ncentral/WIB/) and clicking in the Local Plan along the left side of the page. It includes the Local Plan and all attachments for review. Any comments should be directed to Pam Streich by September 70, 2009. The North Central Workforce Investment Board solicited specific input on the development of our Local Plan from a variety of stakeholders. This included meetings throughout our region. Local Elected Officials, Chambers of Commerce, Economic Development Agencies, Education Representatives, Employers, and other partners were invited to participate. In addition, input was solicited from PA CareerLink Partners and Title I Operations Staff. A public notice regarding input into the North Central WIA Local Plan was published in the major newspapers in our region and email notices were sent to Workforce Investment Board members, Youth Council members, PA CareerLink Administrators, and other partners soliciting feedback and comments.

Susan noted that she would like to thank all of the North Central WIB Interns for their hard work and that they went way above and beyond expectations this summer.

Adjourn

With no other business Ken Straub made a motion to adjourn the meeting, seconded by Ralph Serafini. The meeting adjourned at 11:10 am.

The next Youth Council meeting is scheduled for Wednesday, October 14, 2009, beginning at 10:00 am.