

**BERKS COUNTY WORKFORCE DEVELOPMENT BOARD
(WDB)**

7:30 a.m.

June 17, 2016

PA CareerLink® Berks County, 1920 Kutztown Road, Suite F, Reading, PA 19604

Meeting Summary

Members Present

Ms. Debra Antol
Ms. Ashley Chambers
Mr. John DeVere
Mr. Modesto Fiume
Ms. Kristi Gage-Linderman
Mr. Robert Harrop
Ms. Carole Homolash
Mr. William Hornberger
Ms. Joanne Judge
Mr. Lewis McCoy, Jr. (via conference call)
Mr. Brian McMahan
Mr. John Morahan
Mr. James Nichols
Ms. Jeannine O'Neill-Rohrbach
Mr. Mark Pinkasavage
Mr. Gregg Riefenstahl (via conference call)
Mr. Mark Schlott
Mr. Russell Showers (via conference call)
Ms. Connie Skipper
Mr. Edward Swoyer (via conference call)
Mr. Pablo Tejada
Mr. Chester Winters

Members Absent

Mr. Stephen Borza
Mr. Thomas Brizek
Ms. Marianne Egolf (unable to connect to call)
Mr. Tom Herman
Ms. Peggy Kershner
Mr. Thomas McKeon
Ms. Laura Rader
Ms. Jennie Rodriguez-Priest
Mr. Michael Rowley
Mr. Karyn Troxell
Ms. Tammy White
Dr. Anna Weitz

Staff and Guests Present

Mr. Daniel Fogarty	Berks County Workforce Development Board Staff
Mr. Alan Fineman	Berks County Workforce Development Board Staff
Mr. Rory Stevenson	Berks County Workforce Development Board Staff
Ms. Patricia Spencer	Berks County Workforce Development Board Staff
Ms. Patricia Adamczyk	PA CareerLink® Berks County
Mr. Connor Corpora	Senator Casey's Office

The meeting was called to order by Ms. Judge at 7:30 a.m. and a quorum was present.

The minutes of the March 18, 2016 meeting were approved unanimously upon motion by Mr. DeVere and seconded by Mr. Winters.

The Executive Committee report was introduced by Ms. Judge. Ms. Judge commented that both Mr. Borza and Ms. Rader have decided not to be reappointed for another three-year

term and acknowledged their years of service on the Board and to the community. Mr. Borza has served since 2009 and Ms. Rader has been on the Board since its inception in 1999. The Greater Reading Chamber of Commerce and Industry has nominated, and the Commissioners have approved, the appointment of Mr. Barry Unger (President, Vision Mechanical, Inc.) to fill one of the business representative vacancies, effective July 1.

Ms. Chambers and Mr. Nichols, who were recently appointed to the Board, were welcomed.

Changes to the Chairpersons for two Board Committees are as follows: Ms. Gage-Linderman will chair the CareerLink Oversight Committee and Mr. DeVere will chair the Training and Industry Partnership Committee with Mr. Schlott remaining as co-chair of that committee.

Ms. Judge referred to the Performance Metrics report for the third quarter of Program Year 2015. All nine measures are at or above the negotiated levels. She said our Board and staff have a long history of meeting and exceeding percentages targeted by the State.

The Finance Committee report was introduced by Ms. Judge. Mr. Fineman distributed an updated (7/1/15 to 5/31/16) Expenditures vs. Budget sheet and an updated Proposed Program Year 2016 Operating Budget. Expenditures year-to-date are well within our approved current budget with only one month remaining in PY 2015. As noted on the Operating Budget, the goal is to end PY 2016 with \$300k in fund balance/carryover (\$150k Adult & \$150k Dislocated Worker funding). Mr. Fineman said that formula funds are distributed in two increments with the first increment from July to September, and the second increment from October to June. Mr. Fogarty said staff reductions were necessary last year because of the shortfall in funding but that no reductions are anticipated during Program Year 2016 which results in a very busy staff with fewer staff available to complete the workload.

Mr. Schlott asked if there was any indication of what the future holds. Mr. Fogarty responded that the local Berks County unemployment rate remains less than the State rate which could mean that funding shortages could continue in the next two years. Ms. Judge said that this Board has been tasked with helping a lot of people out of work. She said it is up to the Board to move forward with legislators about funding so that people can be helped moving forward with training. Mr. Schlott commented that Senator Judy Schwank and Representative Ryan Mackenzie are both champions for workforce development.

