pennsylvania
WORKFORCE DEVELOPMENT BOARD

Quarterly Meeting Briefing Book

Tuesday, October 23, 2018
10:00 AM to 2:00 PM

Pennsylvania School Boards Association
Mechanicsburg, Pennsylvania

Tom Wolf
Governor

Jeff Brown
Chair

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WORKFORCE DEVELOPMENT BOARD

Quarterly Meeting Briefing Book
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Auxiliary aids and services are available upon request to individuals with disabilities.
Equal Opportunity Employer/Program

Meeting Agenda and Minutes

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WORKFORCE DEVELOPMENT BOARD

Quarterly Meeting

Tuesday, October 23, 2018
10:00 AM to 2:00 PM

Pennsylvania School Boards Association
400 Bent Creek Boulevard, Mechanicsburg, Pennsylvania

Agenda

10:00 AM Welcome and Introductions, Chair Jeff Brown
- Review and Approve August 15, 2018 Quarterly Meeting Minutes – VOTE

10:05 AM Chair's Updates, Chair Jeff Brown
- Deputy Secretary's Report, L&I Deputy Secretary Eileen Cipriani

10:15 AM Committee Updates and Discussion
- Continuous Improvement, Chair Brian Funkhouser
  - Digital Strategies Subcommittee
- Career Pathways and Apprenticeship, Chair Julene Campion
- Industry Partnerships and Employer Engagement, Chair John "Ski" Sygielski
- Youth, Chair James Kunz
- Healthcare Workforce Ad Hoc, Chair Matt Yarnell
- Re-entry Ad Hoc, Chair Jeff Brown
  - Robert Reed, Charla Plaines, and Jeff Abramowitz, PA Re-entry Council

10:45 AM PAsmart Grants Framework, Chair Brown and Allison Jones – VOTE

11:45 AM PAsmart Public Comment Period

12:00 PM Finalize Next Generation Industry Partnership Statewide Metrics, Allison Jones – VOTE

12:15 PM Local Workforce Development Board Partner Updates
Presenters:
- Dan Fogarty, Berks County Workforce Development Board
- Jesse McCree, SCPa Works (Adams, Cumberland, Dauphin, Franklin, Juniata, Lebanon, Perry, and York Counties)
- Cathy Rychalsky, Lancaster County Workforce Development Board

12:50 PM General Public Comment Period

1:00 PM Working Lunch, Networking, and Committee Time

2:00 PM Adjourn – VOTE

Next Meeting: Tuesday, February 12, 2019

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WORKFORCE DEVELOPMENT BOARD

Quarterly Board Meeting
Wednesday, August 15, 2018
10:00 AM to 2:00 PM

Pennsylvania School Boards Association
Pennsylvania A/B
400 Bent Creek Boulevard, Mechanicsburg, Pennsylvania

Meeting Minutes

Attendance

Members: Chair Jeffrey Brown, Secretary Jerry Oleksiak, Secretary Pedro Rivera, Deputy Secretary Eileen Cipriani, Denise Andahazy, Tim Bean, Julene Campion, Representative Morgan Cephas, Wendie DiMatteo-Holsinger, Brian Funkhouser, Christopher Hackett, James Harper Jr., Marguerite Kline, James Kunz, Carrie Lenze, Representative Ryan Mackenzie, Henry Nicholas, Jodi Pace, Michael Pipe, Gregg Riefenstahl, JoAnne Ryan, Robert Scaer, Frank Sirianni, John Sygielski, Jessica Trybus, Dionne Wallace Oakley, Matt Yarnell, Carrie Amann on behalf of Secretary Sarah Galbally, David Miles on behalf of Secretary Teresa Osborne, Gwen Ross on behalf of Secretary Dennis Davin, Scott Sheely on behalf of Secretary Russell Redding, Christian Stephens on behalf of Secretary John Wetzel, and Lisa Watson on behalf of Secretary Teresa Miller

Presenters: Ronn Cort, President and COO, SEKISUI and Central PA Advanced Manufacturing Industry Partnership; Erica Mulberger, Executive Director, Central PA Workforce Development Corporation (CPWDC),

Staff Present: Allison Jones, James Martini, and Michael Leister

Welcome, Introductions, and Chair's Updates
Chair Brown called the Quarterly Meeting to order at 10:06 AM.

Chair Brown sought a motion to approve the agenda.

> **MOTION:** Mr. Nicholas moved to approve the August 15, 2018 agenda. Mr. Harper seconded the motion. The motion passed unanimously.

Chair Brown sought a motion to approve the minutes from February 13, 2018.

> **MOTION:** Mr. Nicholas moved to approve the May 23, 2018 minutes. Mr. Harper seconded the motion. The motion passed unanimously.

Chair Brown announced the appointments of new Board members: Representative Morgan Cephas; Ms. Carrie Lenze; and, Mr. Gregg Riefenstahl. He also announced that Mr. David Miles from the Department of Aging and Mr. Christian Stephens from the Department of Corrections would be representing the

respective department secretaries on the Board. The new Board members introduced themselves and provided background information.

Chair's Updates – Deputy Secretary's Report
PA Department of Labor and Industry (L&I) Deputy Secretary Eileen Cipriani provided a brief report based on her report included in the meeting packet. First, Deputy Secretary Cipriani noted Pennsylvania's WIOA Combined State Plan modification, that was approved by the Board at the February 2018 meeting, was approved by the U.S. Department of Labor (U.S. DOL).

Next, Deputy Secretary Cipriani said L&I, in partnership with several other state agencies, applied for and received a $5 million U.S. DOL Opioid National Health Emergency Dislocated Worker Demonstration Grant. The grant will be disbursed to four areas: two in the southwest, Philadelphia, and the central region. Deputy Secretary Cipriani highlighted four ways the grant funds will be used to: connect PA CareerLink® services with Centers of Excellence at the Department of Human Services (DHS); develop a community resource navigator app that highlights service providers based on location; support trainings to enhance the number of recovery specialists; and work with the Department of Community and Economic Development (DCED) to educate and engage businesses in hiring individuals that have been through the recovery process.

Deputy Secretary Cipriani then highlighted Pennsylvania workforce performance measures. She said that Pennsylvania has surpassed its currently negotiated performance levels for Title I and Title III WIOA funding.

Deputy Secretary Cipriani provided an update on the workforce system rebranding campaign. On August 10, Pennsylvania's JobGateway website and URL was changed to www.pacareerlink.com to align with rebranded PA CareerLink® centers. To highlight the new PA CareerLink® name, L&I engaged in a 12-week rebranding campaign using a variety of mediums and audiences.

Lastly, Deputy Secretary Cipriani highlighted the State and Local Internship Program. This year, the program awarded $3 million to provide internships for 700 students at 360 businesses across Pennsylvania. Participating businesses also engaged with other PA CareerLink® services.

Chair's Updates – New PA WDB Executive Order
PA WDB Director Allison Jones informed the Board that on Jull 11, 2018, Governor Wolf signed an Executive Order updating the duties and responsibilities of the Board. The new Executive Order outlines the Governor's strategic vision for workforce development, conforms the Board's duties and responsibilities to the Workforce Innovation and Opportunity Act, and adds the secretaries from the departments of Aging and Corrections. Ms. Jones said the Executive Order also includes an enhanced accountability structure of how the Board works across commonwealth agencies and the workforce development system. The Executive Order elevates the significance of the Board and its role around interagency coordination and alignment by recognizing that workforce development is an issue that touches many programs and services in a variety of agencies.

Chair's Updates – Meeting Dates
Ms. Jones said to act on the PAsmart initiative in a timely manner, the next Quarterly Meeting has been moved to October 23, 2018. Additionally, Ms. Jones provided the meeting dates for 2019:

- Tuesday, February 5

- Wednesday, May 1
- Tuesday, August 13
- Wednesday, November 6

All meetings will take place from 10:00 AM to 2:00 PM at the Pennsylvania School Boards Association, 400 Bent Creek Boulevard, Mechanicsburg, Pennsylvania 17050.

Committee Updates -- Continuous Improvement
Brian Funkhouser, Chair of the Continuous Improvement Committee, said the committee met by phone on July 16, 2018. The committee's name was changed from Performance and Accountability and the committee's focus was broadened to include performance and accountability, system modernization, digital strategies, data sharing, and data management. Additionally, Mr. Funkhouser said the Digital Strategies Subcommittee will report to the Continuous Improvement Committee.

Mr. Funkhouser noted that Goal 5.7 of the WIOA Combined State Plan calls for the development of a dashboard to track progress on the implementation, which the committee will focus on. The key objectives of the dashboard are identifying key metrics of the plan, establishing a timeline with cost effectiveness in mind, engaging stakeholders to get feedback, and focusing on the user experience and accessibility. He said the goal is to have the dashboard live by 2019.

Mr. Funkhouser asked Ms. Jones to provide an update on co-enrollment. Ms. Jones said the commonwealth participated in a state-to-state peer learning experience around the WIOA priority of co-enrollment, or enrolling customers in more than one WIOA Core Program. Examples of co-enrollment include:

- A customer may want assistance with training and completing high school, so the customer can be enrolled in both Title I Adult and Title II/Adult Basic Education.
- A customer may want assistance with training and have a disability, so the customer can be enrolled in both Title I Adult and Title IV Vocational Rehabilitation.

As part of the cohort, Ms. Jones said Pennsylvania learned best practices from other states and developed a Co-enrollment Action Plan. The Action Plan includes action items in three general areas:

- Coordinated Inter-Agency Policy Development: State agencies are coordinating on all workforce development-related policies. State provides co-enrollment guidance and best practices to local partners.
- Cross-Training and Professional Development: Workforce development staff have a basic understanding of all workforce programs so they can easily identify co-enrollment opportunities.
- Data Collection and Sharing: Workforce development staff and programs can share case management information, and effectively refer customers across the system.

To close, Mr. Funkhouser said the committee will meet monthly.

Committee Updates – Career Pathways and Apprenticeship
Ms. Julene Campion, Chair of the Career Pathways and Apprenticeship Committee, said the committee met for the first time by phone on August 13, 2018. She said the main goal for the first conversation was to start developing shared language, shared definitions, and a common understanding of career pathways.

Ms. Campion said the committee also discussed the need to create a shared definition for career pathways for the entire Commonwealth of Pennsylvania. The committee would like to engage local stakeholders to gauge what career pathways program currently exist across Pennsylvania and create a repository to help identify best practices.

Representative Ryan Mackenzie thought the first committee meeting was very productive. He emphasized the need to create a repository for all types of programs, not just career pathways, in Pennsylvania. He said this would help with PAsmart and other upcoming grant programs to help fill in the gaps or expand successful programs. Deputy Secretary Cipriani said there is funding set aside to do surveys of pre-apprenticeship and career pathways programs in all the local areas.

Committee Updates – Industry Partnerships and Employer Engagement
Dr. John Sygielski, Chair of the Industry Partnerships and Employer Engagement Committee, said the committee provided input on the draft Next Generation Industry Partnership statewide metrics and an employer engagement survey. The Next Generation Industry Partnership statewide metrics are what local partnerships will be required to report to the commonwealth. Gathering this information will help the commonwealth measure impact and effectiveness of partnerships statewide to share with stakeholders and policymakers.

Dr. Sygielski then said that PA WDB staff developed an employer engagement survey to gather information from PA WDB members on hiring practices and use of the Pennsylvania workforce development system. Once finalized, the survey will be sent to the Board to complete. The committee provided feedback on the metrics and survey, both of which are in the briefing book addendum.

Committee Updates – Youth
Mr. Jim Kunz, Chair of the Youth Committee, said the committee is current supporting a survey by the Keystone Research Center on the state of pre-apprenticeship in Pennsylvania. The survey involves interviewing currently registered pre-apprenticeship programs and connecting with Pennsylvania's 22 local workforce development boards on their pre-apprenticeship work. Mr. Kunz said the final report will be available later in the year.

Mr. Kunz said the committee is also looking to create a statewide definition for career readiness. The committee agreed that there needs to be a standard of what it means to be career ready and will work with stakeholders to create this definition.

Mr. Kunz closed by informing the Board that state staff would be participating in the PA Workforce Development Association Symposium in early October with a session focused on the best practices of Youth Committees across the local workforce development boards. Mr. Kunz was hopeful this session would provide ideas for area of focus for the committee moving forward.

