

Board Meeting
March 1, 2016
10:00am – 1:00pm
Pennsylvania School Boards Association

Meeting Minutes

ATTENDANCE:

Chairman Mark Butler, Secretary Kathy Manderino, Deputy Secretary Robert O’Brien, Georgia Berner, Neal Bisno, Lynette Brown-Sow, Terrence Cavanaugh, David Chalson, Wendie DiMatteo Holsinger, Brian Funkhouser, James Harper Jr., Peter Klein, Ron Kratofil, James Kunz, Representative Ryan Mackenzie, Diane Ellis-Marseglia, Bob McAuliffe, Brian Schaller, John Thornton, Jessica Trybus, Yvette Watts, Pat Clancy representing Secretary Ted Dallas, Carol Kilko representing Secretary Dennis Davin, Daniel Bauder representing Patrick Eiding, Robert “Pete” Smeltz representing Mike Pipe, Walter Friedrich representing Frank Sirianni

Staff Present: Stephanie Larkin, Joel Miller, Eric Kratz, Michael Leister

Welcome and Chairman’s Remarks

Chairman Mark Butler called the meeting to order at 10:17am. He welcomed the board members and thanked them for their attendance. He also welcomed Dr. Kirak Ryu from the Korean Research Institute for Vocational Education and Training and informed the board Dr. Ryu would be meeting with staff to explore decentralizing workforce development systems in South Korea. Chairman Butler noted that a quorum was not established and, as such, asked for a motion to vote on the minutes from the December 3, 2015 PA WDB meeting electronically at a later date.

MOTION: Brian Schaller moved that the PA WDB vote on the minutes from the December 3, 2015 WDB meeting electronically at a later date. Lynette Brown-Sow seconded the motion. The motion passed unanimously.

Public Comment

Chairman Butler opened the floor for public comment. No public comment was offered.

Digital Strategies Workgroup Report

John Thornton, Chairman of the Digital Strategies Workgroup, said the workgroup’s first meeting was held February 28, 2016. The meeting was webinar-based, and the workgroup received information from Labor and Industry (L&I) staff pertaining to the current digital strategy employed by the department as well as the future for the strategy. He said discussion topics included data analytics, computer access for all customers, looking at the customer base from both the employer and jobseeker perspective, stigmas accompanying the system, improving the online experience, abilities of the customer to interact with the system, and the enhancement of job match and search abilities.

Mr. Thornton said after the workgroup's discussion, it was determined the group needs to further explore the strategies currently being used and how to improve what is existing and achieve a higher use of the commonwealth's E-based workforce systems.

Secretary Manderino said it is important to make sure no customers are left behind when discussing the future of digital strategies. Mr. Thornton agreed and thought of the digital strategy as an expansion of the commonwealth's reach. He said the brick and mortar is what sets Pennsylvania apart from Monster or other job seeking groups and that the digital strategy is a means to update and catch on with the new generation as an expansion of the existing strategy, therefore addressing a wider group using the digital strategy.

Youth Committee Report

Jim Kunz, Chairman of the Youth Committee, said the committee's first meeting was held December 3, 2015 during which time they established a Chairman and had a lengthy discussion on the direction of the committee including the allocation of funding and how to make recommendations to the board and Governor. Another discussion topic was Chapter 339, the Department of Education's program, and the group determined that it needed more information and was going to request that from the Department of Education. Additionally, Mr. Kunz said the committee added two new members for their expertise on youth and education, Leon Poeske, the Administrator and Director of Bucks County Technical High School, and Laura Saccente, Director of Pennsylvania Statewide After School Youth Development Network Center for Schools and Communities.

Mr. Kunz said the committee met a second time on February the 26, 2016, at which time the Department of Education presented on Chapter 339, how it is being used, and how it would be better used. Chapter 339, Mr. Kunz explained, says schools are supposed to have a plan in place for career counseling starting from kindergarten through the 12th grade. He said it is a bit more complicated than that, but schools are supposed to legislatively have a plan in place. This, he said, has raised a lot of questions and the committee believes further discussion of Chapter 339 is needed.

