

Board Meeting
August 8, 2017
10:00am – 1:00pm
Pennsylvania School Boards Association

Meeting Minutes

ATTENDANCE:

Interim Chairman Jeffrey Brown, Secretary Redding, Deputy Secretary Eileen Cipriani, Representative Ryan Mackenzie, Julene Campion, Brian Funkhouser, James Harper, Jr., Wendie DiMatteo-Holsinger, Pat Eiding, Ron Kratofil, James Kunz, Henry Nicholas, JoAnne Ryan, Frank Sirianni, Dr. John Sygielski, John Thornton, Jessica Trybus, Matt Yarnell, Carrie Amann representing the Governor's Policy Office, Lisa Watson representing Secretary Teresa Miller, Carol Kilko representing Secretary Dennis Davin, Matt Stem representing Secretary Pedro Rivera, and Eric Kratz representing Senator Kim Ward.

Guests: Keith Bailey, Bill Bartle, Stuart Bass, Brandy Burnham, Roseann Cordelli, Johnathan Derr, Sara Deyarmin, Courtney Fasnacht, Dan Fogarty, Bob Garrity, Barb Grandinetti, Amanda Harrison, Stacy Kyle, Ron Legaspi, Susan Miller-French, Nathan Moyer, Erica Mulberger, Ruben Pachay, Jack Pfunder, Susie Puskar, Jennifer Rapach, Cathy Rychalsky, Joe Sebelin, Scott Sheely, and Frank Thompson.

Staff Present: Stephanie Larkin, Joel Miller, Michael Leister, and Pamela Gusler.

Welcome and Chairman's Remarks

Chairman Brown called the meeting to order at 10:06am. He welcomed the board members and thanked them for their attendance. Chairman Brown noted that a quorum was established. Stephanie Larkin, Director of the PA Workforce Development Board, reviewed the proxies provided from absent members. She announced a proxy from Terry Dittes to the Chairman, Brian Schaller to Brian Funkhouser, Dave Gruno to Wendie DiMatteo-Holsinger, Charlie Crystle to the Chairman, Robert O'Brien to Eileen Cipriani, and Carole DeMayo to the Chairman.

MOTION: Henry Nicholas moved to approved the consent agenda and approve the May 9, 2017 PA WDB minutes. Mr. Harper seconded the motion. The motion passed unanimously.

AHEDD

Chairman Brown introduced Stacy Kyle, Director of the Leadership Network at AHEDD. She is also the Project Director of the Leadership Network through the Pennsylvania Developmentally Disabled Council.

Ms. Kyle thanked everyone for the opportunity to address the group. AHEDD is a private nonprofit that has been around for 40 years. They focus on getting people with a variety of disabilities into the workplace, providing the same types of jobs and level of pay that anyone with the same background and experience gets, as long as they are qualified.

AHEDD has built up its expertise in Work Incentives Counseling. They are one of three providers in the commonwealth who gets money directly from Social Security to provide this kind of benefits counseling to individuals so that people may work to their fullest potential and make decisions out of knowledge, not out of fear.

Another area of AHEDD's expertise is the Pennsylvania Business Leadership Network (BLN), a statewide employer-driven program designed for business leaders to promote hiring practices that enable qualified people with disabilities to enter and succeed in the workplace. The BLN is one of about 50 networks in 32 states, with a goal of helping companies across the commonwealth connect with other available resources.

Ms. Kyle asked the Board members what gaps they have identified with the added requirements under WIOA. Mr. Nicholas replied that the National Apprenticeship Network is a new initiative, and there has not been any messaging of what that means for those in the union movement. Some ideas about how to behave in this new atmosphere might be helpful.

Dr. Sygielski commented that he recently held a focus group with a few small and medium-size businesses who do not have a human resources (HR) department. A common concern around hiring new employees who may be different, as they referred to it, is not knowing how to be politically correct in conversation or engagement. The biggest concern of small business is that if they were to hire people who have different abilities, they would have to make changes to the physical structure that could pose a financial constraint. A quick course that would allow them to be more cognizant on how to engage the community would be helpful. Ms. Kyle replied that there are resources available online, as well as one-on-one assistance through the BLN. For example, when the Hershey Company was beginning to make pathways in to manufacturing for people with disabilities, the BLN was hired to come in and do some awareness training with their key staff as well as a modified training for frontline staff.