Committee Updates – Healthcare Workforce Ad Hoc
Matt Yarnell, Chair of the Healthcare Workforce Ad Hoc Committee, said the committee is focused on several issues, including stagnant wages for direct care workers and increased demand for quality care at home or nursing homes.

PA WDB staff provided committee members with an overview of background research including:

- Direct care worker definition from the Long-Term Care Council at the Department of Aging;
- Information on the 5 occupation titles recognized by the Center for Workforce Information and Analysis (CWIA) as direct care workers;
- Direct care workers efforts taking place across the county in five areas: wages, benefits, and workforce supports; financing; recruitment, training, and career advancement; workforce data collection and analysis; and, stakeholder engagement; and
- Successful tuition assistance programs.

Mr. Yarnell said the committee will meet in in-person on September 26, 2018. The committee will explore the need for flexible funding sources to help address training needs for direct care workers. The committee will also review recommendations around direct care workers that were made by the Pennsylvania Center for Health Careers, which no longer exists. Lastly, Mr. Yarnell said the committee will explore recommending the re-establishment of the PA Center for Health Careers.

Chair Brown asked if the committee will explore reforms since individuals that were formerly incarcerated are not eligible to work in many healthcare jobs. Mr. Yarnell said the committee will explore this issue.

Ms. Campion asked if the committee is just looking at long-term care or all healthcare. Mr. Yarnell responded that the committee is open to focusing on all healthcare, but currently has a focus on direct care workers. Ms. Campion thanked Mr. Yarnell for the clarification and said she thinks the work will intersect with the career pathways system and committee work.

Committee Updates – Re-entry Ad Hoc

Chair Brown said the goals of the Re-entry Ad Hoc Committee are to accelerate returning citizens' re-entry into the workplace and address barriers to employment. Given broad bipartisan support for this issue, the committee has a unique opportunity to move this work forward. Chair Brown noted that businesses are also enthusiastic about this work and Gene Barr, President of the Pennsylvania Chamber is a member of the committee and ready to help pitch solutions to the business community.

Chair Brown said the committee will focus on taking a statewide approach to re-entry given that returning citizens move all around the state and returning from the federal, state, and local systems, which sometimes do not communicate with and work together. Chair Brown said the committee discussed several policy ideas, including expanding the clean slate legislation, better data sharing, and engaging employers around returning citizens.

Several committee members noted the Re-entry Ad Hoc committee is not the only statewide initiative on re-entry. The Attorney General's Office has the Pennsylvania Statewide Re-entry Coalition, which has a subcommittee focused on employment. The committee will reach out the Attorney General's office to explore collaborating and aligning these similar initiatives.

PAsmart Competitive Grant Program

Carrie Amman, Deputy Secretary of Policy and Planning at the Governor's Office, provided an update on the Governor's PAsmart initiative. Deputy Secretary Amman said PAsmart was developed in response to the Middle Class Task Force findings. PAsmart is a strategic, new approach to education and workforce development to help Pennsylvanians develop the skills and abilities they need to obtain a quality job, help businesses recruit skilled workers, and foster economic growth. PAsmart has four gaols:

1. Transforming interagency collaboration around education and workforce development
2. Improving coordination of public education and workforce development services and funding
3. Strategically investing resources in areas of opportunity
4. Creating successful outcomes for Pennsylvania students, workers, and businesses

The 2018 Enacted Budget includes $30 million for Governor Wolf's PAsmart initiative. The funding is broken into three areas: $20M for Computer Science and STEM Education (new); $7M for Registered Apprenticeship and pre-apprenticeship (new); and, $3M for Next Generation Industry Partnerships (increase).

Deputy Secretary Amman continued by saying the recent Executive Order ensures the Board serves as the key policy advisor to the Governor on workforce development issues. While PAsmart will be a collaborative effort across agencies, she said the Board will lead the implementation of PAsmart and Board members will help define funding priorities for PAsmart competitive grants. PAsmart funding will be focused on innovative ideas around best practices, address funding gaps, and supplement what already exists. Deputy Secretary Amman said the PAsmart Ad Hoc Committee will allow board members to provide input and funding recommendations.

Chair Brown said the PAsmart Ad Hoc Committee will come back to the full Board with recommendations at the October 23, 2018 meeting.

Wendie DiMatteo-Holsinger said that breaking down silos is critical. She also said that the benefits cliff is a real issue for many people collecting participating in public programs and that accepting a job at a non-family sustaining wage may cause them to be ineligible for benefits. Lisa Watson, Deputy Secretary for the Office of Income Maintenance at DHS said the department is reviewing policies impacting the Supplemental Nutrition Assistance Program (SNAP) to minimize the benefits cliff.

Jodi Pace asked for clarification around the Board's role with PAsmart. She asked if the Board would be setting the criteria for the competitive grants or actually selecting the awardees. Chair Brown clarified the committee would focus on how to prioritize investments and evaluate grant applications, not select awardees. Deputy Secretary Amman echoed Chair Brown's statement.

WIOA Combined State Plan Waivers Overview
Dan Kuba, Director of the Bureau of Workforce Development Administration at L&I, provided an overview of WIOA Combined State Plan waivers. Waivers allow the commonwealth to take a look at the overall federal statute, seeing what does and does not work, come up with an idea or a plan for change, and get approval from the federal government to create additional flexibility for states to implement the WIOA law in different ways. Waivers are important for the Boards because waivers involve policy changes, which committees can explore.

Mr. Kuba highlighted two waivers the commonwealth is currently exploring.

1. **Waiver to allow Individual Training Accounts (ITAs) for In-School Youth (ISY)**
   WIOA Title I-funded ITAs are the main mechanism fund occupational training for eligible WIOA Adult, Dislocated Worker, and Out-of-School Youth customers. L&I submitted a waiver to U.S. DOL to allow for the use of ITAs for In-School Youth customers to increase the pipeline of talent

into the workforce, particularly in occupations requiring less than a four-year college degree, and to address increased demand for workplace training that incorporates occupational training. This waiver will accelerate In-School Youth transitions into the workforce.

2. **Waiver to allow WIOA statewide funds to support local areas impacted by a qualifying disaster event**
   When a disaster or emergency occurs, L&I can provide disaster safety and clean-up assistance using federal disaster grants. There are often significant time delays before the grant funds allocated and grant limitations slow down disaster recovery efforts (e.g. requirement to use certain WIOA eligible participants for disaster recovery efforts). L&I is exploring a waiver to use WIOA statewide funds already allocated to local areas, instead of federal disaster grants, to respond to disasters. The waiver would also expand the allowable participants beyond WIOA requirements. This waiver will accelerate L&I's ability to respond to disasters using workforce resources.

Mr. Kuba said the first waiver was submitted address a local need to get more young talent into the workplace. He said the second waiver is focused around natural disasters. On the federal level, Pennsylvania can apply for National Dislocated Worker grants for natural disasters to support cleanup efforts. Since this grant process can take up to six months, the waiver will allow Pennsylvania to release resources much sooner. Typically, National Dislocated Worker grant funds are for dislocated workers only, but the waiver would also expand eligibility to any adult ready and able to work. Mr. Kuba closed by noting this waiver is currently posted on L&I's website for public comment.

Representative Morgan Cephas asked if the National Dislocated Worker grants are only available for natural disasters that take place in Pennsylvania. She referenced Hurricane Maria in Puerto Rico and the number of dislocated workers that have come to Pennsylvania. Mr. Kuba replied that under this program, the disaster must occur in Pennsylvania.

Chair Brown asked how long waivers last and if they expire. Mr. Kuba replied that once waivers are approved by the federal government, they are built into future modifications of the State Plan. Chair Brown asked is there is a repository of waivers received by other states. Mr. Kuba replied that there is a catalog of waivers on U.S. DOL's website and Pennsylvania routinely monitors waivers received by other states.

Secretary Pedro Rivera said in response to natural disasters, such as Hurricane Maria, where displaced families are coming into the commonwealth, there are opportunities to leverage resources and work across agencies. He informed the Board there is work underway and there would be funding available soon made available to families displaced by Hurricane Maria through school systems.

Next Generation Industry Partnership Presentation
Dr. Sygielski introduced guest presenters Mr. Ronn Cort and Ms. Erica Mulberger, to provide an update on the Central PA Advanced Manufacturing Industry Partnership.

Ms. Mulberger said the central workforce development area is a nine-county region covering central Pennsylvania and is the largest geographic local workforce development area in Pennsylvania. She said CPWDC convenes two partnerships in the region in manufacturing and healthcare. CPWDC has embraced Next Generation Industry Partnerships because its mission aligns perfectly with the model of

regional coordination and cross-sector alignment of economic development, education, and workforce development.

Ms. Mulberger said she likes the business-driven model of Next Gen as businesses lead the partnership as opposed to public partners. Instead of public partners telling businesses what services are available in the region, business sets their own agenda. Their manufacturing partnership launched in January 2018 and the healthcare partnership in March 2018. Both partnerships share some of the same public support partners. The public parnters are tailoring their work separately for each partnership. Ms. Mulberger then introduced Mr. Ronn Cort.

Mr. Cort said SEKISUI is an $11 billion Japanese chemical company with a plant in Bloomsburg, PA. Mr. Cort said he established SEKISUI's Pennsylvania location in 2012 with clear direction to relocate the business out of Pennsylvania. He was given a year and a half to figure out how to move the business. After working in Pennsylvania, Mr. Cort said he informed his superiors in Japan that under no conditions should they move the company out of central Pennsylvania, as the people of central Pennsylvania were the best he had ever worked with. He said SEKISUI is now expanding in Pennsylvania and will be investing $24 million in the plant this year alone.

Mr. Cort said the Next Generation Industry Partnership allows businesses to get together in the same room and identify common themes and priorities. He said it is less about the specific issues manufacturers have, and more about the cultures of their businesses and communities and how they build an environment where they are not just giving people jobs, but creating careers.

In his role as a business champion, Mr. Cort recruits other manufacturers in the region to get involved and stresses the collective impact of growing business membership. Mr. Cort noted manufacturers are action oriented and that members of the partnership walk out of each meeting with a clear list of action items and motivation to accomplish their checklist.

Mr. Cort is involved in two action teams for the partnership. One is focused on promoting manufacturing careers. The action team is exploring strategies to improve the perception of manufacturing careers in the region and get the youth interested in pursuing manufacturing careers. Through the partnership, SEKISUI benefited from the L&I Educator in the Workplace grant, and was able to host teachers in their facility within two weeks. Three weeks later, Mr. Cort said they had educators from 15 schools in the area tour the facility and gain an understand of what manufacturing jobs mean and what skills they need to start developing in their schools. To emphasize how this can turn to action, Mr. Cort said SEKISUI was able to donate old 3D printers no longer in use to these schools for use in the classroom.

Mr. Cort said another benefit of the partnership has been understanding what other manufacturers in the region produce. SEKISUI is building out a 360,000 square foot manufacturing facility. By getting to know other companies in the area, Mr. Cort provided a list of preferred vendors involved in the partnership to the general contract to use for materials in the construction of the facility.

Mr. Cort said best practice sharing has also been an important part of the partnership. SEKISUI exports products to 33 countries. Some smaller businesses in the partnership were interested in exporting products but did not know how. Mr. Cort connected those businesses with his export group and share the knowledge with them.

Mr. Cost said he has been involved with many partnerships over the years but this has been the most responsive initiative he has ever experienced. He told the Board he is extremely excited about the potential and amazed by the result after only seven months.

Ms. Mulberger said Geisinger, represented by Ms. Campion on the Board, is involved in the healthcare partnership. Ms. Campion said Ms. Mulberger has been an amazing partner and made it very easy for the chief administrative office of Geisinger to be a business champion for the partnership. She said the public support team has been great in helping business define very clear actions for the partnership including increasing broadband access in the region, transportation issues, and the recruitment and retention of workers. She said the partnership has been very easy to work with and praised Ms. Mulberger for her work as the convener.

Deputy Secretary Amman asked Mr. Cort for the most important issues the partnership and his company need to focus on going forward. Mr. Cort replied soft skills education and having a plan for workers at the end of their careers.

Chair Brown thanked Mr. Cort and Ms. Mulberger for their presentation and said it is exciting to see a company like SEKISUI expand in the Pennsylvania.

Next Generation Industry Partnership Statewide Metrics
Dr. Sygielski asked Deputy Secretary Cipriani and Gwen Ross from DCED to provide background information on the development of statewide metrics for Next Generation Industry Partnerships.