Sector Strategies Committee Report

Wendie DiMatteo Holsinger provided an update on the Sector Strategies Committee for Chairman John Sygielski who was unable to attend the meeting. Ms. DiMatteo Holsinger said the Sector Strategies Committee last met on Thursday, February 4, 2016 via conference call. The first part of the call focused on ensuring the understanding of sector strategies and Industry Partnerships.

Ms. DiMatteo Holsinger explained that sector strategies are regional, industry-focused approaches to workforce and economic development that improve access to good jobs and increase job quality in ways that strengthen an industry's workforce. Sector-based strategies take a comprehensive, broad-based approach to identifying and addressing skill needs across key industries within a region rather than focusing on the workforce needs of individual employers on a case-by-case basis. These strategies require workforce and other regional service providers to establish engaged and sustainable relationships with employers to determine the specific skill and occupational requirements to meet industry needs. As these relationships strengthen, service providers will likely offer more customized, coordinated, and timely

workforce solutions, while education and training providers will refine curricula and programs to better align with industry demands.

She continued by saying Industry Partnerships (IPs) have been Pennsylvania's sector strategies approach since 2005. Act 67 of 2011 established IPs in statute and created a state budget line item for their funding. IP grant funds are provided to collaboratives that provide employer-driven, consortium-based worker training in high priority occupations by bringing together multiple employers, workers, worker representatives and other partners in targeted industry clusters. Required IP partners include: Businesses and Employers, Labor and Apprenticeship Organizations, Industry Associations, PA CareerLink®, Education Community, Economic Development Partners, and Human Services Partners.

During the call, Ms. DiMatteo Holsinger said the committee had open discussion and determined three focus areas going forward:

1. The creation of a Sector Strategies' Mission & Vision for the commonwealth
2. Identification of sectors to focus current and future strategies
3. Development of high-performing Industry Partnership criteria

She finished by saying the committee has scheduled monthly conference calls for the remainder of the year and has added a non-workforce development board member to represent career and technical education, Dr. Peggy Grimm, Administrative Director at Dauphin County Technical School.

Service Delivery Workgroup Report

David Chalson, Chairman of the Service Delivery Workgroup, said the workgroup met three times on January 6, January 18, and February 19. During the meetings, the group started with a look at what Pennsylvania is doing now to connect PA CareerLink® customers with social services in Pennsylvania. He said the group also supplemented that with a visit to a PA CareerLink® in Chester City. Mr. Chalson encouraged the board to visit a PA CareerLink® if they have never been to one. He added that the observations made in person supplemented the information the group had read on the subject. Those observations included that the people that the group interfaced with were highly dedicated, innovative, creative, and willing and trying to do the right thing. However, he said there were a couple of gaps and barriers that they are dealing with on a routine basis.

First, the PA CareerLink® Administrators are reaching out and engaging with other groups in a variety of ways. For example, in Butler County, they engage with the Senior Community Service Employment Program. In Chester County, they engage with the United Way. Several counties engage with the Office of Vocational Rehabilitation. In Chester City, they engage very heavily with Delaware County Community College. But, Mr. Chalson said there is no formal framework to allow this engagement and there is no defined path for communication and referral between the agencies. According to Mr. Chalson, one observation is urban centers are more likely to have support from social services than locations that are not in urban centers simply because of proximity.

The workgroup has also looked at the gaps in service delivery. Right now, many services that are offered are dedicated to training. Other services, including clothing, tax assistance, transportation assistance,

child care, and soft skills development are delivered on an ad hoc basis. Mr. Chalson thought the efforts of the PA CareerLink® Administrator should be applauded but they need help in being able to do this in a more integrative and planned fashion. In most all cases, access to the traditional social services and child care, such as SNAP, are delivered via referral. One agency does not necessarily know what the other agency is delivering other than through verbal communication and anecdotal information. That is largely due to database and compatibility issues but there are also some statutory reasons as well.