An example of other services of the BLN include mock interview events, a non-threatening opportunity to expose people to those who were deaf so they could experience working with an interpreter and how that dynamic would work. They are able to work with community providers in a region to ensure a well-rounded representation of different disability groups to make sure that the businesses who attend have a good experience.

Ms. Kyle closed her presentation by inviting the Board to participate in monthly webinar/phone conference on the second Tuesday of every month. These webinars are a great way to keep the disability dialogue going, and are free to join.

Deputy Secretary Cipriani asked Ms. Kyle if she had an opportunity to speak with David DeNotaris, the Director of the Office of Vocational Rehabilitation (OVR). Ms. Kyle responded in the affirmative, and stated that they are working with students with job shadowing, short-term work experiences, assessments at business co-sites, as well as some of the business services OVR offers. She added that years ago, OVR, Hershey, AHEDD, the BLN, and others, put together a how-to guide for those companies who were looking to do marginal amounts of hiring. Topics included where to start, how to put a program together, and what questions to get answered. Deputy Secretary Cipriani mentioned the interagency collaboration to align business service teams and external partners within state agencies to

educate and refer programs and services. This would be a good place for AHEDD and L&I to begin working together.

Chairman Brown requested Ms. Kyle consider WIOA, and advise of any gaps she has come across and share some best practices. Ms. Kyle said that from the perspective of serving people with disabilities and youth, the best way to get them employed is looking at the period while they are still in school. From a business perspective, resource management groups could get involved in driving activity in their respective regions to make sure there are sites for these work experiences, and help them work through any concerns they have about liability and business employment.

Ms. DiMatteo-Holsinger asked if there is research that there is more potential for accidents or issues with hiring an individual with a disability. Ms. Kyle responded no, that just because somebody has a disability does not mean they are more likely to be injured or unhealthy. Ms. Kilko shared that from the economic development perspective, there are a lot of questions amongst many businesses to pursue something like this. Even with our OVR staff going out to businesses, they need to understand the different aspects of why companies participate in the ways that they do. She offered to provide Ms. Kyle with some contacts in various regions. Ms. Kyle asked that DCED think about what specific ideas AHEDD should propose to those businesses, in addition to providing general education. Mr. Sirianni commended the work that AHEDD provides. His personal experiences allow him to relate to the struggles of employment and reemployment for people with disabilities. He offered to connect Ms. Kyle with a veteran program called Helmets to Hardhats, that works closely with labor contractors and associations.

Ms. Campion questioned if there was work going on around job matching with individuals on the autism spectrum and employing those individuals in high-tech companies. Mr. Stem informed the group of the Department of Education's partnership with the Office of Vocational Rehabilitation (OVR) and the Arc of Philadelphia, who worked with the tech company SAP, a local leader in enterprise software. Through that partnership, they have been able to transition students on the autism spectrum specifically into coding, and other jobs. Ms. Kyle confirmed their work with people with autism, and that this could be a successful partnership to replicate in other parts of the state. Ms. Campion agreed and added that it is a different way to look at the talent community available to employers and present it as a value.

Chairman Brown thanked Ms. Kyle for her presentation, and that the Board should follow up on some of the topics that were discussed. Ms. Larkin mentioned that staff will ensure that contact information is distributed to everyone.

Social Service Integration Work Group

Chairman Brown provided an update on the Social Service Integration Work Group. He reminded the group that Governor Wolf had responded to the recommendation letter that was in the previous meeting packet. The Board will continue to work with the Policy Office on the best approach to integrating workforce service and delivery. Since this specific task has been completed, Chairman Brown disbanded the group. He thanked the work group members for their hard work.

Performance and Accountability Chairman

Chairman Brown discussed the Performance and Accountability Work Group. He informed the members that Brian Schaller has resigned his Chairmanship of this group, although he will remain on the Board. Brian Funkhouser has agreed to step into the Chairman role for the near term. Chairman Brown thanked the past and the future group for their efforts.