Deputy Secretary Cipriani said starting in December 2017, a cross-agency state team met to develop proposed statewide metrics for Next Generation Industry Partnerships. The cross-agency state team developed a list of priority indicators of success based on three impact categories: impact on employers, impact on workers, and impact on public programs. In June 2018, draft statewide metrics were presented to a workgroup comprised of Next Generation Industry Partnership conveners from across the commonwealth. The workgroup provided feedback on each indicator, including the value, practicality, and best mechanism for measurement.

Ms. Ross said with input from the workgroup, the cross-agency state team updated the metrics and priority indicators of success were reorganized into four categories to align with the program's emphasis on cross-sector and cross-agency collaboration: workforce, economic development, education, and, partnership engagement. On August 13, The Industry Partnership and Employer Engagement committee weighed in on the metrics. She noted that an updated metrics document was provided in the meeting addendum. The workgroup will engage a second group of local conveners will be engaged for a final round of input. The Industry Partnerships and Employer Engagement Committee will review the final metrics and make a recommendation to the full Board in October.

Dr. Sygielski asked for any feedback from the Board. Dionne Wallace Oakley liked that the metrics included an indicator for total compensation as opposed to just base salary.

Representative Cephas asked how often partnerships will report on the metrics. Dr. Sygielski said partnerships will report annually.

Ms. Campion thought some of the indicators would also apply to other committees like the Career Pathways and Apprenticeships Committee. She said it would be important for the Board to start identifying shared metrics across all committees. Dr. Sygielski agreed and said that would be useful to reference when developing the framework for the PAsmart initiative.

Public Comment
Chair Brown opened the floor for public comment.

Mr. Bill Stauffer, Executive Director of the Pennsylvania Recovery Organizations Alliance, the drug and recovery organization of Pennsylvania offered public comment. Mr. Stauffer said Pennsylvania was recently awarded a $5 million grant from U.S. DOL to provide reemployment services for individuals impacted by the health and economic effects of widespread opioid use, addiction, and overdose. Mr. Stauffer used his time to make the Board aware of the Pennsylvania Recovery Organizations Alliance as a resource for those grants funds.

Chair Brown thanked Mr. Stauffer for his comments.

Adjournment
Chair Brown thanked Board members for their attendance.

> **MOTION:** Mr. Nicholas moved to adjourn the meeting. Ms. DiMatteo-Holsinger seconded the motion. The motion passed unanimously.

The meeting adjourned 12:12 PM.

Chair’s Updates

pennsylvania
DEPARTMENT OF LABOR & INDUSTRY

Deputy Secretary's Report

Deputy Secretary Eileen Cipriani
October 23, 2018

Pennsylvania Receives $17.5 in Dislocated Worker Grants
The U.S. Department of Labor (U.S. DOL) awarded the Pennsylvania Department of Labor & Industry (L&I) an $8 million Trade and Economic Transition Dislocated Worker Grant that will be used to help individuals who have lost their jobs in the retail and hospitality industries. The grant will fund the full costs of skills training and associated needs, like child care, to help dislocated workers get in-demand jobs.

L&I is partnering with the Pennsylvania Department of Human Services (DHS) to identify individuals in the SNAP (Supplemental Nutrition Assistance Program) and TANF (Temporary Assistance for Needy Families) programs that would be eligible to receive job skills training as part of the grant award.

In addition to the L&I grant award, two local workforce development boards also received funding:

- **$1.7 million to the Bucks County Workforce Development Board** to provide training and work-based learning opportunities to dislocated workers in Bucks, Montgomery, and Philadelphia Counties, in the Manufacturing and Information Technology industries, which account for more than 50 percent of the Gross Regional Product of the area.

- **$7.8 million to the Three Rivers Workforce Investment Board** in Allegheny County to coordinate and implement a regional strategy to recruit mature workers that have experienced a dislocation in sectors negatively impacted by technology and automation and to train these workers for occupations in Health Care, Transportation and Logistics, Information Technology, Financial Services, and Advanced Manufacturing

WIOA Waiver to allow Individual Training Accounts (ITAs) for In-School Youth (ISY) Approved
U.S. DOL approved the commonwealth's WIOA waiver request to allow Individual Training Accounts (ITAs) for In-School Youth (ISY). WIOA Title I-funded ITAs are the main mechanism fund occupational training for eligible WIOA Adult, Dislocated Worker, and Out-of-School Youth customers. L&I submitted a waiver to U.S. DOL to allow for the use of ITAs for ISY customers to increase the pipeline of talent into the workforce, particularly in occupations requiring less than a four-year college degree, and to address increased demand for workplace training that incorporates occupational training. This waiver will accelerate In-School Youth transitions into the workforce and will have a positive impact on the state's Registered Apprenticeship and Pre-apprenticeship programs

Apprenticeships
L&I's Apprenticeship and Training Office, in partnership with the Team Pennsylvania Foundation, held the inaugural two-day Pennsylvania Apprenticeship & Training Summit on August 25 and 26. The summit provided an opportunity for employers, training providers, educators, job seekers, and workforce development professionals to hear from apprenticeship experts from across the state and learn about the various aspects of apprenticeship programs. Nearly 400 individuals attended the summit. Three apprenticeship participants and three program sponsors were presented awards for their outstanding performance and work in their programs. The ATO received positive feedback on the summit and there is an overwhelming interest in holding a similar event again next year.

Auxiliary aids and services are available upon request to individuals with disabilities.
Equal Opportunity Employer/Program

Lay off Aversion
The L&I Workforce Deputate recently announced a pilot initiative using a new approach to assisting Pennsylvania workers and employers to avert layoffs. The pilot is part of Pennsylvania's Rapid Response program, which was developed to help dislocated workers who are part of a large layoff, providing them with resources and services to find new jobs or connect with training and education opportunities. The program aims at quickly getting workers back into the workplace. The pilot shifts Rapid Response from a layoff response model to a comprehensive economic transitional model; a model that is proactive and uses layoff aversion as one of its central strategies.

L&I recently announced a $500,000 award to the Southeast Pennsylvania Regional Workforce Developments Boards, which includes Chester, Berks, Bucks, Delaware, Montgomery and Philadelphia Counties. The funding will be used to address critical staffing needs within the region's Information Technology industry. While this sector continues to grow, there is a potential risk for a future industry downturn due to a shortage of skilled workers.

PA CareerLink® Rebranding Campaign
The Workforce Innovation & Opportunity Act (WIOA) required Pennsylvania to rebrand its PA CareerLink® career centers as a "proud partner of the American Job Center network." L&I is using this rebranding opportunity to share news about the great programs and services PA CareerLinks® offer to residents.

L&I recently completed a 12-week rebranding campaign. Last May, L&I launched the PA CareerLink® rebranding campaign, covering the months of May, June, and July. Along with rebranding PA CareerLink® in partnership with American Job Centers' network, the campaign worked to help make PA CareerLink® centers to become a recognized name, highlighting Pennsylvania's statewide network of workforce development services that are offered both online and in-person. On August 10, the JobGateway® site and URL transitioned to www.pacareerlink.gov. The site will be more user-centric and connect with the PA CareerLink® brand. L&I also held customized trainings on customer service and business engagement with PA CareerLink® staff.

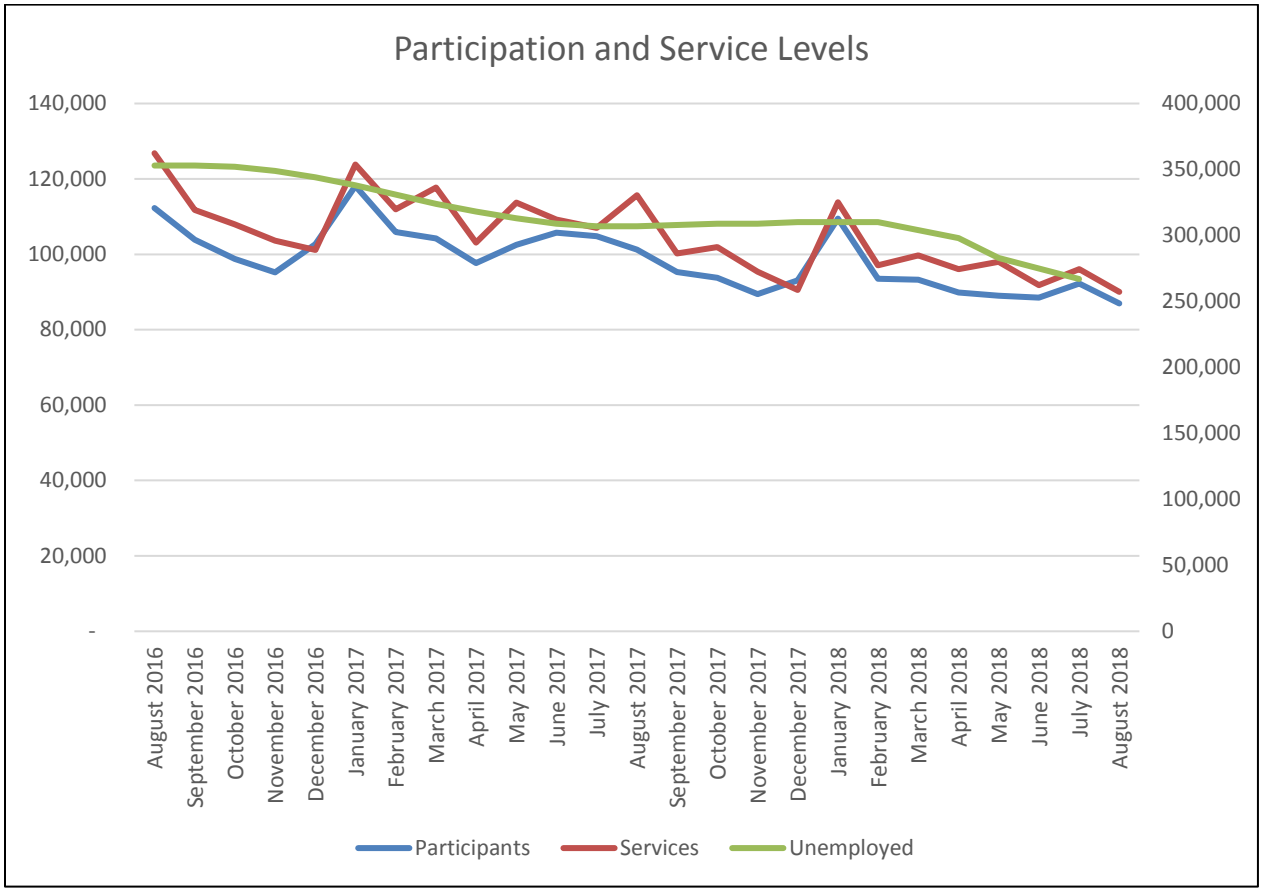
The 12-week campaign used a variety of media approaches to reach different audiences, including local radio across the state, social media, and ad banners for online websites.

- **Radio Markets**: Allentown-Bethlehem, Altoona, Erie, Hagerstown-Chambersburg, Harrisburg-Lancaster-York, Johnstown, Meadville-Franklin, Philadelphia, Pittsburgh, Reading, Sunbury-Selinsgrove-Lewistown, State College, Wilkes-Barre/Scranton, and Williamsport
- **Social Media:** Facebook and Instagram

The initial data collected from the campaigns indicates it had a positive impact. A significant portion of the campaign was conducted on social media. An impression is the number of times our message appeared in a user's platform feed.

- Facebook: 12,427,151 impressions (30 percent of budget)
- Video: 15,363,791 impressions (30 percent of budget)
- LinkedIn: 661,568 impressions (13 percent of budget)
- Display: 9,990,729 impressions (27 percent budget)

During the campaign, websites visits increased from 82,392 at the beginning of the 12-week period to 177,195, an increase of 115 percent. Upgrades to the overall online products has also increased traffic, consistent with an overall upward trend over the past year. PA CareerLink® center visits also increased during the campaign, despite a declining unemployment rate in Pennsylvania.