According to Mr. Chalson, another gap is funding. Several regions reported that the cost to become a partner in the resource sharing agreement is excessive and they simply cannot afford it. In addition, there is some evidence that indicates that the lack of referrals may be driven by individual agency funding concerns from the standpoint that funding is dependent on the number of people served. Efficiency in delivery is also a problem as there are services located in separate buildings requiring duplicative rent and possibly redundant resources of building and other costs. There also seems to be a lack of understanding of what services can be provided by other agencies.

Mr. Chalson said there are also conflicts that are associated with the economic benefit of varying social services and low-wage employment and this gets into the issue of negative incentives to work due to potential loss of social services. In some cases, that may force people to stay in a low-wage job rather than moving up because the total economic benefit is greater. Then there is a question of adequate management of people with very serious barriers for employment due to mental illness, emotional competency, and drug use.

Lastly, Mr. Chalson said the group looked at what other states are doing. The group received comprehensive information from a number of other states and gravitated toward two, Utah and Washington. Utah has a fully integrated model where workforce development and social services are essentially administered together. Washington has a co-location model where even though the structure and the agency is separate, the location is proximal. Both have advantages and disadvantages. The next step for the workgroup is to delve into more detail to be able to develop recommendations.

Representative Ryan Mackenzie asked if there is an effort to share amongst PA CareerLinks® best practices and what is working well at the different locations. Mr. Chalson responded that there is some effort to do that within the PA CareerLinks®, especially with the Local Workforce Development Boards. He added that as part of the visit made to Chester City, the workgroup was also able to have a conversation with the chairman of that Local Workforce Development Board.

Performance and Accountability Committee Report

Brian Schaller, Chairman of the Performance and Accountability Committee, said the group met briefly following the December 3, 2015 board meeting and again by conference call on February 16, 2016. The overall focus of the committee will be recommending performance measures by which to assess the effectiveness of the workforce development system to ensure the systems, programs, services and return on investments are aligned with the Governor's agenda of jobs that pay, schools that teach and government that works.

The committee began its discussions by receiving an overview of federally required common performance measures that apply to the six “core” programs under the Workforce Innovation and Opportunity Act. Those measures are:

- Employment in the 2nd quarter after exit;
- Employment in the 4th quarter after exit;
- Median earnings in the 2nd quarter after exit;
- Credential attainment during participation or within one year following program exit;
- Measurable skill gain during the program year; and
- Effectiveness in serving employers

The measurable skill gain and effectiveness in serving employer measures are new to most programs and states are awaiting federal guidance and definitions for each measure. The committee plans to focus its next meetings on further discussing effectiveness in serving employers and measurable skill gain.

During the last call, the committee agreed to further explore measures around employer use of the system, employer success in filling job openings through the system and retention of those individuals placed in employment through the system. The committee generally agreed that if the data shows employer success filling positions using the system that it will drive additional employers to use the system.

Mr. Schaller concluded by saying the committee stands ready to assist the full board, other committees and workgroups should there be ideas or the need to consider other performance measures as part of your respective discussions.

Career Awareness and Exposure Workgroup Report

Wendie DiMatteo Holsinger, Chair of the Career Awareness & Exposure Workgroup, told the board that the workgroup last met Wednesday, February 24, 2016 via conference call. During the call, the workgroup discussed areas of focus moving forward. The four areas discussed and the focus areas moving forward include a “Jobs for Today and Tomorrow Campaign”, Employers and Veterans Connection, Business Education Partnerships, and Social Media.

Ms. DiMatteo Holsinger said the “Jobs for Today and Tomorrow Campaign would inform both adults and youth about the jobs available now and the jobs that will be available in the future. Information on the number of jobs available, wages, and the education and/or training required will be provided. Also, it was discussed that it is important to see the jobs in action. Many jobs, such as those in the manufacturing industry, have changed drastically over the years. Yet, public perception of those jobs has not. It is important to show the work that is actually done in the highlighted occupations.

