

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

**7:30 a.m.**

**September 21, 2018**

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

**Meeting Summary**

**Members Present**

Ms. Debra Antol  
Ms. Auria Bradley  
Mr. John DeVere  
Ms. Kristi Gage-Linderman  
Mr. Robert Harrop (via conference call)  
Ms. Peggy Kershner  
Mr. Lewis McCoy (via conference call)  
Mr. John Morahan (via conference call)  
Mr. James Nichols  
Mr. Michael Rowley  
Mr. Mark Schlott  
Mr. Russell Showers  
Mr. Pablo Tejada (via conference call)  
Ms. Tammy White  
Dr. Anne Zayaitz

**Members Absent**

Mr. Thomas Brizek  
Ms. Marianne Egolf  
Mr. Michael Fischetti \*  
Mr. Modesto Fiume  
Ms. Carole Homolash \*  
Ms. Joanne Judge \*  
Mr. Thomas McKeon \*  
Mr. Brian McMahan \*  
Mr. Randolph Peers  
Mr. Mark Pinkasavage  
Ms. Jeannine Rohrbach  
Ms. Karyn Troxell  
Mr. Barry Unger \*

\* Provided absentee votes prior to the meeting

**Staff and Guests Present**

Mr. Daniel Fogarty	Berks County Workforce Development Board Staff
Mr. John Moser	Berks County Workforce Development Board Staff
Ms. Megan Noll	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 Administrator
Ms. Ellen Albright	Greater Reading Chamber Alliance
Ms. Marybeth Ferguson	Bureau of Workforce Partnership & Operations
Mr. Larry Melf	Educational Data Systems, Inc.

In Ms. Judge's absence, the meeting was called to order by Ms. Gage-Linderman, Vice Chairperson, at 7:34 a.m. A quorum was present.

Mr. Fogarty notified the Board that in addition to the quorum present, affirmative absentee votes on all agenda items requiring Board action had been received prior to the meeting from six members who were not able to attend in person or via conference call.

Ms. Gage-Linderman asked for a motion to approve the items on the consent agenda: approval of the minutes of the June 15, 2018 meeting and approval of two WDB Policy Revi-

sions per the One Stop Oversight Committee: (1) *Expiration Date for Workforce Innovation & Opportunity Act (WIOA) Registrations* and (2) *Residency Considerations for Adults and Dislocated Workers*, both Policies effective July 1, 2018. A motion to approve the consent agenda items was made by Mr. Showers and seconded by Ms. Antol. All members present voted their approval. Additional affirmative votes had been received from Mr. Fischetti, Ms. Homolash, Ms. Judge, Mr. McKeon, Mr. McMahan and Mr. Unger.

Ms. Gage-Linderman introduced and welcomed Ms. Auria Bradley (Reading Area Community College/RACC) as an Adult Education Title II Representative and Dr. Anne Zayaitz (Kutztown University) as a Higher Education Representative to the Board and turned the meeting over to Ms. White for nomination of officers.

Ms. Judge's one-year term extension as chairperson will end on December 31, 2018. On September 13, 2018, the Executive Committee voted unanimously to recommend full WDB approval for Ms. Gage-Linderman to succeed Ms. Judge as chairperson and Mr. Showers to succeed Ms. Gage-Linderman as vice-chairperson for two-year terms beginning January 1, 2019. Mr. Rowley introduced this recommendation nominating Ms. Gage-Linderman for the office of chairperson and Mr. Showers for the office of vice chairperson. All members voted their approval. Additional affirmative votes had been received from Mr. Fischetti, Ms. Homolash, Ms. Judge, Mr. McKeon, Mr. McMahan and Mr. Unger. Ms. White returned the meeting to Ms. Gage-Linderman.

Mr. Fogarty commented that three Board members who were unable to attend had family medical emergencies and several Board members were traveling on business.

Board Committee Membership had been reviewed by the Executive Committee and Mr. Fogarty mentioned that if anyone has an interest in serving on any of the Committees to contact Ms. Judge, Ms. Gage-Linderman or Mr. Fogarty. The Chair position on the One-Stop Oversight Committee is currently vacant.