Participation and Service Levels
140,000
120,000
100,000
80,000
60,000
40,000
20,000
-
400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0
August 2016
September 2016
October 2016
November 2016
December 2016
January 2017
February 2017
March 2017
April 2017
May 2017
June 2017
July 2017
August 2017
September 2017
October 2017
November 2017
December 2017
January 2018
February 2018
March 2018
April 2018
May 2018
June 2018
July 2018
August 2018
Participants
Services
Unemployed

Committee Updates

pennsylvania
WORKFORCE DEVELOPMENT BOARD

Continuous Improvement Committee
Monday, August 20, 2018
3:00 PM to 4:00 PM
By Phone

Meeting Summary

Members Present
Denise Andahazy
Carole De Mayo
Brian Funkhouser, Chair
Tamila Lay
Scott Sheely on behalf of Secretary Redding
Cynthia Mundis
JoAnne Ryan

Members Absent
Georgia Berner
Jessica Trybus
Carol Kilko
Ron Kratofil

Staff and Guests Present
James Martini, PA WDB Deputy Director

The meeting was called to order by Chair Funkhouser at 3:02 PM.

Agenda Item 1: Welcome, Roll Call and Introduction
Chair Funkhouser called for roll call. Mr. Martini then issued the roll call. Chair Funkhouser thanked the committee members for their attendance.

Agenda Item 2: Committee Meeting
Chair Funkhouser asked if the members supported meeting every third Monday of month. The committee agreed with a monthly meeting and Chair Funkhouser asked members to add the committee meeting to their calendars.

Agenda Item 3: WIOA Implementation of a Dashboard
James Martini said the WDB staff reviewed the WIOA Combined State Plan's fifty goals and sub-goals. The metrics used to measure these goals and sub-goal are both quantitative and qualitative. Mr. Martini asked committee members to review the goals and sub-goals and identify metrics that sand out for possible inclusion in a future WIOA dashboard.

Mr. Martini continued by noting how the PA WDB is focused on more effective employer engagement. Specifically, Mr. Martini noted, that Center for Workforce Information and Analysis (CWIA) has put together a draft data visualization tool for Next Generation Industry Partnerships in the commonwealth. He noted the data visualization uses Tableau, an ascending data visualization mapping software.

Mr. Martini committed to sending out the fifty goals and sub-goals, and screenshots of the Tableau example. He told the committee members to share their feedback on ways to improve data visualization tool in support of greater employer engagement.

Chair Funkhouser fielded questions. None were asked.

Agenda Item 4: Solicitation for Members of Digital Strategies Committee
Chair Funkhouser asked committee members to volunteer for the Digital Strategies Subcommittee. Mr. Martini noted this committee will focus on PA CareerLink® Online, the state's backend system of record, and the overall user experience. Interested members can reach out to Chair Funkhouser or Mr. Martini.

Agenda Item 5: Items for Future Discussion and Next Steps
Chair Funkhouser announced he plans to hold an in-person meeting soon. With no additional business, Chair Funkhouser thanked members for their time.

Chair Funkhouser adjourned the meeting at 3:15PM.

Next meeting: September 17, 2018

pennsylvania
WORKFORCE DEVELOPMENT BOARD

Continuous Improvement Committee
Monday September 17, 2018
3:00 PM to 4:00 PM
By Phone

Feedback Session

Members Present
Denise Andahazy
JoAnne Ryan
Carol Kilko
Tamila Lay

Staff and Guests Present
James Martini, PA WDB Deputy Director

Agenda Item 1: Feedback on Next Generation Industry Partnership Visualization Tool

- Seems to be an issue with browser compatibility – will look into this with the development team. We may need to let users know that it is only compatible with certain browsers until issue can be resolved.
- Should include a better users' guide (also will remedy spelling errors).
- Being able to click on the counties to and see partnerships' priorities is a good feature.
- Consider renaming results tab to something more explanatory.
- Need to incorporate outcomes so that users know what we are accomplishing through the program.
- The empty spaces on the map make the tool look like it is not loading correctly. It may be possible to have those counties/WDAs listed, but grey them out to indicate there are not active partnerships.
- A larger map would be helpful.
- Business Champions should be included (if agreed to by champions) to highlight employer driven partnerships and focus. Potentially list employers involved in the partnership, as well.
- Include both the actions plans and the activities.
- Should highlight that these are "Next Generation" industry partnerships, rather than just industry partnerships.
- Should include common measures in the outcomes (when applicable).

Agenda Item 2: WIOA Combined State Plan Goals and Dashboard

- Focus dashboard on what is measurable. Must focus on what is measurable for the dashboard.
    - James will send around a shorter list of goals currently included in plan that have been identified as potentially included in dashboard to help focus the conversation.

pennsylvania
WORKFORCE DEVELOPMENT BOARD

Industry Partnerships and Employer Engagement Committee
Tuesday, October 9, 2018
2:00 PM to 3:00 PM
By Phone

Meeting Summary

Members Present
Chair John "Ski" Sygielski
Nick Gilson
Peggy Grimm
Carol Kilko
Marguerite Kline
Jodi Pace
Gregg Riefenstahl
Secretary Pedro Rivera
Nick Alpers representing Pat Eiding
Farah Hynes representing Lisa Watson
Kendra Wiederhold representing Rep. Ryan Mackenzie

Members Absent
Wendie DiMatteo-Holsinger
Diane Ellis-Marseglia
Brian Funkhouser
Eric Ramsay
Jessica Trybus
Yvette Watts

Staff and Guests Present
Michael Leister, PA WDB
Gwen Ross, DCED

The meeting was called to order by Chair Sygielski at 2:00 PM.

Agenda Item 1: Welcome and Introductions
Chair Sygielski welcomed the committee members, thanked committee members for their time, and said the goal of the call was to finalize the draft Next Generation Industry Partnership statewide metrics and employer engagement survey.

Agenda Item 2: Next Generation Industry Partnership Metrics
Chair Sygielski asked Michael Leister to provide background on the Next Generation Industry Partnership metrics and highlight any changes since the last meeting. Mr. Leister informed the committee that no changes had been made since feedback was provided during the last meeting. He said that the metrics were sent to local partners for a final review and that feedback was extremely positive. He also noted that the creation and adoption of the metrics is the first step of the process. Next, staff will work to develop surveys to gather the information. Mr. Leister informed the committee that local partners engaged in convening Next Generation Industry Partnerships and partnership business members would be engaged in the development of the surveys.

Chair Sygielski asked the committee for any additional feedback prior to presenting the metrics to the full Board at the October 23, 2018 meeting. No feedback was provided.

Agenda Item 3: Employer Engagement Survey
Mr. Leister informed the committee that we worked with staff at the Center for Workforce Information and Analysis to create an online version of the employer engagement survey that was discussed by the

committee on the previous call. The intent of the survey is to gauge the hiring practices of members and their use of the public workforce development system in Pennsylvania.

Chair Sygielski asked the Committee for any additional feedback prior to finalizing the employer engagement survey. No feedback was provided.

Agenda Item 4: Next Steps
Chair Sygielski said the Next Generation Industry Partnership metrics would be presented to the full Board on October 23, 2018 and the employer engagement survey would be finalized and sent to Committee members and the full Board to complete. He thanked the committee members for their time and adjourned the meeting at 2:12 PM.

Next meeting: TBD

pennsylvania
WORKFORCE DEVELOPMENT BOARD

Youth Committee
Wednesday, August 29, 2018
2:00 PM to 3:00 PM
By Phone

Attendance

Members Present	**Members Absent**
Leon Poeske	James Kunz, Jr., Chair
Jenna Lewis	
Chekemma Fulmore-Townsend	
Idayat Adewunmi	
Amanda Harrison	
Farrah Farnese	
Abby Smith	
Laura Saccente	

Staff and Guests Present
James Martini, PA WDB Deputy Director
Tracey Turner, L&I BWDA
Eric Ramsay, L&I ATO
James Chiarchiaro, L&I ATO
Steve Herzenberg, KRC

Mr. James Martini called the meeting to order at 2:00 PM.

Agenda Item 1: Pre-Apprenticeship Inventory
Steve Herzenberg, KRC, provided an update on interviews with operating pre-apprenticeship programs and provided an update on the survey of the Local Workforce Development Boards to launch soon. There is still time submit comments on this, but survey is slated for launch on September 13, so members should provide comments soon.

Agenda Item 2: Career Readiness Definition
Abby Smith, Team PA Foundation, provided an update on the committee's work related to establishing a career readiness definition. The PA WDB survey on career readiness will be re-sent to members. Members were asked to complete the survey to inform the committee's work.

Tracey Turner, L&I BWDA, provided an update on the upcoming PWDA Workforce Development Symposium on Youth. The session will be led by the PA WDB and the L&I Bureau of Workforce Development Administration. Tracey will also follow up with committee members by email with more background on WIOA Youth.

Agenda Item 3: Housekeeping
The committee will hold a standing meeting the final Wednesday of each month from 2:00 PM to 3:00 PM. The committee will also explore an in-person meeting.

James Martini thanked members for their participation and adjourned the meeting at 3:00 PM.

Progress Report on Inventory of Pre-Apprenticeship Programs Across Pennsylvania
Keystone Research Center (KRC)

The PA WDB contracted with KRC to conduct an inventory on the current state of pre-apprenticeship in the Commonwealth of Pennsylvania based on two methodologies: interviews with currently operating (and registered or about-to-be registered) programs; and a survey of programs, including those operating and registered and others that could potentially become registered. This is a progress report on the project.

(1) Interview four current operating pre-apprenticeship programs

The scope of work indicated that four programs should be interviewed. Pre-apprenticeship is expanding so quickly, however, that the researchers have interviewed identified nine programs, with another five registered programs that may be interviewed. One thing that stands out from the interviews is the great diversity in the pre-apprenticeship sponsors. Adding in the five registered programs not yet interviewed, pre-apprenticeship sponsors include high schools (public and private), colleges, chambers of commerce, non-profit organizations, individual employers, and joint apprenticeship and training committees. Our tentative conclusion is that in "diversity is strength," especially early in the effort to expand pre-apprenticeship. Let's see what works.

REGISTERED PRE-APPRENTICESHIP PROGRAMS INTERVIEWED				
Pre-Apprenticeship Sponsor	***LWDB***	***County***	***Occupation(s)***	***RA Program Sponsor(s)***
Central Montco Technical High School	Montgomery	Mont-gomery	Carpentry, Electrician, Plumbing/ Pipefitter, Masonry / Bricklayer	Southeastern PA Chapter ABC, Inc.
German-American Chamber of Commerce-Pittsburgh Chapter	Partner4Work	Allegheny	Mechatronics' Technician Extrusion Operator, Blow Mold Operator	Mechatronics Technician Process Mechanic in Polymer
Hanover Chamber of Commerce	South Central	York	Welding, machining, mechatronics	Hanover Chamber of Commerce; Manufacturers' Apprenticeship of SCPA
JEVS Human Services / TechServ	Philly Works	Phil-adelphia	IT Generalist	JEVS-Exotech/Other Employers in Philadelphia IT Opportunity Collaborative; Trans Ed in Harrisburg
Milton Hershey School	South Central	Dauphin	Culinary Arts, Hybrid Apprenticeship	Hershey Entertainment & Resorts; Milton Hershey
Northeast Equipment Dealers Association	South Central / Lancaster	Carlisle	Agriculture Equipment Service Tech	Northeast Equipment Dealers' Association
Oberg Industries	Tri-County	Butler	Multiple manufacturing occupations	Oberg Industries
Penn United Technologies, Inc.	Tri-County	Butler	CNC Operator-Milling and Turning; Machinist	Penn United Technologies Inc.
Pennsylvania College of Technology	Central	Lycoming	Manufacturing (not occupation-specific)	Pennsylvania College of Technology
Note: information in this table is based partly on interviews and has not yet been fact-checked by the programs interviewed.				