The second focus area is to help to better connect employers and veterans. Ms. DiMatteo Holsinger said the workgroup will look at working with veterans’ associations to improve the connection with employers and the workforce system. Additionally, she said the Military Occupation Translator on JobGateway® is not easy to use. The workgroup will look at ways to improve the translator and ease of use for employers that want to hire veterans and need to know how their military skills translate to the civilian workforce.

The third area of focus is the funding of Business Education Partnerships (BEPs). BEPs connect employers with schools, students, and parents. The previous board recommended a portion of the WIA Discretionary monies from fiscal year 2013-14 be utilized to fund Business-Education Partnerships (BEPs). BEPs connect local businesses with school districts to promote job opportunities and career pathways. These programs increase awareness of in-demand technical careers for students, their parents, and educators to engage more students in the technical skills required by employers. The partnerships connect schools, employers and students to provide career-related experiences and exposure opportunities for students through soft skills development, internships, workplace shadowing, career mentoring, etc. Grant awards were \$100,000 and limited to one per Local Workforce Area. Grant funds must be expended by June 30, 2016. The workgroup will look at determining funding levels for a potential recommendation and may survey local workforce development boards to determine if enough or too much funding was provided.

Lastly, Ms. DiMatteo Holsinger said the workgroup will focus on evaluating the use of social media in the workforce system. That will include looking at other states' social media strategies, developing best practices, and determining if those approaches could be successful in Pennsylvania leading to the eventual development of a social media strategy for workforce in PA. Additionally, the workgroup will look at marketing entities to promote issues for free and evaluate the potential of partnering with industry associations and state and local chambers to help market specific industries and occupations.

WIOA Combined State Plan

Eric Kratz, Director of Grants and Planning, said the plan was posted for public comment on December 28, 2015. Local Workforce Development Boards and stakeholders were notified, as well as other agencies were asked to notify their respective stakeholders. With public comment due by February 1, 2016, there was over 30 days for public comment.

The commonwealth received comments from roughly 200 individuals and organizations resulting in roughly 900 comments for the agencies to review and respond to. Comments were submitted by elected officials, Local Workforce Development Board Members and staff, community colleges, private licensed schools, other training providers, service providers and their clients, libraries, advocacy organizations, associations and individuals. Mr. Kratz said every comment was reviewed and will be responded to in an attachment to the final State Plan submission. Comments were tracked and distributed to all the agencies so that all agencies involved in the plan could see all the comments, particularly those comments that were relevant to the work that they do.

Overall, Mr. Kratz said there was broad support for the Governor's vision and goals. That said, there were also a few areas where commenters suggested ways to revise some of the goals, whether it was a comment to strengthen them, change them or make them more achievable in their eyes. Some of these comments, he said, did prompt changes to the final plan. There were also a number of comments suggesting ways that entities that had not been included in the initial plan could support the workforce system and the goals and visions of the Governor and, in many cases, those entities were added as valuable partners in the system to the plan.

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In addition to the formal public comment process, Mr. Kratz said the commonwealth also held listening sessions January 19, 20, and 21 and had representatives from all the agencies that were involved in the plan present at those sessions to receive verbal comment from anyone interested in providing it. Sessions were held at the Philadelphia Community College, Community College of Allegheny County, Butler County Community College, the Greater Altoona Career and Technical Center, Northampton Community College and Mansfield University. In total, there were 27 commenters, and many of them also then submitted written comment for formal consideration.

As far as the next steps for the plan, Mr. Kratz said the board had previously made a motion to approve the State Plan when finalized using electronic vote. The plan was shared with the board, but he brought a slight change to the board's attention. The federal guidance for the plan has been coming in from varying agencies at varying times. Late in the process, the commonwealth received word that the Temporary Assistance for Needy Families Program, which is administered by the Department of Human Services – and which is required to complete a State Plan separate from the WIOA State Plan -- would be required to submit the entire TANF plan. The original guidance only called for portions of that to be included in the State Plan submission. The TANF plan has already been finalized and is a three-year plan put out in 2014. It went through the public comment process at the time and is already in place. While it is nothing that is new information and is a plan that already exists, Mr. Kratz wanted to bring it to the board's attention.