Workforce Innovation Fund Grant Update

Chairman Butler called on Stephanie Larkin to provide an update on the Workforce Innovation Fund (WIF) Grant.

Ms. Larkin informed the group of a \$6 million four-year grant from the US Department of Labor. It is an innovation fund grant which allow us to pilot different approaches in workforce. Essentially, the outcome of our four years is a report by a third-party evaluator that says whether the innovation we put together has been useful. The evaluator considers the factors that made it work well, and some of the factors that we would reconsider if we would do that again in the future.

Pennsylvania had proposed a partnership with different agencies, seven workforce development boards, and seven community colleges. We are working to pilot micro-credentials for individuals with barriers to employment and education. Micro-credentials can be viewed as short stackable achievements that, when you put them together, really can showcase your employability to different employers.

The key facet of this grant is the employer engagement in it. The micro-credentials in each of the seven areas were built with employer input so that they know that at the end of a micro-credentials path, the employer would value that credential and consider hiring the employee.

We are nearing the end of year two of the four-year grant period. Year one was all about planning, bringing the third-party evaluator on board, and allowing seven district partnerships to plan their credentials, plan the recruiting, and help target the participants. Year two and three is all about those seven partnerships implementing this and working through their recruitment and their micro-credentials programs for employers to hone in on any places where their proposal did not quite work. The beauty of this grant is that we can change things within it because the goal is to see what works, not just to follow an exact pathway. Year four is specifically set aside by the terms of the grant for the third-party evaluator to gather its final information and its data and create the report that gets turned into US DOL.

We have participants in all seven partnerships across the commonwealth. A listing of both the boards and the corresponding community college, as well as an outline of the four-year grant period, was provided in a handout.

Ms. Larkin provided an update on the different types of career pathways each of these partnerships has established as well as the specific populations that they choose to target. All of these things were left up to the partnerships with certain constraints on the populations. We did insist that the population be persons with barriers to employment and education. The approach, pathways, and credentials coming out of that are very different from place to place. That is dependent upon what their employers have been telling them as well as their labor market analysis.

Ms. Larkin concluded that previous requests for information had been made during planning, however there was not much information to share during that time. We are now at a point where we wanted to be able to provide some idea of what has happened on that grant. She asked if there were any questions about what is being done.

Mr. Kratofil asked about the stackable credentials for this project, also including soft skills, and if there is a common curriculum that the partnerships are using for the educational components in soft skills. Ms. Larkin explained that one of the things required of the partners is that they provide micro-credentials on the certifications for both foundational skills and occupational skills. Every participant is assessed when they become part of this program regardless of which of the seven partnerships they work with. Then, depending on their assessment, they take certain foundational skill coursework. Almost everybody has communications, teamwork, and the like. Philadelphia is doing financial literacy. There are certainly, across programs, places where they are using the same foundational coursework and curriculum, but, by and large, they each have created their own. The Center for Workforce Information and Analysis (CWIA) has information on the top 50 skills, many of which are foundational. A list of all foundational skills, as well as some distinctions, will be provided in the next update.

Ms. DiMatteo-Holsinger stated her anticipation that we are able to continue moving forward to develop a best practice to implement statewide. Ms. Larkin replied that the different facets of the report from the evaluator will include an implementation analysis of what worked, what did not, and the associated cost. Mr. Eiding said that there is a lot of potential, but that there is also a lot of variation of needs. He added that the end result should find any thoughts of commonality and what was done across the board, but that the potential is being able to distinguish what is needed, what is not, and what has to be done.

Chairman Brown questioned if the data will include measures of success, including obtaining a job, keeping a job, and reduced turnover. Ms. Larkin confirmed that the report definitely includes people getting jobs. Mr. Bailey, who worked most closely with the evaluator, added that the US DOL's common measures, including employment outcomes and retention, are part of the evaluation of this federal grant. Data will continue to come in and as we learn about big changes in programs, we will share those so that everyone can have an understanding of why and what we are learning from them. Chairman Brown stated that he would like to see successful partnerships explain what they have done and how it has worked.