(2) Survey the 22 Local Workforce Development Boards (LWDBs) across the Commonwealth on their work related to pre-apprenticeship

An online survey of pre-apprenticeship programs closed this Monday, October 15. Preliminary analysis of the responses indicates that:

- 112 respondents started to answer the survey.
- About 60-70 respondents completed most of the survey
- About 40 programs have already had students complete their programs with another roughly 20 expecting to shortly.
- Of 65 programs responding, 86% say they benefit employers, 83% say they benefit participants, 62% say they benefit apprenticeship programs, 68% say they benefit schools, and 23% say they benefit other stakeholders.
- About two-thirds of 64 programs responding serve 11th and 12th graders, a quarter serve younger grades (usually in addition), a third of programs each serve out-of-school youth 18-21 and out-of-school youth 22-24, and nearly a third serve adults 25+.
- 44 counties are served by programs responding. A fair number of counties not served overlap counties that also do not have any community college branch campuses.
- At least one and up to nine respondents connect to 21 of 23 local workforce development boards.
- Of 63 respondents, nearly two-thirds of programs recruit from schools, half from CTE programs, 40% from local workforce boards 41% from employees, a quarter from industry associations or local chambers.
- Of 50 respondents, two thirds link with manufacturing, 62% with construction, just over a fifth with maintenance and health care, and three programs (6%) with hospitality.
- Thirty-six programs have a "documented partnership" with an apprenticeship program.
- 48 of 51 programs responding provide successful students with industry-recognized credentials.
- Of 49 programs responding,
    - 21 provide summer employment
    - 29 provide paid internships at employers
    - 14 provide unpaid internships at employers
    - 30 provide other work-based learning opportunities.
- Asked about their "main challenges," 56 programs responded,
    - 34 highlighting "funding"
    - 23 recruitment of participants
    - 21 setting up and establishing the program
    - 17 administrative needs and only
    - 10 each engaging employers and engaging apprenticeship programs.
- Asked who funds their program, out of 55 respondents, 18% said government grants, 17% said employers, 20% said LWDBs, 13% said foundations, 7% said participants, and 55% said "other" (but we haven't looked at what "other" means yet).
- Of 53 respondents, 30% said they have enough to maintain their program at its current level and 11% said they enough funding to grow their programs. Forty-five percent said they only have enough funding to sustain their program for the short term.

Healthcare Ad Hoc Committee
Wednesday, September 26, 2018
3:00 PM to 4:30 PM
In-person and by phone

Meeting Summary

Members Present
Chair Matt Yarnell
Kim Early
Bob Garraty
Catherine Grove
Lori Gutierrez
Nathaniel Hamilla
Vicki Hoak
Tamila Lay
Ed Legge
Mary Marshall
Denise McQuown-Hatter
Charles Quinnan
Victor Rodgers
Larry Wiersch

Members Absent
Jamie Aurand
Tara Breitsprecher
Susan Coble
Colleen Engler
Cheryl Feldman
Kevin Hancock
Lauren Hughes
Megan Litz
Henry Nicholas
Susan Whisler
Lisa Williams

Staff and Guests Present
Jeff Bechtel, The Hospital and Healthsystem Association of Pennsylvania
Michael Leister, PA WDB

The meeting was called to order by Chair Yarnell at 3:05 PM.

Agenda Item 1: Welcome and Introduction
Chair Yarnell welcomed the committee members and proceeded with a roll call. He thanked the committee members for their time.

Agenda Item 2: Committee Overview
Chair Yarnell stated the directive for the Ad Hoc committee from the PA Workforce Development Board is to address the overall workforce issues in the healthcare sector by developing recommendations for the full board to consider. With this directive in mind, Chair Yarnell highlighted the two assignments that he views as guiding the committee's work:

> **Assignment 1:** Expose the current caregiving occupations emergency and propose solutions to address the lack of direct care workers.
>
> **Assignment 2:** Propose an overall strategy for the commonwealth to follow to address the larger issue of the entire healthcare workforce.

Chair Yarnell then highlighted the committee's methodology for addressing the directive and assignments. He highlighted an overall process for action containing three areas: data collection, developing solutions to problem issues, and coordinating efforts to implement solutions.

Dr. Bob Garraty then provided an overall of data collected related to direct care workers in Pennsylvania. The data highlighted included current and projected employment of direct care worker occupations, direct care worker occupation wages from 2006-16, direct care worker occupation age breakdown, and other national statistics related to direct care worker occupations.

Committee members provided input on the data. Various members asked to view data at local and regional levels. Vicki Hoak said that when looking at occupations, the data needs to include direct care workers in all settings. Mary Marshall suggested looking at data on an urban and rural basis. Chair Yarnell said it would be important for the committee to determine the important data to highlight and use to tell the story moving forward.

Agenda Item 3: PA Center for Health Careers Reestablishment and Previous Direct Care Worker Recommendations

Dr. Garraty provided an overview of the now defunct PA Center for Health Careers (PCHC). He said using the expertise of public and private partners, the PCHC served as a catalyst to develop action-oriented strategies to respond to Pennsylvania's short- and long-term healthcare workforce challenges. It was an initiative of the then PA Workforce Investment Board and was led by a leadership council of employers, commonwealth agencies, industry associations, labor unions, professional associations, and educational institutions.

Addressing the nursing shortage was the PCHC's first initiative and resulted in key strategies to increase nursing educational capacity, increase completion rates of nursing students, and recruit and retain non-traditional nursing students, including men and minorities. The PCHC also addressed two major initiatives including increasing nursing staff retention and improving the recruitment and retention of direct care workers.

Dr. Garraty informed the committee that the PCHC created a Direct Care Workforce Workgroup with sub-committees that issued a report in December 2007, entitled *Addressing Pennsylvania's Direct Care Workforce Capacity: Primary Recommendations for Quality Jobs and Quality Care*. This Report included a core set of principles, a vision for job quality, and recommendations for achieving both. Dr. Garraty provided an overview of the recommendations.

Dr. Garraty asked the committee if it would make sense to recommend the reestablishment of the PCHC and if the recommendations provided in the 2007 Direct Care Workforce Workgroup report are a viable starting point for creating recommendations moving forward. Discussion on both topics followed.

Ms. Marshall was previously engaged in the work of the PCHC and agreed to should be reestablished. She said the beauty of the PCHC was it was a private-public partnership. She said that all members of the PCHC put aside their personal agendas, took a non-political stance, and helped address major issues facing the healthcare industry.

A discussion on direct care worker career pathways took place. Denise McQuown-Hatter said the committee should explore best practices related to direct care worker career pathways as a lot of great

work has happened across the commonwealth. Victor Rodgers agreed and said the committee should explore how to professionalize career pathways for direct care workers. Ms. Hoak agreed but said that certifications can be expensive and homecare providers are not reimbursed for the cost of certifications. She cautioned against creating unfunded mandates. Chair Yarnell agreed with all members' comments but said it is important to have a living wage for direct care workers that don't want to advance in their careers.

Ms. Hoak thought based on the committee's conversation, it would make sense for the committee to develop a crisis statement to present to the Board, Governor, and Legislature outline the importance of addressing the current issues related to the direct care workforce. Chair Yarnell agreed and said based on the crisis statement, the committee should work to develop broad topics around current issues, recommendations for each topic, and specific tactics and strategies to accompany the recommendations. The committee agreed with this strategy.

Agenda Item 4: Next Steps
Chair Yarnell said the next step is putting together a crisis statement outlining the importance of addressing the current issues related to the direct care workforce and gathering feedback from the committee. Based on the crisis statement, data will be gathered and compiled to illustrate and amplify the statement. Chair Yarnell also said that a second in-person meeting would be scheduled for a later data to review a draft crisis statement and further discuss other potential committee recommendations.

Chair Yarnell adjourned the meeting at 4:45 PM.

Next meeting: TBD

PAsmart Grants Framework

PAsmart Grants Framework

Principles and Funding Priorities

Recommendations to the Wolf Administration

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October 2018

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Introduction

As the commonwealth's economy continues to grow, Pennsylvania's faces significant economic opportunities in the next decade. Pennsylvania has the 14th largest economy in the world and ranks 6th among states in job volume. As Pennsylvania's demographics change, the commonwealth is expected to experience a long-term shortage of workers in its labor force. Given this, Pennsylvania's future depends on the development of a strong workforce and business community able to compete in today's global economy.

To support Pennsylvania's future economic and business growth, and to remain competitive, Pennsylvania must grow its supply of skilled workers. Over the next decade, most good paying jobs in Pennsylvania, and across the country, will require some form of education or training after high school, especially in fast-growing fields of Computer Science (CS) and Science, Technology, Engineering, and Mathematics (STEM). These career pathways look different for different people and sectors, and a one-size-fits-all approach to education and training will not work for all students, workers, and businesses.

By 2025, more than 60 percent of good jobs in the commonwealth will require some postsecondary education, a demand that shaped the statewide attainment goal established by Governor Tom Wolf in 2015.[1] Currently, only 45 percent of Pennsylvanians hold these credentials, and a significant skills gap, especially for "middle skill" occupations requiring some postsecondary education but not a bachelor's degree, continues to persist for the commonwealth's current and emerging workforce.[2]

Over the past three years, Pennsylvania has established a strong and innovative culture for CS and STEM learning by strengthening STEM experiences for all students, supporting professional development for educators, and forming STEM ecosystems across the commonwealth. Pennsylvania is also expanding Registered Pre-apprenticeships and Apprenticeships to pair classroom instruction with skills training for careers with family-sustaining wages. Finally, Pennsylvania has also embraced the Next Generation Industry Partnership model to align education, workforce, and economic development to collaboratively support the overall competitiveness of an industry.

Governor's Middle Class Task Force

To ensure that Pennsylvania remains competitive in a rapidly changing economy, and to hear directly from students, workers, employers, and communities across the commonwealth, Governor Wolf established the non-partisan Governor's Middle Class Task Force in fall 2017. Co-chaired business, labor, postsecondary education, and workforce development leaders, the Task Force held six regional roundtables to hear directly from Pennsylvanians on barriers they face getting and keeping good jobs, and on the need for businesses to increase their competitiveness.[3] In response to these perspectives, the Task Force identified six critical areas to inform future policy considerations:

1. A skilled and quality workforce can sustain and grow a competitive economy in Pennsylvania.
2. Business hiring practices are impacted by multiple conditions, including liability concerns, global competition, and unknown long-term workforce needs.
3. Education, workforce, and economic development systems are not coordinating their efforts.

[1] This goal was also endorsed by the Pennsylvania's State Board of Education in November 2016.
[2] Interactive Data Dashboard: Postsecondary Enrollment, Completion, and Educational Attainment in Pennsylvania https://public.tableau.com/profile/padeptofed#!/vizhome/College-GoingRatesandEducationalAttainment_0/Main
[3] https://www.governor.pa.gov/governor- wolfs-middle-class-task-force-kicks-off-first-regional-roundtable/

4. Many workers and students believe upskilling is risky and costly, and continuing education beyond high school outweighs economic benefit.
5. The "traditional" service delivery model in postsecondary education is not accessible or affordable for first generation, under-represented, and non-traditional students and workers.
6. Best practices and models in education and workforce exist, but are not widely shared, expanded, or invested in.

What is PAsmart?

In response to the Governor's Middle Class Task Force findings, Governor Wolf proposed the PAsmart initiative, a new strategic approach to education and workforce development. The PAsmart initiative is designed to address the feedback Pennsylvanians shared with the Middle Class Task Force, to better align education, workforce, and economic development initiatives and funding.

By working in a smarter, more coordinated way, PAsmart makes public programs and initiatives more accessible and easier to navigate so Pennsylvanians can develop the skills and abilities they need to obtain quality jobs, and businesses can recruit and retain skilled workers.

PAsmart is based on four goals:

1. Strategically investing resources in initiatives to support economic growth, and education and training opportunities;
2. Achieving successful outcomes for Pennsylvania students, workers, businesses, and communities;
3. Improving coordination and alignment of education and workforce development programs, services, and funding; and
4. Transforming inter-agency, cross-sector collaboration around education, workforce, and economic development at state, regional, and local levels.

As part of the PAsmart initiative, the FY2018-19 Enacted Budget included $30 million for strategic, competitive, and cross-sector investments focused on meeting the education and workforce development needs of students, workers, employers, and communities across Pennsylvania, including those disconnected from education and workforce opportunities (e.g. opportunity youth and young adults, long-term unemployed, etc.). PAsmart grants funded by this investment will support cross-sector partnerships to address unique local, regional, and statewide education, workforce, and economic needs. Funding will support a variety of projects, but should be data-driven, align with and leverage existing initiatives and resources, and have a measurable impact.

The Pennsylvania Workforce Development Board (PA WDB) is the Governor's business-led, industry-driven policy advisor on workforce development aligned with the commonwealth's education and economic development goals. The PA WDB coordinates workforce development initiatives across the commonwealth and developed the PAsmart framework to guide the PA Departments of Education, Labor & Industry, and additional agency partners in developing the PAsmart grant initiatives aligned with this framework. The PA WDB is interested learning from PAsmart to inform state education and workforce development policy.

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PAsmart Framework

PAsmart Principles and Funding Priorities

PAsmart is designed to provide flexible resources to support innovation, and cross-sector alignment and collaboration, to increase equity, remove barriers to access, and build on existing initiatives and fill gaps, to better serve Pennsylvania students, workers, businesses, and communities. PAsmart grants will support the following principles and funding priorities:

- **Data-driven Innovation:** Proposals identify a clear problem, challenge, or opportunity supported by relevant data and information, and include an innovative strategy to increase opportunity for Pennsylvania students, workers, employers, and communities.