Jessica Trybus asked for a better understanding of the transparency and overall comment process. With more than 900 comments, she felt uncomfortable voting without more information on the comments and changes made to the State Plan as a result, and also with the speed of the process.

Lynette Brown-Sow agreed and asked if there were any areas which had comments across the board. In particular, significant areas that had comments that didn't make it into the plan. She asked how the commonwealth would address those areas.

Mr. Kratz agreed that the process and the timeframe is fairly quick. He said a lot of that is driven by the time lines that were given to submit the plan. As far as the public comment process itself, the commonwealth was required to have at least a 30-day public comment period and exceeded it. He said that because of the volume of the comments, it took a fairly long time internally to go through all of them and respond to them and make sure that there was agreement on those responses amongst multiple agencies and the Governor's Office. As far as responding to those comments, he said the process has always been that that is done with the final submission of the State Plan and not prior to.

As far as some of the larger comments and the common themes, Mr. Kratz added that by and large, the commonwealth responded to them and made changes to the plan, at least in some capacity, to make some of those things that were commented on more clear and more achievable.

Secretary Manderino said there were two really major areas that raised the most concern, training targets and priority of service. Training targets is a requirement that Local Workforce Areas spend a minimum percentage of their funding on training. Secretary Manderino said that when board members review the draft to the final plan, they will find the commonwealth did not recommend changing the training targets.

However, the definition of training was greatly expanded, as was where money can be spent. The second concern, priority of service, focuses on getting our public dollars to people who are the hardest to serve.

Mr. Kratz said there was a lot of confusion around the original language for training targets due to some of the verbiage used in the plan. He said the revised plan will still have training targets set as a percentage of the Workforce Innovation and Opportunity Act Title I funding, however, in order to achieve those training targets, the local areas will have the ability to use a plethora of funding sources beyond Title I funding, including TANF training funds, OVR, funding from other federal funding sources, state resources like Industry Partnerships, and other local funding sources whether they are county or city training programs or philanthropic funds that are being utilized for training programs. Mr. Kratz said the plan will be revisited on a regular basis and the commonwealth will work with the locals to provide technical assistance as needed to help achieve those spending requirements and benchmarks.

Additionally, from the plan, Mr. Kratz said the commonwealth will be issuing a formal policy that will spell out the types of training. There was some confusion around training and some belief that it would only include on-the-job training and individual training accounts which was never intended to be the case. The commonwealth will make clearer that there are a variety of different trainings that the locals can use to hit benchmarks with the hope that targets are more achievable and also help drive what the Governor wants to achieve as a goal and vision.

Mr. Kratz said there were a number of comments for priority of service as well. One of the issues, in particular, was clarity around what funding streams that applied to. In the final version of the State Plan, the commonwealth will more clearly articulate that priority of service requirements do not apply to the dislocated worker funding stream. They will apply to the adult and youth funding streams. Based on who the federal law requires to serve under those funding streams, the benchmark should be achievable.

Mr. Kratz stressed that those are targets set by the state and there are no real funding implications tied to them. The goal is to ensure that there is outreach to those populations that are prioritized by the federal law and that the commonwealth wants to work with the local areas to meet those requirements and benchmarks that were set.

Deputy Secretary Robert O'Brien added that the State Plan is a living, breathing document. He said the commonwealth will continue its working groups and continue reporting back to the board what is and what is not working. He added that the commonwealth can make changes and modifications to the plan in the future.

Ms. DiMatteo Holsinger asked what it meant by voting yes to approve the plan. Mr. Kratz said board members would be saying that the commonwealth can submit the plan to the federal government and that the board approves of the goals, visions, strategy and that which is laid out in the plan. He added that if the commonwealth makes modifications to the plan, it would again go through a public comment process and the public would have the opportunity to provide comment on any of those changes. Also, again, it would come to the board for a vote to approve those changes. He said the board is not approving the plan only to never see it again.