On a motion made by Ms. O'Neill-Rohrbach and seconded by Mr. Winters, the Operating Budget for Program Year 2016 was unanimously approved.

Ms. Gage-Linderman, who will assume the chair of the CareerLink Oversight Committee effective July 1, 2016, commented that she had "big shoes to fill" referring to Ms. Rader's chair of the committee since 2005. Ms. Gage-Linderman reviewed key points in the report.

The Committee recommended the approval of an Incentive Policy by the Board. Ms. Adamczyk added that documentation is mandated by the State for customers receiving services and training. Incentives have been offered by the Youth/Young Adult and EARN (Employment, Advancement and Referral Network) for years. These incentives produce the desired results in

obtaining the required documentation from customers and in encouraging participants to remain in their programs. On a motion from the Committee, all approved the Incentive Policy effective June 17, 2016.

The use of social media by the CareerLink was discussed at the Committee meeting. Dislocated Worker activities were included in the report, as well as outcomes from the May 2nd Spring Job Fair held at Crowne Plaza. Carpet replacement in several rooms of the CareerLink office was made possible with center income generated from the Fall Job Fair, the Spring Job Fair, and other recruitment activities.

Ms. Gage-Linderman reported that Mr. Moises Maldonado was awarded the Governor's Achievement Award for Adult job seekers at the PA Workforce Development Association's annual conference. Mr. Maldonado was impacted by the closing of McConway and Torley in 2013 and after attending diesel mechanic training at Berks Career and Technology Center, he was hired by East Penn Manufacturing Company. Mr. Harrop commented that Mr. Maldonado is a really nice guy and an excellent employee. He overcame several barriers including a language barrier and for a person who doesn't talk much, he did a great job speaking in front of 800 people at the recent PWDA conference in Hershey. Mr. Harrop said that Mr. Maldonado often talks about his appreciation for all the help he received from the PA CareerLink® Berks County.

Reference was made to the *By the Numbers* handout for July 2015 through March 2016 which was included in the Board's packets. Despite lower local unemployment levels, visitor traffic to the CareerLink is still high and the staff continues to serve many individuals in need of assistance. This report will be produced quarterly.

The Training and Industry Partnership Committee Report was introduced by Mr. DeVere, the new Chair of that committee. Mr. DeVere commented on several key points from the report including: some of the reasons the Berks Advanced Manufacturing IP Grant proposal for 2015/2016 was not approved; some plans for alternative IP funding for high priority incumbent workers utilizing \$25k in a Lehigh Valley/Berks/Lancaster Regional NEG Grant; requesting Rapid Response funds to be targeted to incumbent worker training and requesting that the State contribute additional Title I funds for IP incumbent worker training. Mr. Stevenson had described to the Committee a strategy for increasing employer engagement in plan development. A summary report of the Make It in America (MIIA) Challenge Grant progress had been shared with the Committee.

Information had been provided to the committee for a petition to have Medical Massage Therapist added to the 2016 Berks High Priority Occupations list. Dr. Kraft, Berks Career and Technology Center, had voiced his backing for the HPO inclusion citing that these occupations will be central to targeted curriculum in the BCTC Sports Medicine program available for enrollment in the upcoming school year. The Committee agreed to support the HPO additions and the WDB staff will submit a petition to the PA Department of Labor and Industry. Board members offered comments on the differences between massage therapy and medical massage. Mr. Morahan commented that in his world sports medicine would be differently categorized. He added that he would contact Dr. Kraft to discuss this.

Mr. DeVere described the requests received from the CTCs to review and approve the schools' Occupational Advisory Committee (OAC) membership list for compliance with the PA

Department of Education audit. Mr. DeVere advised the Board that the Training and IP Committee would review the list annually and report back to the full Board of the Committee's approval. It was suggested that the CTCs bring their lists to the Training and IP Committee's September meeting.

An employer survey prepared by Mr. Stevenson was reviewed by the Committee to gauge the status of current and projected Industrial Maintenance/Mechatronics employment in Berks and the surrounding six-county labor-sharing market as part of research into the supply vs. demand for these critical occupations. Information gleaned from the survey will assist the Committee in determining the best use of available funds for the coming program year.

Mr. Winters introduced the Policy, Planning and Priorities Committee Report consisting of the minutes from the April 8, 2016 and May 12, 2016 meetings as well as a proposed resolution approving revised By-Laws, and the PY 2016 Transitional Local Plan.