- **Cross-sector Partnership:** Proposals demonstrate an effort to develop strong, high-quality cross-sector partnerships committed to working collaboratively to implement the proposal. Applicants are encouraged to have multiple partners across sectors (e.g. education partner, workforce development, business, economic development, and community partners) that demonstrate their commitment through letters of support.

- **Cross-sector Alignment:** Proposals align with existing local, regional, and state education, workforce, and economic development initiatives.

- **Stakeholder Engagement:** Proposals engage partners, customers, and stakeholders, including the target population, in the development of the proposal and its implementation.

- **Equity, Diversity, and Inclusion:** Proposals demonstrate a commitment to serve and increase access for historically under-represented and under-served students, workers, businesses, and communities. Applicants are encouraged to identify and address barriers to education and employment.

- **Capacity Building:** Proposals build the applicant's or partners' organizational capacity to better implement the proposal and support students, workers, businesses, and communities.

- **Leveraging Existing Resources:** Proposals demonstrate PAsmart resources will leverage and supplement, not supplant, existing public and private resources (e.g. other federal or state grants and philanthropic contributions, cash, in-kind, etc.). Proposals demonstrate efficient and effective use of resources.

- **Performance Outcomes:** Proposals include measurable performance outcomes and a strategy to collect, analyze, and report performance data.

PAsmart Grants

PAsmart will address local, regional, and statewide workforce, education, and economic needs aligned with state-level priorities through three grant initiatives:

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- Up to $20 million for K-12 Computer Science and STEM Education and Professional Development (administered by the PA Department of Education);

- Up to $7 million for Registered Apprenticeships and Pre-apprenticeships (administered by the Apprenticeship and Training Office within the PA Department of Labor & Industry); and

- Up to $4.6 million for Next Generation Industry Partnerships (administered by the PA Workforce Development Board and the PA Department of Labor & Industry).

K-12 Computer Science and STEM Education and Professional Development (up to $20 million)

Challenge/Opportunity: Nearly 300,000 jobs in Pennsylvania require skills in Science, Technology, Engineering, and Mathematics (STEM). Over the next decade, more than 70 percent of new jobs will require these skills. Recent labor-market analysis suggests that two-thirds of the highest-paying and fastest-growing jobs in non-tech fields, like marketing, design and manufacturing, value Computer Science (CS) knowledge.[4] Yet, Pennsylvania has 17,000 unfilled CS-related jobs, and half of all STEM jobs in the commonwealth require CS skills. Statewide, five of the eight fastest-growing occupations are CS related.[5]

At the same time, research suggests, and analysis[6] from the PA Department of Education confirms that students' access to high-quality CS and STEM education varies significantly. Too often students of color, low-income students, and girls are unable to access the opportunities available to their wealthier, white and male peers.[7] Last year, 18,372 students in Pennsylvania enrolled in CS coursework, representing only 2.1 percent of Pennsylvania's middle and high schoolers. Additionally, CS courses are not offered consistently statewide. Of the more than 3,000 schools in the commonwealth, only 324 offered CS courses of any kind in 2016-2017.[8]

Funding Opportunity: PAsmart grants will invest up to $20 million in K-12 CS and STEM education and professional development. At least $5 million will support high-quality training and sustained professional development,[9] and/or preparation (including certification and endorsements) to increase the effectiveness of CS instruction.

Eligible Applicants: Local Education Agencies, Intermediate Units, public libraries, STEM ecosystems, community-based organizations, and nonprofits.

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[4] *Rebooting Jobs: How Computer Science Skills Spread in the Job Market*, Burning Glass Technologies, November 2017, https://www.burning-glass.com/research-project/rebooting-jobs/.
[5] Southern Regional Education Board. Bridging the Computer Science Education Gap: Five Actions States Can Take. 2016.
[6] Pennsylvania Department of Education Computer Science/Information Technology Data Dashboard: https://public.tableau.com/profile/padeptofed#!/vizhome/PAITCourseEnrollment_0/StudentsInITandComputerScienceCourses
[7] Google Inc. & Gallup Inc. (2016). Diversity Gaps in Computer Science: Exploring the Underrepresentation of Girls, Blacks and Hispanics. Retrieved from http://goo.gl/PG34aH. Additional reports from Google's Computer Science Education Research are available at g.co/cseduresearch.
[8] This interactive data dashboard includes three years of data on Computer Science and IT course enrollments (2014-15, 2015-16, and 2016-17 school years) based on information available through PIMS.
[9] Note: Professional development activities should be sustained (i.e., not stand-alone, 1-day, or short-term workshops), intensive, collaborative, job-embedded, data-driven, and classroom-focused. See Every Student Succeeds Act (ESSA), Section 8101(42).

Expected Outcomes: PAsmart grants for K-12 CS and STEM education and professional development initiatives may support the following activities that:

- Create or expand high-quality CS and STEM courses to K-12 students across Pennsylvania;
- Create or expand CS and STEM awareness and/or after-school activities;
- Increase access of CS and STEM education for women, girls, students of color, students in rural and urban areas, students with disabilities, and other historically under-served and under-represented populations; and
- Support the high-quality training and professional development of CS and STEM educators.

Computer Science and STEM Resources: For more information on PAsmart grants for CS and STEM education and professional development, please contact the Pennsylvania Workforce Development Board at INSERT PAsmart RESOURCE ACCOUNT.

- PA Computer Science and IT Course Enrollments by LEA, Grades 7-12

Registered Apprenticeships and Pre-apprenticeships (up to $7 million)

Challenge/Opportunity: Pennsylvania established a goal to double the number of Registered Apprentices in the commonwealth to 30,000 by 2025. Registered Apprenticeship and Pre-apprenticeship are career pathways that integrate classroom instruction with real-world application (e.g. on-the-job training, paid work experience, classroom instruction, mentorship, career awareness, etc.). Registered Apprentices and Pre-apprentices are directly connected to employment opportunities, earn a living wage, and are a pathway to the Middle Class with family-sustaining wages. Expanding Pre-apprenticeship programs will create a pipeline of Registered Apprentices needed to meet Pennsylvania's goal. There is also an opportunity to expand Registered Apprenticeship and Pre-apprenticeship programs, and expand into non-traditional industries, occupations, and populations.

Funding Opportunity: PAsmart grants will invest up to $7 million to create and expand Registered Apprenticeships and Pre-apprenticeships for Pennsylvania students[10] and workers[11] in traditional and non-traditional fields.[12]

Eligible Applicants: Local Workforce Development Boards, labor organizations, businesses, economic development organizations, industry associations, Local Education Agencies, Education Intermediaries, post-secondary education providers, STEM ecosystems, public libraries, community-based organizations, and nonprofits.

Expected Outcomes: PAsmart grants for Registered Apprenticeship and Pre-apprenticeship initiatives may support the following activities that:

- Create new or expand Registered Apprenticeship and Pre-apprenticeship programs that meet federal and state standards;
- Expand Registered Apprenticeship and Pre-apprenticeship into non-traditional industries, occupations, and populations;
- Connect youth and young adults to Registered Apprenticeship and Pre-apprenticeship; and

[10] https://na-production.s3.amazonaws.com/documents/Youth-Apprenticeship-Today.pdf
[11] https://na-production.s3.amazonaws.com/documents/Connecting-Apprenticeship-HigherEd.pdf
[12] https://www.burning-glass.com/research-project/apprenticeships/

- Use intermediaries with expertise on Registered Apprenticeships and Pre-apprenticeships for technical assistance.
- Build a system of Registered Apprenticeship and Pre-apprenticeship intermediaries across the commonwealth to support businesses, labor organizations, students, and workers.

Registered Apprenticeship and Pre-apprenticeship Resources: For more information on PAsmart grants for Registered Apprenticeship and Pre-Apprenticeship, please contact the Pennsylvania Workforce Development Board at INSERT PAsmart RESOURCE ACCOUNT.

- Apprenticeship and Training Office Resources

Next Generation Industry Partnerships (up to $4.6 million)

Challenge/Opportunity: Pennsylvania is a national leader in Next Generation Industry Partnerships, a sector strategy to coordinate and align workforce, education, economic development, and other public and community partners to support the shared business-driven goals and initiatives of an industry. By addressing these business-driven priorities, Next Generation Industry Partnerships not only support the overall economic competitiveness of an industry and the regional economy, but also benefit workers and students.

Pennsylvania has embraced this model because in addition to increasing the responsiveness and effectiveness of state-level and regional public and community partners, Next Generation Industry Partnerships support training and credential attainment, increased wages, talent recruitment and retention, networking and collaboration across an industry, and increased career and industry awareness.

Through PAsmart, Pennsylvania will expand Next Generation Industry Partnerships to reach more Pennsylvania businesses and industries to ensure employers have access to a skilled workforce and talent pipeline.

Funding Opportunity: PAsmart grants will invest up to $4.6 million to sustain existing and create new Next Generation Industry Partnerships.

Eligible Applicants: Local Workforce Development Boards, in partnership with: labor organizations, businesses, economic development organizations, industry associations, Local Education Agencies, Education Intermediaries, post-secondary education providers, community-based organizations, and nonprofits.

Expected Outcomes: PAsmart funding for Next Generation Industry Partnerships may support the following activities that:

- Support Next Generation Industry Partnerships at various stages, including transitioning, planning to launch, facilitation, and implementation;
- Convene business and industry, public, and community partners using the Next Generation Industry Partnership model;
- Address business-driven priorities developed using the Next Generation Industry Partnership model;

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- Share best practices and provide technical assistance and coaching to Next Generation Industry Partnerships, conveners, businesses, and public and community partners.
- Align and coordinate public partners and services (e.g. workforce, education, economic development, and human services); and
- Leverage additional resources to support the operational and funding sustainability of the Next Generation Industry Partnership.

Next Generation Industry Partnership Resources: For more information on PAsmart grants for Next Generation Industry Partnerships, please contact the Pennsylvania Workforce Development Board at INSERT PAsmart RESOURCE ACCOUNT.

- PA WDB Next Generation Industry Partnership Website
- Act 114 of 2001, Chapter 13-Industry Partnership Law

PAsmart Grants Detail

Technical Assistance

More detail on each of the PAsmart grant opportunities will be available in the Request for Proposals (RFP) and Notice of Grant Availability (NGA) for each initiative. Each grant initiative will include a bidder's webinar for interested applicants, an easy to understand application and checklist, and Frequently Asked Questions guidance located on the PAsmart website: https://www.pa.gov/guides/working-training-pa/.

Application Evaluation Process

Applications that meet the eligibility criteria will be evaluated by a cross-sector, inter-agency team of evaluators. Evaluation criteria must align with the PAsmart framework.

Proposed Timeline and Grant Period

PAsmart funding can be used for grant-related activities between January 1, 2019, and June 30, 2020.

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pennsylvania
WORKFORCE DEVELOPMENT BOARD

PAsmart Ad Hoc Committee
Wednesday, October 10, 2018
9:30 AM to 10:30 AM

In Person and By Phone
Pennsylvania State Capitol, Room 607

Meeting Summary

Members Present
Jeff Brown, Chair
Representative Morgan Cephas
Jodi Pace
Dionne Wallace Oakley
JoAnne Ryan
Matt Yarnell

Staff and Guests Present
Allison Jones, PA WDB
James Martini, PA WDB
Michael Leister, PA WDB
Cornelius Chachere, PA WDB
Dan Kuba, L&I
Eric Ramsay, L&I
Carrie Amann, Governor's Office
Jennifer Rapach, L&I
Julie Kane, PDE
Aditya Voleti, PDE
Dawn Cowan, PA House

The meeting was called to order by Chair Brown at 9:34 AM. Allison Jones, PA WDB, led a roll call.

Chair Brown welcomed the committee members and thanked them for their attendance. Chair Brown noted that PAsmart is an important initiative to the Governor and that the Governor is asking the PA WDB to weigh in on the initiative through the PAsmart Framework.

PAsmart Grants Framework and Funding Priorities

Allison Jones also thanked members for serving on the committee and provided an overview of the draft PAsmart Framework. The Fiscal Code of the 2018-19 Enacted Budget charges state agencies with awarding PAsmart grants based on the recommendations of the PA WDB. The PA WDB was given this responsibility because the Board helps coordinate workforce development initiatives across agencies and sectors in the commonwealth. The PAsmart Framework gives direction to L&I and PDE on how to design the PAsmart grant initiatives and evaluate applications.