Ms. Trybus asked if it would be possible for staff to provide a map of changes before the State Plan vote. Ms. Larkin said the staff will accommodate Ms. Trybus' request and will figure out how to get that to the board quickly.

Mr. Chalson said that in reading the plan, it appears built on flexibility. There are a handful of items that are specific and referenced federal funding and Title I funding. But, Mr. Chalson said how locals get there is not defined. He thought the flexibility in this document was critical to the work of the board. Ms. Larkin replied that was by design as there is a great deal of interest from the local boards that they have flexibility to approach these benchmarks and goals in a way that works for their local area.

Workforce Innovation Fund Progress Report

Stephanie Larkin, Director of the PA Workforce Development Board, provided an update on the Workforce Innovation Fund (WIF). WIF, she said, is grant funding Pennsylvania received competitively as one of only six states from the US Department of Labor. This is a grant that was given to states that are doing something innovative, and in Pennsylvania's case, that is partnering with seven community colleges and seven Workforce Development Boards. Pennsylvania's proposal is to develop microcredentials that demonstrate a measurable skill gain and define them into career pathways. The microcredentials are not strictly for occupational skill, but are for soft skill attainment as well. The target population is individuals with barriers to employment, including out-of-school youth, adults with low basic skills, and other learners with significant barriers.

According to Ms. Larkin, WIF has three phases over four years: one year of planning which began in October 2015, two years of implementation, and one year of evaluation which is to be done by a third party evaluator. Currently, Pennsylvania is deep in the planning process. The seven partnerships, which all include employers, are convening and looking at labor market information in forming their decisions. They are also taking a look at any current career pathways that exist in their regions and then looking to career pathways that they might need to build in high-priority occupations. At the same time, the partnerships are looking at whether there are any microcredentialing opportunities that currently exist in their local areas and, again, what they would want to develop based on employer input.

Ms. Larkin said this is one of those grants that is rare because grantees are not only looking to succeed, but also looking to learn about what did not work at the same time. The WIF grant is being watched by other states that are also very interested in this, so it is a great opportunity for Pennsylvania. She concluded by saying she will circle back with the board periodically to provide an update on WIF including the types of measurements that might be utilized.

Framing Board Priorities Discussion

Ms. Larkin called to the board's attention a handout on educational attainment. Previously, there were questions about the number of trained apprentices in JobGateway®. She mentioned that the current system needs to be modified to get a better handle on this apprenticeship number, which is why it may seem a little low. But, she said the commonwealth is working to make those changes, as right now this number is based on a word search for apprenticeship in resumes, as opposed to there being a box to click

for apprenticeship under education. She said as the system is improved, the numbers will improve and be more clear as well.

Chairman Butler asked if a report card could be made using the data that was provided. Specifically, he would want to look at data trends and information on why the data is trending up or down. Ms. Larkin replied that this type of dashboard is a part of a larger work in progress with the reporting system. Secretary Manderino said typically the public sector is more process oriented, but needs to move towards being more outcome oriented, specifically with regards to the workforce reporting system and a report card would help.

Jim Kunz asked if as JobGateway® gets someone placed, does the system track if they then hit JobGateway® unemployment again and, if they do, why. He wondered if it was a question of the change in the industry or because that individual did not have the skill set needed by the employer. He said that if you get somebody a job and eight months from now they are back on unemployment, there is a reason and he thought it would be interesting to know what that reason is. Keith Bailey, Director of the Center for Workforce Information and Analysis (CWIA), said they can gather information on everybody who is unemployed and depending on their situation, can also gather information from the PREP Program to learn a lot more about those individuals. But, Mr. Bailey encouraged the Performance and Accountability Committee to look at this issue further.

Chairman Butler then asked for questions or comments on employer engagement.

Jim Kunz said he has learned that while some employers are very engaged in the system, for a vast majority, the only time they become engaged in workforce development or employment issues is the day they need employees. Mr. Kunz said he heard the comment that you have to do a good job for the employer in order to get them engaged and utilize the system. But, he thought the real challenge was showing employers the importance of meeting future needs and not just the needs of today.