Mr. Fogarty was pleased to announce Mr. Moser's promotion to a new position as Assistant Director for Performance and Policy reflecting Mr. Moser's effective leadership in WIOA implementation over the past three years. Mr. Moser has insured that this Board has been out front in the state not only with WIOA implementation but also the very intricate details of the Memorandum of Understanding which had to be negotiated and approved.

The WIOA Title I Performance Outcomes which were negotiated with PA L&I were met at 100% or better.

Mr. Moser referred to the WIOA Performance Negotiations Worksheet PY2018 and PY2019. He said that every year the measures must be negotiated with suggested levels. The state then comes back with counter and approved measures. The figures proposed indicate customers served as far back as a year ago. Mr. Moser uses an internal measurement tool to keep track of customer activity. Mr. DeVere inquired if there was a punitive action taken if the measures were not met. Mr. Moser replied that a corrective action plan might be required after two consecutive years, but there would be no loss of funding. A motion to approve the final ne-

gotiated PY 2018 Performance Measures was made by Mr. DeVere and seconded by Mr. Nichols. All members present voted their approval. Additional affirmative votes had been received from Mr. Fischetti, Ms. Homolash, Ms. Judge, Mr. McKeon, Mr. McMahon and Mr. Unger.

The Finance Committee report was introduced by Ms. Gage-Linderman. The Operating Budget for the 1<sup>st</sup> Quarter of PY2018 shows a fund balance of \$236,061 which provided a strong position for carry over at the end of the year. Good news had been relayed to the Finance Committee that the WDB's indirect cost charges for CY2019 are now calculated to be \$118,468 less than was charged to the WDB in CY2018. The County operates on a calendar year budget; the WDB operates on a fiscal program-year budget from July 1 to June 30. Additional unplanned funds from two state agencies (DCED and UC) may be received to assist with PY2018 CareerLink Operating costs. These additional funds will reduce the required contributions from all of the CareerLink partners including those budgeted by the WDB. Ms. Noll had reported to the Committee that all WDB subcontractors participated in the PY2018 fiscal training on June 21, 2018. There are currently nine subcontractors with fourteen program contracts. Fiscal monitoring activities for PY2018 are planned to begin nearing the end of the first quarter.

The Youth Committee report was introduced by Ms. White. Ms. White referred to two upcoming events: Investing in Tomorrow's Workforce (a Berks Early Learning Coalition) on October 2, 2018 at the BCIU Main Office in Tuckerton, and the second annual Career Ready Berks Symposium Breakfast scheduled for October 30, 2018 at the Crowne Plaza.

Ms. White said that 175 low-income young people in the community were placed in summer jobs. Low-income youths attending Reading High School also benefited from the successful partnership with Gage Personnel for placement in non-public, subsidized jobs with local employers.

Mr. Fogarty referred to the Goodwill Summer Youth Employment Enrollment Corrective Action in the report. While Goodwill exceeded the proposed number of youth served and increased the number of worksites participating, this over-enrollment resulted in a significant contracted budget overage initially estimated by Goodwill to be \$32,000 beyond what was authorized. The WDB is only obligated to reimburse Goodwill Keystone Area for qualifying expenses up to the approved contracted amount of \$116,337. Although pleased with the program outcome, the Committee was not as pleased with Goodwill's planning and monitoring efforts. Goodwill Keystone Area's Director of Vocational Services and CFO met with Mr. Fogarty and Mr. Moser on September 18 to discuss the WDB's concerns. In response, Goodwill will submit a corrective action plan by October 1. A motion was made by Mr. Rowley to increase the Goodwill Industries 2018 SWEAP contract to a maximum of \$150,000 subject to final review and approval of the Youth Committee. The motion was seconded by Mr. Schlott. All members present voted their approval. Additional affirmative votes had been received from Mr. Fischetti, Ms. Homolash, Ms. Judge, Mr. McKeon, Mr. McMahon and Mr. Unger.