Mr. Winters prefaced his review of the report by saying, "if you want to know what this Committee and the staff have been doing for many months of this year, just read Item 5 of the Staff and COO report".

***SE PA Regional Planning.** From March thru May, the Berks County WD staff worked closely with our Policy, Planning and Priorities Committee to develop a one-year transitional local plan that we are quite proud of. However, less visible at the local level was the parallel process underway for the development of our one-year transitional regional plan in partnership with the WD Boards of Philadelphia, Bucks, Montgomery, Chester and Delaware Counties. Delaware County procured a third-party contractor to assist with the development of the transitional regional plan and all six Boards will contribute to the cost of the contract from available WIOA transition funds. I am pleased to report that the contractor successfully coordinated the inclusion of all six local transitional plans and the required 30-day public comment process for plan submission by the state's June 2, 2016 deadline. Initial feedback from the state on the SE PA regional plan has been positive.*

Mr. Winters added that Mr. Fogarty and his staff did a magnificent job of putting this plan together. Mr. Fogarty replied that the Committee members provided great input. Mr. Fogarty said a public hearing was held as well. Mr. Edward McCann attended the public hearing. Formal comment was received from one non-profit based in Harrisburg. The comment, along with an appropriate reply, was submitted with the plan and can be found on the Board's webpage on the County of Berks website.

Mr. Winters said the plan will help members to really understand this Board's purpose and function. Mr. Winters moved to adopt the plan as submitted and all approved.

The State issued additional criteria to be included in the Board's By-Laws. These changes were outlined in the notes from the May 12, 2016 meeting of the committee. There was some discussion regarding the Conflict of Interest section of the proposed By-Laws. Mr. Winters moved to adopt the resolution approving the revised By-Laws; Mr. DeVere seconded the motion and all voted in favor of the adoption.

Mr. Fogarty noted that Ms. Homolash will be joining Mr. McKeon and Mr. Moser to form a working group to help the Board understand and respond to the employment needs of people with disabilities. Additional persons will be invited to join that working group which will be under the auspices of the Policy, Planning and Priorities Committee.

In Ms. White's absence, Mr. Fogarty presented the Youth Committee report. ResCare initially recruited 359 youth for 73 worksites. Goodwill enrolled 46 youth at 10 worksites with Berks WDB funding. Goodwill will also supervise a similar number of participants funded 100% through our new partnership with OVR. Mr. Fogarty thanked OVR for funding the additional participants. He said that all qualifying kids are being served. Ms. Homolash said that OVR representatives went out into the schools ahead of time to obtain information about potential participants.

The Staff and COO Update was introduced by Mr. Fogarty. Among the topics included in the update were: the Berks County Local Labor Market data; a summary of the National Fund for Workforce Solutions (NFWS) Employer Convening attended by Mr. Brizek, Ms. O'Neill-Rohrbach, and Mr. Fogarty; the tour of the Steamfitters Local Union #420 Training Center arranged by Mr. McMahon and taken by Mr. Fogarty and Mr. Stevenson; and Improving Outcomes in Secondary Education—The Long View. Mr. Fogarty thanked Board members for completing and returning their 2015 Statement of Financial Interests ahead of the May 1 deadline.

Mr. Fogarty thanked Ms. O'Neill-Rohrbach and Mr. Brizek for giving a full day out of their schedules for NFWS meeting. He also thanked Mr. McMahon for the tour of a very impressive program at the Steamfitters Training Center.

Market Intelligence Discussion followed with a question asked, "Should we be concerned regarding the recent rise of the local unemployment rate to 5.1%?" Ms. Antol said Sweet Street is still having trouble filling positions requiring mechanically-skilled persons. Ms. Adamczyk said the numbers could mean that more people are looking for work. Ms. Winters replied the issue is that more people are looking for work. Mr. Fogarty commented that there are about 11,000 job openings locally, but a lot of people do not have the skills necessary. Ms. O'Neill-Rohrbach said she hasn't noticed a big change in applicants and that the shortage of qualified applicants remains a challenge. Mr. Harrop said he is always looking for skilled workers. Mr. Showers said the hospital has a good number of open positions.

Ms. Judge welcomed Mr. Corpora from Senator Casey's office. Mr. Corpora said he attended to observe and was learning and wouldn't make any comments.

Mr. Judge commented that both Mr. Rowley and Mr. McKeon were attending the U. S. Open with their families.

There being no further business to come before the Board, the meeting was adjourned at 8:55 p.m.