Wendie DiMatteo Holsinger said the workforce system can be difficult to use and navigate which can lead to disengaged employers. She said there is a lot of difficulty in accessing services and grants and there can be a lot of hoops to jump through only to not get a job filled or receive grant funds. Secretary Manderino commented that it may be beneficial for the board or a committee to look at current workforce policies and see if they are inhibiting the outcomes that employers seek.

Diane Ellis-Marseglia thought one of the biggest problems is getting employers who are willing to take people who have some prior issues, people who just got out of jail, people who have DUIs and can't drive. She wondered how to engage and motivate those kind of employers to get involved with the workforce system and whether there are any incentives offered by the county or the state. Mr. Kunz said there are a lot of laws that make it difficult for people to go to work because of all the background check requirements. Deputy Secretary O'Brien said one of L&I's working groups is looking at issues with the Department of Corrections to try to address Ms. Ellis-Marseglia's very concerns. He said that as that working group makes progress, he will be happy to report back to the board with their findings and will bring the board's attention to successes or problems.

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Ms. Larkin asked the board if the employer plays a role in employer engagement. Mr. Kunz believed employers play a role. He said this is a partnership between workers and employers. He said if you do not have the employers engaged, how do you get the worker who does not have a job or is looking to improve their lot in life by moving into something better. He asked how to get them to that employer. Ms. DiMatteo Holsinger agreed but said the system should be trying to simplify how it talks to employers about who, what, when and where and then the consistency of service and the delivery of service.

Secretary Manderino asked the local elected officials on the board if the board should be looking at any sort of guidance, policy, or requirements for the Local Workforce Development Boards in terms of the level of engagement of their local regional businesses on their boards. She asked if it would be helpful, valuable, or superfluous and said this board helps to shape who is on local boards. Diane Ellis-Marseglia said that could help, as it is difficult to replace local board members.

David Chalson thought there was a need to do a little bit more marketing about what the workforce system is and what it does. The system should be able to easily explain to employers what they will get out of the system. He continued by saying he thought the microcredentialing program fits into this very well. But, he said if the word does not get out to the employers it will not be successful.

To influence outcomes and impact changes, Chairman Butler said it would be beneficial to engage the local boards. Terrence Cavanaugh said he would like to have the staff go through and figure out the best local boards in the state and have them come and present to the board. Chairman Butler agreed and also said it might be beneficial to have the best and the worst without telling the board which is which.

Ms. DiMatteo Holsinger said it would be great to figure out a way to get on the road and hold regional meetings to meet with employers and start the dialogue. Georgia Berner agreed. She said employer engagement is all about communication, and right now she feels communication is missing. Carol Kilko, from the Department of Community and Economic Development (DCED) informed the board that DCED staff has been meeting with L&I staff and trying to come up with ways to get out to the businesses and talk to them about doing business in Pennsylvania and workforce development. She said they are pulling together lists of employers now and are going to be recommending locations for employer roundtables.

Ms. Berner cautioned against too much contact with employers. She thought that businesses would like to be touched maybe twice. First, they want to be asked and then they want to know what the commonwealth found out and then let them do their business. She said it is important to not ask them to participate five or six times, and said it is more about gathering the information and getting it to employers.

Brian Funkhouser said his industry, architectural engineering, was hit hard by the recession. With the aging infrastructure in Pennsylvania and across the country, there is a large demand for work to be done that would generate jobs. He also said new students are not pursuing a career in architectural engineering because they did not see the opportunity, and at some point, there is going to be a great need and we are losing the opportunity to get engineers to go through the colleges the universities. He commented that the board should talk to the Governor about the direction of where spending is put that would generate jobs.

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Chairman Butler said employer engagement is an important topic. It is also a topic on which the board could develop recommendations with approval from all members. While implementing those recommendations would ultimately be up to the Governor, Chairman Butler encouraged the board to send him a list of changes the board wants to make to help the workforce system and the commonwealth.

New Business

No new business.

Adjournment

Chairman Butler thanked the board for their attendance. The meeting adjourned at 12:54pm.