The Training and Industry Partnership Committee Report was introduced by Mr. DeVere. He noted that the second annual Berks regional Manufacturing Summit will be held on October 10, 2018 in RACC's Miller Center for the Arts and STTC campus venues. This year's event will again be a collaboration of several local partners.

The Committee had been apprised of two grants received regarding the Manufacturing Industry Sector: (1) “Manufacturing Training-to-Careers” project that the Greater Reading Chamber Alliance (GRCA) began piloting in August with 8 participants and (2) RACC’s “Manufacturing Training-to-Careers” project. GRCA’s tuition-free project involves the Literacy Council and includes English language training followed by intensive entry-level adaptive skills, math fundamentals, problem-solving and customer service training. RACC’s program provides tuition-free, entry-level training in OSHA, Quality Assurance, Lean Manufacturing and introductions to other fundamental production-related topics, as well as workplace behaviors. Mr. Fogarty added that the funding came from the PA Department of Community and Economic Development (DCED) directly to GRCA and RACC, but a lot of the design work that went into the applications coincides with the Board’s strategic plan.

Ms. Kershner shared with the Board that the Berks Connections/Pretrial Services (BCPS) Rebuilding Reentrants and Reading (R3) project’s 6<sup>th</sup> cohort graduation would take place on September 21. Graduations take place every eight weeks. So far the program has resulted in 65 graduates, with a 70% employment rate and a very low 4% recidivism. She said this Board, as well as Mr. Fogarty and Mr. Stevenson, has played a significant role in the progress of this program.

A copy of the Summer 2018 edition of the Greater Reading Chamber Alliance Commerce Quarterly was included in the Board packages. This edition included an effective and intensive two-page article highlighting the United Way/WDB groundbreaking study of Disconnected Young Adults (2017). The related infographic produced by our Leadership Berks project team was also included with the article. Ms. Gage-Linderman recognized Ms. Albright who referred to the excellent article on BCPS’s R3 program, *Rebuilding Lives, Rebuilding Communities*.

It was also noted that BCPS is a partner in PA CareerLink® Berks County with Ms. Kathleen Stone, BCPS Employment Development Specialist, serving on the Employer Outreach Team.

Mr. DeVere said that the Training and Industry Partnership Committee reviewed the 2018-19 RMCTC’s (Reading Muhlenberg Career and Technology Center) and BCTC’s (Berks Career and Technology Center) Occupational Advisory Committee (OAC) member lists. The Committee voted unanimously to approve the lists and to recommend approval to the full Board as a statement of interest. It was noted that there are at least 30 advisory committees with 15-30 members each. Mr. DeVere moved to approve the lists; Mr. Rowley seconded the motion. Members present voted their approval.

The One-Stop Oversight Committee report was introduced by Mr. Fogarty. Mr. Moser informed the Board that a Statement of Work (SOW) to procure a PA CareerLink® Berks County Operator was approved by the Committee. The SOW will be sent to the County of Berks to begin the Request for Proposals process. Two new provisos are that any entity currently in a contractual relationship with the WDB (through the County of Berks) with an annual contract valued at greater than \$150,000 is not eligible to apply; and the successful proposer will be the employer

of record for staff assigned to the resource room/front desk reception duties and is the sole provider of these functions.

Mr. Fogarty said that Ms. Adamczyk, a State employee, had agreed to remain at CareerLink Administrator for two years. That period of time will end in June 2019 when she plans to retire. A new Administrator will be hired by the new Operator. He added that the bidders may be one entity or a combination of entities. If at the end of the RFP process, a suitable operator has not been found, EDSI's current contract allows for an extension and the current contract could be renegotiated for the hiring of a new Administrator subject to the approval by the WDB.