The PAsmart Framework outlines eight principles and funding priorities that are in the spirit of PAsmart's four goals, including: Data-driven innovation; Cross-sector partnership; Cross-sector alignment; Stakeholder engagement; Equity, diversity, and inclusion; Capacity building; Leveraging existing resources; and Performance outcomes. These principles and funding priorities should guide how the $30 million in PAsmart grants should be allocated.

- Up to $20 million for K-12 Computer Science and STEM Education and Professional Development

- Up to $7 million for Registered Apprenticeship and Pre-apprenticeship
- Up to $4.6 million for Next Generation Industry Partnerships

Chair Brown asked who is responsible for developing the scoring system to evaluate applications. Allison Jones noted that the agency responsible for administering the grant initiative will develop evaluation criteria, which should align with the PAsmart Framework principles and funding priorities.

Carrie Amann asked if the principles and funding priorities capture what members are looking for and expecting from the PAsmart grant initiatives. Chair Brown said he didn't see anything missing and that the PAsmart Framework captures the spirit of the program.

Representatives Cephas asked if PAsmart resources can be used for onboarding or preparing individuals to participate in programs and whether that should be included in the PAsmart Framework. Carrie Amann noted that level of detail will be in the grant Notice of Grant Availability (NGA)/Request for Proposals (RFP), but that this could be added to the PAsmart Framework.

Representative Cephas asked if PAsmart resources can be used for opportunity youth and young adults who are not connected to education or employment. Allison Jones suggested adding opportunity youth as a target population, as we don't want to miss an opportunity to serve this population. Allison also noted the PAsmart Framework encourages applicants to identify and address barriers to education and employment for the target population, which would include those disconnected from school and work.

Representative Cephas asked if PAsmart resources should target additional populations not covered by WIOA. Carrie Amann noted that WIOA already allows this, but that PAsmart encourages applicants to leverage additional resources to supplement PAsmart grants, so individuals with unique needs or additional services can receive funding.

Representative Cephas asked if workforce intermediaries are eligible applicants. Allison Jones noted that community-based organizations and nonprofits are eligible applicants, and were included to be inclusive of a wide variety of organizations.

Representative Cephas also recommended developing one-page overviews of each grant initiative/NGA/RFP so prospective applicants can get summary-level information at-a-glance. Allison Jones agreed this was a good idea and said the PA WDB could take the lead in developing overviews. Allison also noted that the grant application process will include other technical assistance, including an informational webinar, single point of contact to address questions, and a FAQ document.

> **MOTION:** Dionne Wallace Oakley moved a motion to approve the PAsmart Framework and recommend approval to the PA WDB. Matt Yarnell seconded the motion. The motion passed unanimously.

The meeting adjourned at 10:15 AM.

Next meeting: TBD

Next Generation Industry Partnership Statewide Metrics

pennsylvania
WORKFORCE DEVELOPMENT BOARD

MEMO

To: Pennsylvania Workforce Development Board Members
From: Michael Leister, Pennsylvania Workforce Development Board Staff
Date: October 17, 2018
Re: Next Generation Industry Partnership Statewide Metrics Development

Overview

Starting in December 2017, a cross-agency state team met to develop proposed statewide and regional metrics for Next Generation Industry Partnerships (Next Gen IP). Over multiple meetings, the team developed a list of priority indicators of success based on three impact categories: impact on employers, impact on workers, and impact on public programs.

On June 6, 2018, draft statewide metrics were presented to a workgroup comprised of Next Gen IP conveners from across the commonwealth. The workgroup provided feedback on each indicator, including the value, practicality, and best mechanism for measurement.

With input from the workgroup, the cross-agency state team updated the statewide metrics. The priority metrics were reorganized into four categories: workforce, economic development, education, and partnership engagement, to align with the program's emphasis on cross-sector and cross-agency collaboration.

On August 13, 2018 and August 15, 2018, the draft statewide metrics were presented to and discussed by the PA WDB Industry Partnerships and Employer Engagement Committee and the full PA WDB, respectively. Updates to the statewide metrics were made based on input from the committee and Board.

In early October 2018, PA WDB staff engaged Next Gen IP conveners and the Pennsylvania Workforce Development Association for a final round of input. The statewide metrics were presented to the PA WDB Industry Partnerships and Employer Engagement Committee for final edits at the October 9, 2018 committee meeting. The committee provided no additional edits.

Next Steps

PA WDB staff will engage local partnership conveners and business champions to gather input on draft surveys to collect statewide metrics data.

Next Generation Industry Partnerships (NGIP) Proposed Pennsylvania Statewide Metrics

	Indicators	Unit	Collection Method	Notes
I. Workforce Development	A. Increase in worker recruitment and retention	1. Reduction in worker turnover and time to hire	Partnership surveys	None
	B. Increase in workers attaining an industry-relevant credential as a result of participating in education and training and NGIP	2. Number and percentage of participants 3. Number of new or modified programs aligning curriculum	Immediate: Partnership surveys Long- term: Partnership surveys and Commonwealth Workforce Development System (CWDS) data	CWDS data entry is required within 30 days of finishing training if using state money, so surveys may provide additional data.
	C. Increase in total compensation as a result of participating in education and training and NGIP	4. Number and percentage of participants; Amount and percentage of wage increase	Immediate: Partnership surveys Long-term: Common measures reporting for WIOA programs through CWDS	Total compensation includes wages and benefits. Wage data lags, and compensation increases will not be seen in data until after the close of the fiscal year. Surveys can be used for initial collection. May confound with performance of overall economy.
II. Economic Development	A. Jobs created as a result of NGIP participation	1. Number of jobs created within an industry cluster by participating businesses	Immediate: Partnership surveys, Dept. of Community & Economic Development (DCED) data Long term: Wage record data matching (similar to wage gain)	Demonstrates increased economic growth and improved competitiveness. As with wage gains, it could take up to a year after the close of the fiscal year to obtain the actual data. May confound with factors other than NGIP. Distinguish actual job creation versus backfilling open jobs.
	B. Positions filled with qualified candidates	2. Number of new hires	Partnership surveys, New Hire data (limited)	Demonstrates increased ability to find qualified candidates by engaging with public partners. There are limitations on how many new hires get captured by the program due to the structure of how reporting occurs; however, this is probably an easier number to obtain and will show larger gains that "jobs created".

	C. Jobs retained as a result of NGIP participation	3. Number of jobs retained within an industry cluster by participating businesses	Immediate: Partnership surveys, DCED data Long term: Wage record data matching (similar to wage gain)	Demonstrates increased economic growth and improved competitiveness. As with wage gains, it could take up to a year after the close of the fiscal year to obtain the actual data. May confound with factors other than NGIP.
	D. Economic Impact of jobs created and retained as a result of NGIP	4. "Labor Income," "Value Added," and "Output" of the total direct jobs created and retained	Partnership surveys, Center for Workforce Information and Analysis (CWIA) data	Demonstrates economic impact of NGIP. Could model after Strategic Early Warning Network (SEWN) program.
III. Education	A. Increase industry and career awareness	1. Number of students introduced/engaged in career awareness activities	Partnership surveys	Demonstrates building a talent pipeline. Could track various populations separately (youth, adults, educators, parents, etc.).
IV. Partnership Engagement	A. Increase in funding sources to promote sustainability (cash; in-kind; federal, state, and local grants; etc.)	1. Dollar amount and type of invested resources	Partnership surveys	Demonstrates return on investment and commitment of partners. Funding sources may include: cash, in-kind (should identify type and value of in-kind resource), etc.
	B. Ensure executive/c-level/ decision maker engagement	2. Number of participating executive-level, c-level, and decision maker business partners	Partnership surveys	Demonstrates commitment of partners, and NGIPs are moving beyond HR and training.
	C. Increase in public and community partner interaction	3. Number of public and community partners actively participating in NGIP	Partnership surveys	Demonstrates increase in partner interaction and alignment. Partners include business champions, public, and community organizations.

Other Resources

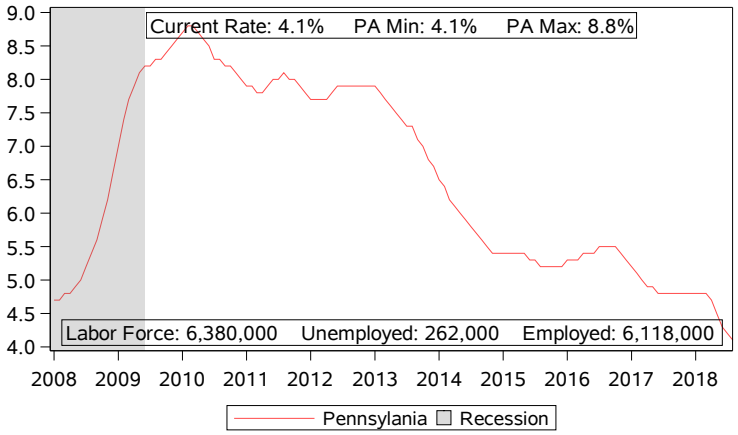
Pennsylvania Profile

October 2018

2016 Population		
Total Population	12,783,977	100.0%
Female	6,528,935	51.1%
Male	6,255,042	48.9%
Population by Race		
White	10,402,743	81.4%
Black	1,410,563	11.0%
Hispanic Ethn	843,164	6.6%
Other	970,671	7.6%
Population by Age		
Ages 0 to 17	2,704,268	21.2%
Ages 18 to 24	1,229,863	9.6%
Ages 25 to 34	1,634,292	12.8%
Ages 35 to 44	1,515,459	11.9%
Ages 45 to 54	1,804,510	14.1%
Ages 55 to 64	1,762,338	13.8%
Ages 65 to 74	1,152,343	9.0%
Ages 75 and Older	980,904	7.7%
Median Age	40.6	.
Educational Attainment, Ages 18 and Older		
High School Diploma or Less	4,356,055	43.2%
Some College or Associate Degree	2,680,155	26.6%
Bachelor's Degree	1,713,347	17.0%
Graduate or Professional Degree	1,027,649	10.2%

Source: U.S. Census-2016 ACS 5-Year Estimates - DP05, B01001, and B15001

Unemployment Rate, Jan 2008 to Aug 2018



Help Wanted OnLine Job Postings			
Aug 2018	Aug 2017	Volume Change	Percent Change
222,865	222,057	808	0.4%

Source: The Conference Board Help Wanted OnLine ™

U.S. Veterans		Median Income	
Total	Unemployment Rate	Veteran	Non-Veteran
840,258	6.3%	$34,835	$27,380

Source: U.S. Census 5-Year Estimate 2012-2016 (Table: S2101)

Income Measures			
Per Capita	Total Personal	Median Household	Median Family
$50,742	$648,694,472	$54,895	$69,960

Note: Total Personal Income is displayed in thousands.
Note: Median Incomes are in 2016 adjusted dollars.
Source: Personal Incomes - Bureau of Economic Analysis (BEA) - 2016
Source: Median Incomes - U.S. Census 2012-2016 (Tables: B19013 & B19113)

Top 25 Employers by Employment in Q1 of 2018

Federal Government
State Government
Wal-Mart Associates Inc
Trustees of the University of PA
City of Philadelphia
Pennsylvania State University
Giant Food Stores LLC
School District of Philadelphia
UPMC Presbyterian Shadyside
United Parcel Service Inc
PNC Bank NA
University of Pittsburgh
Lowe's Home Centers LLC
Weis Markets Inc
The Children's Hospital of Philadel
Comcast Cablevision Corp (PA)
Home Depot USA Inc
PA State System of Higher Education
Giant Eagle Inc
Amazon.com DEDC LLC
The Vanguard Group Inc
Target Corporation
Merck Sharp & Dohme Corporation
Western Penn Allegheny Health
Wawa Inc

Source: Quarterly Census of Employment and Wages

Unemployment Compensation (UC) by Pre-UC Industry	Sep 2017 to Aug 2018		Aug 2018 Initial (IC) and Continued (CC) UC Claims			
	Exhaustees	Percent	IC Total	IC Percent	CC Total	CC Percent
Natural Resources & Mining	740	0.8%	472	0.9%	3,495	0.7%
Construction	9,180	10.4%	8,182	15.3%	36,879	7.8%
Manufacturing	10,270	11.7%	5,562	10.4%	43,319	9.2%
Trade, Transportation & Utilities	17,980	20.4%	9,401	17.6%	130,226	27.7%
Information	1,640	1.9%	437	0.8%	6,109	1.3%
Financial Activities	5,010	5.7%	1,098	2.1%	17,495	3.7%
Professional & Business Services	16,920	19.2%	6,302	11.8%	76,136	16.2%
Education & Health Services	14,220	16.2%	5,599	10.5%	76,186	16.2%
Leisure & Hospitality	6,670	7.6%	4,574	8.6%	56,286	12.0%
Other Services	2,510	2.9%	926	1.7%	10,185	2.2%
Government	870	1.0%	326	0.6%	4,700	1.0%
Info Not Available	1,990	2.3%	376	0.7%	2,280	0.5%
Total	88,000	100%	53,378	100%	470,838	100%

Notes: Percentages less than 0.5% will be displayed as 0.0%. Percentages may not sum to 100% due to rounding.
Claims data are not comparable to claims data released in any other report.