The By the Numbers report for the period July 2017 through June 2018 was reviewed by Ms. Adamczyk:

- Foot Traffic: 34,944
- Unemployment Compensation Claimants Served: 1,587
- New Training Accounts:
  - 39 WIOA - \$5,280 average
  - 9 Trade - \$22,028 average
- WorkKeys®
  - 0 Profiles
  - 2 New Employers Using WorkKeys® Assessments
- Individual Businesses Served: 687
- Employer Recruitments: 72 (1,728 job seekers)
- Job Fairs: 2 (1,298 job seekers)
- 11 New Work-based Training Contracts (\$4,934)

Ms. Adamczyk said that to date 27 employers have signed up for the October 22, 2018 Fall Job Fair at the Crowne Plaza with 50 being the “magic number” needed to pay for the space. 93 tables were filled last year and all set-up is done by CareerLink staff. This will be the 33<sup>rd</sup> job fair. Additional money has been budgeted for outreach activities. The Young Adult Team, looking to attract younger folks, has utilized Snapchat, Instagram, Spotify and Pandora for outreach.

The Committee on Increasing Opportunities for People with Disabilities report was introduced by Mr. Fogarty in the absence of Mr. McKeon and Ms. Homolash, Co-Chairs. The 1<sup>st</sup> Annual Employer Symposium held September 12 at Cabela's was attended by 65 individuals, exceeding expectations. The space was provided by Cabela's at no cost. Mr. Craig Poole, Manager of the DoubleTree by Hilton/Reading Hospitality Management LLC, provided the keynote address. Mr. Moser staffed the highly successful and cost-effective event. The Symposium offered participating employers an introduction to the Office of Vocational Rehabilitation's Job Fair on October 4, 2018.

As part of his COO Report, Mr. Fogarty said that following Ed McCann's untimely demise on August 30, the staff has been working with his family (who has always referred to him as “Ned”) to contact the list of people that he wanted notified of his death. Testimonials and notes of sympathy continue to flow in not just from Pennsylvania but across the country. A

common theme has been one of appreciation for his patient mentoring of workforce leaders over his 40+ year career and even after his retirement in 2014.

Mr. Fogarty reviewed current figures on the Berks County Local Labor Market and the National Labor Market Trends included in his report. Berks County's local labor market continues to tighten as our seasonally-adjusted (SA) local unemployment rate in July stood at 4.0%. Berks County employers reported 15,500 new hires during the 4<sup>th</sup> quarter of 2017. This represents an "eye-popping" 8.7% of all employment and was more than twice the rate of new hires in nearly every other workforce development area in Central and Eastern PA.

Mr. Jerry Oleksiak, PA Secretary of Labor and Industry, visited the PA CareerLink® Berks County in July to tour the facility and meet with staff and employer partners from East Penn Manufacturing. Secretary Oleksiak shared his positive impressions of his visit with a writer from the Reading Eagle.

Mr. Patrick T. Harker, President and CEO of the Federal Reserve Bank of Philadelphia, met with various local economic development, education, community and workforce development leaders at Reading Area Community College on September 12, 2018. Thanks to Randy Peers who connected to Mr. Harker initially. Mr. Harker was especially interested in the Schmidt Training and Technology Center where he observed the STTC's world-class manufacturing training capacity.

WDB staff recently updated the "Silver Tsunami" demographic projection and the challenges faced by employers are expected to be every bit as daunting as uncovered by the initial analysis in 2015. From 2010-2030, the "potential retiree" population (65+) is projected to grow by 63% from approximately 60,000 to over 98,000. Over the same two decades, the population of "potential entrants" into the labor force (ages 25-29) is projected to remain essentially flat at just over 24,000.

Market Intelligence Discussion: Mr. Rowley asked if a breakdown by industry of retirement data is available. Mr. Fogarty replied that Mr. Stevenson would be able to access historical data. Mr. Rowley also inquired if the finance sector was being impacted. Mr. Fogarty replied that even with layoffs at some of the larger banks, some of the smaller banks have found talent even with extended commutes involved.

There being no public comment, Ms. Gage-Linderman moved to adjourn the meeting. The motion was seconded by Mr. Showers and the meeting was adjourned at 8:57 a.m.

The final 2018 quarterly meeting of the Board is scheduled for Friday, December 14, 2018 at 7:30 a.m.