Source: Pennsylvania Unemployment Compensation System

Quarterly Census of Employment and Wages, 2017 Annual Averages					
NAICS	NAICS Description	Establishments	Employment	Employment %	Average Wage
	Total, All Industries	354,025	5,799,189	100.0%	$54,000
11	Agriculture, Forestry, Fishing and Hunting	2,228	24,578	0.4%	$35,108
21	Mining, Quarrying, and Oil & Gas	1,279	25,776	0.4%	$89,492
22	Utilities	1,361	34,950	0.6%	$96,285
23	Construction	28,563	257,117	4.4%	$64,263
31-33	Manufacturing	14,417	562,435	9.7%	$61,131
42	Wholesale Trade	24,144	218,879	3.8%	$79,577
44-45	Retail Trade	41,530	630,227	10.9%	$28,282
48-49	Transportation and Warehousing	10,965	296,327	5.1%	$48,050
51	Information	4,754	86,754	1.5%	$77,712
52	Finance and Insurance	18,215	260,712	4.5%	$91,727
53	Real Estate and Rental and Leasing	10,311	63,639	1.1%	$58,254
54	Professional and Technical Services	39,946	356,921	6.2%	$91,934
55	Management of Companies and Enterprises	4,202	136,087	2.3%	$127,039
56	Administrative and Waste Services	17,868	316,755	5.5%	$35,524
61	Educational Services	8,879	481,490	8.3%	$55,672
62	Health Care and Social Assistance	54,663	1,041,775	18.0%	$49,452
71	Arts, Entertainment, and Recreation	5,109	99,599	1.7%	$31,564
72	Accommodation and Food Services	28,219	470,584	8.1%	$18,125
81	Other Services (Except Public Administration)	32,299	198,997	3.4%	$32,698
92	Public Administration	5,076	235,588	4.1%	$59,486

Company Ownership				
Total, All Ownership	354,025	5,799,189	100.0%	$54,000
Private Ownership	340,719	5,124,522	88.4%	$53,673
Federal Ownership	2,734	97,174	1.7%	$74,249
State Ownership	1,448	133,286	2.3%	$60,158
Local Ownership	9,124	444,207	7.7%	$51,492

Occupational Employment (2016) and Wages (2017)					
SOC Code	Major Occupational Group	Employment	Entry Wage	Average Wage	Experienced Wage
	Total, All Occupations	6,181,960	$21,810	$48,760	$62,230
11-0000	Management	296,550	$60,840	$123,380	$154,650
13-0000	Business & Financial Operations	292,690	$43,790	$73,290	$88,050
15-0000	Computer & Mathematical	158,430	$48,630	$83,060	$100,270
17-0000	Architecture & Engineering	102,530	$46,790	$78,830	$94,850
19-0000	Life, Physical & Social Science	52,740	$39,260	$73,800	$91,070
21-0000	Community & Social Services	142,280	$28,410	$44,300	$52,240
23-0000	Legal	49,600	$42,320	$104,360	$135,380
25-0000	Education, Training & Library	341,210	$26,970	$58,430	$74,160
27-0000	Arts, Design, Entertainment, Sports & Media	81,900	$23,110	$49,700	$62,990
29-0000	Healthcare Practitioners & Technical	395,930	$37,790	$75,210	$93,920
31-0000	Healthcare Support	198,080	$23,020	$31,380	$35,550
33-0000	Protective Service	126,170	$21,830	$44,800	$56,290
35-0000	Food Preparation & Serving Related	498,670	$17,420	$23,380	$26,360
37-0000	Building & Grounds Cleaning & Maintenance	209,280	$19,430	$28,530	$33,080
39-0000	Personal Care & Service	279,300	$18,330	$25,710	$29,400
41-0000	Sales & Related	601,030	$18,100	$41,000	$52,450
43-0000	Office & Administrative Support	965,560	$23,140	$37,220	$44,260
45-0000	Farming, Fishing & Forestry	35,670	$19,530	$32,550	$39,060
47-0000	Construction & Extraction	254,290	$30,630	$50,840	$60,940
49-0000	Installation, Maintenance & Repair	239,150	$28,710	$46,960	$56,090
51-0000	Production	400,560	$24,350	$39,010	$46,340
53-0000	Transportation & Material Moving	460,360	$21,550	$36,250	$43,600

Note: 'ND' represents Non-Disclosable information.

Pennsylvania CareerLink®

115,689 employers registered in PA CareerLink®

291,087 candidates available to employers

538,280 total site visits

27% of visitors are new to the site

73% of visitors are returning

169,193 site visits from a mobile device

179,941 average job openings

900,627 job searches

2,436 new jobs posted per day

Age of job postings are **60 days** or less

239,839 job referrals submitted

pennsylvania DEPARTMENT OF LABOR & INDUSTRY

September 1, 2018 – September 30, 2018

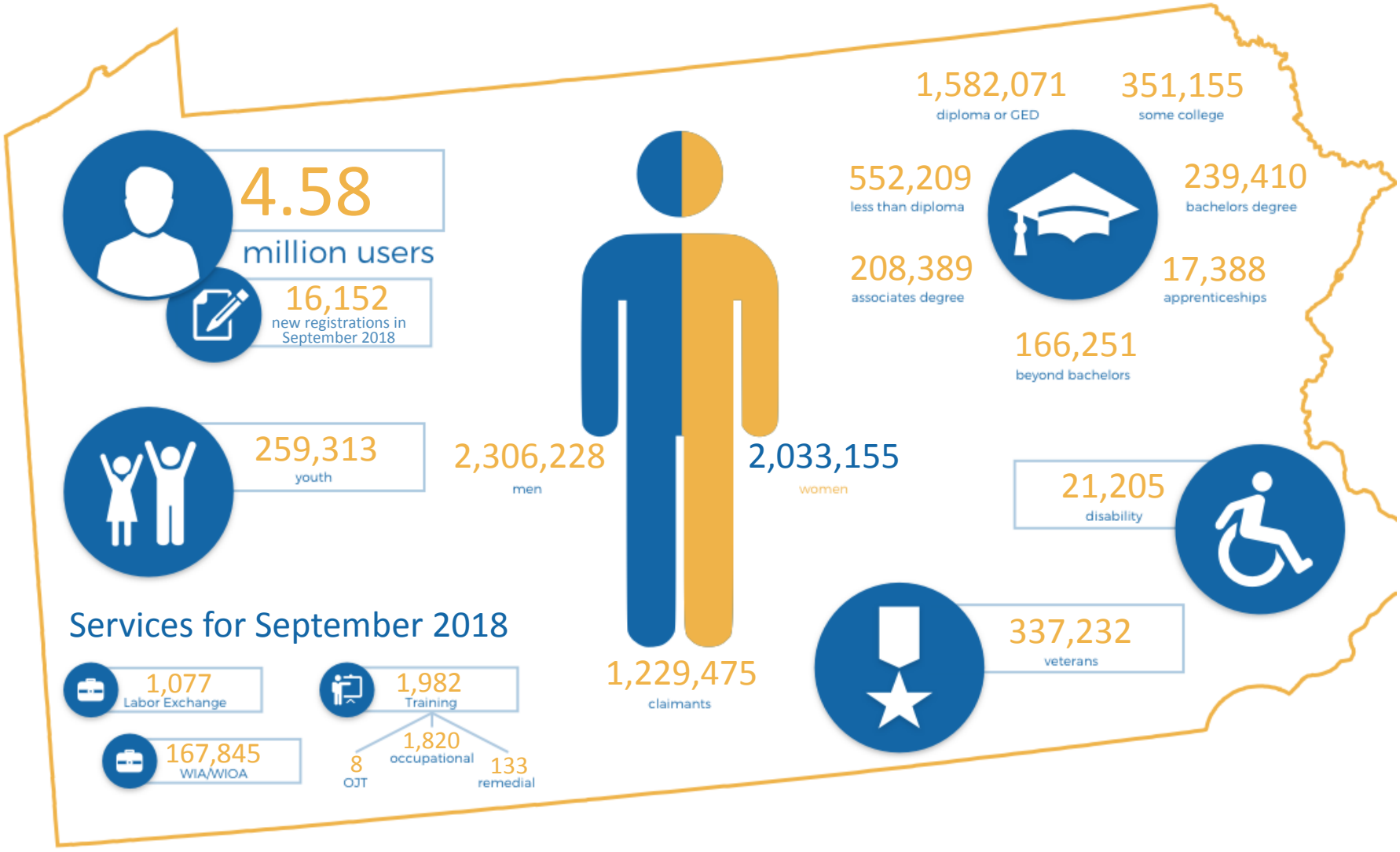
Infographic Description

#	Metric	Description	Notes	Source	Source Detail
1	Employers registered in PA CareerLink	Total Employer Profiles based on FEIN	Cumulative (Based on FEINs and SSNs)	CWDS Business Report	Employer #7: Employers -Total - TOTAL COUNT
2	Candidates available to PA employers	Job Seekers with "Want Employers to Find You" marked as "Yes"	Job seekers with job preferences enabled (cumulative)	CWDS Business Report	Participant #13: Participants with Job Preferences Enabled - TOTAL COUNT
3	Total site visits	Number of times PA CareerLink was visited (includes new and return visits)	Per month	Google Analytics	PA CareerLink: Dashboards: Private: PA CareerLink InfoGraphic Data: Visits
4	Visitors new to the site	New visitors to PA CareerLink	Per month	Google Analytics	PA CareerLink: Dashboards: Private: PA CareerLink InfoGraphic Data: New Visitor
5	Visitors are returning at least each month	Returning visitors to PA CareerLink	Per month	Google Analytics	PA CareerLink: Dashboards: Private: PA CareerLink InfoGraphic Data: Returning Visitor
6	Total mobile site visits	Number of times PA CareerLink mobile was visited (includes new and return visits)	Per month	Google Analytics	PA CareerLink Mobile for Job Seekers: All Web Site Data: Dashboards: Private: PA CareerLink Mobile Analytics: Visits
7	Average job openings	Current number of job openings based on the "Open Positions" value of job postings which are in open status	Current number of openings (Note: The average can be calculated by recording this number at the start, middle, and end of the month)	CWDS Business Report	Job Postings: Open Positions (Total openings for jobs in open status)
8	New jobs posted per day	New job postings based on posting date	Sum of Registered Employer and Job Feed Job postings posted (i.e. in "open" status) within the month	CWDS Business Report	Job Postings #6: All Jobs - Posted - AVG ON RPT DATES
9	Age of job posting	Length of time jobs are in open status (Note: There are variations based on type of job)	Job Feed Jobs and Registered Employer Unassisted are 60 days; Registered Employer Staff Assisted are 180 days	NA	NA
10	Number of job searches	Total number of times the Search Jobs screen is visited	Total number of times the job search screen is visited	Google Analytics	PA CareerLink: Dashboards: Private: PA CareerLink InfoGraphic Data: Pageviews by Page Title: PA CareerLink - Search Jobs
11	Job referrals submitted	Number of job referrals created by either applying to a registered employer job or visiting the web site of a job feed job	Per month	CWDS Business Report	Referrals #1 - COUNT ON RPT DATES

CWDS Business Report: http://lihbg000dvbs/Reports/Pages/Report.aspx?ItemPath=/CWDS_DASHBOARD_RPRT/CWDS+Business+Report

Commonwealth Workforce Development System

CWDS/PA CareerLink® User Demographics & Services



Tom Wolf
Governor

Jeff Brown
Chair