Mr. Yarnell asked about the makeup, metrics, and vision of each partnership, and if and how they differ. Ms. Larkin informed that each of the seven partnerships provided a proposal with the assumption of how many people they thought they could serve in this program. They were told that the number of people they serve is less relevant than how they serve them, what they learn, and how they adjust to getting participants through the program. We are not as concerned about the numbers as we are about quality and the adjustment. We know that there are participants in every program, that there are multiple modules and stacks in each series. Because of the frequent changes in participants, we do not have exact numbers at this time. Generally, the barriers we are looking at are adults with low basic skills, out of school youth, persons with disabilities, re-entry populations, and long-term unemployed.

WIOA State Plan

Chairman Brown briefly reviewed the timeline of the WIOA State Plan, of which the original submission was in March 2016. We are required to review the plan in the second year of implementation and we are required to make modifications after the first two years. Our modification is due to the US DOL by early March 2018. The partner agencies in the plan have already reviewed the content for updates and the plan is currently being reviewed by the Governor's Policy Office to ensure consistency with goals and strategies. Prior to submission, the plan must undergo public review and comments as well as review by us as a Board. Chairman Brown then asked Ms. Larkin to explain how this review could occur.

Ms. Larkin reminded everyone that the last time the Board reviewed the plan, a work group was formed to take an in-depth review of the plan while the rest of the Board took advice from them about what the plan established moving forward. Taking this same approach would be the suggested action.

Chairman Brown informed that he would like to form a work group to review the plan. He recommended that this work group come to the full Board with the plan that was acceptable to them, or with any changes. He announced that Ms. Larkin will be staff to the work group, and that Mr. Schaller, Mr. Kunz, and Ms. Wallace Oakley serve.

Deputy Secretary's Report

Chairman Butler asked Deputy Cipriani to provide an update on workforce development.

Deputy Secretary Cipriani thanked the Chairman for the opportunity to submit the report. She called attention to the section entitled Office of Apprenticeship and Training. She pointed out the great expansion of the number of apprenticeship programs that are coming before the Board. It is exciting because it is earn-as-you-learn and many are nontraditional. One such program, the Wistar Institute, just registered a biomedical research technician. It is the first apprenticeship of its kind in the country. This program is launching right now and is targeting young women who graduated from high school and gives them an opportunity to earn money while they learn and continue their education. Another program, in the Philadelphia School District, is developing an apprenticeship with their students in electrical work and plumbing. These students will be in apprenticeships in the school district itself. Lastly under apprenticeships, District 1199C registered another nontraditional program in early childhood education. In addition to registering their own programs, they were also very helpful to the United Home Care Workers in putting together a program for home health care aides. District 1199C is one of the leaders in developing nontraditional apprenticeship programs, especially in the Philadelphia area. Details on these and other apprenticeship programs are included in the handout.

Deputy Secretary Cipriani shared the ongoing work with BizWorks, and the cooperative effort with the Departments of Community and Economic Development and Labor and Industry, to look at our business engagement strategy. This means bringing together all our business service activities to reduce business fatigue and work in concert with the other state agencies as we reach out to businesses. Later this month, we are heading to Massachusetts where the program was initiated and piloted.

Deputy Secretary Cipriani highlighted some metrics of the PA CareerLink®. The Department has been looking at the PA CareerLink® system by the numbers. We began collecting these figures in 2014, so we now have two years' worth of data. Infrastructure costs between 2014 and today has decreased by 6.5

percent, which is an exciting point. And, while suffering a loss of nearly 400 employees statewide in the system, the number of services to commonwealth residents has increased by nearly 18 percent. She commended the Executive Directors, and explained that this outcome is due to their hard work to make such a positive change in the PA CareerLink® system. Pennsylvania has 72 American Job Centers statewide. 59 are comprehensive centers, while 13 are satellite offices. In addition, the Division of Vocational Rehabilitation is co-located in 58 of the 59 comprehensive centers and TANF is co-located in 40 of the centers.

Chairman Brown asked about the layoff of 400 workers, the significant call times that resulted, and what the resolution to that issue was. Deputy Secretary Cipriani informed that the workers discussed in this report was partner staff and not in the Unemployment Compensation (UC) system. However, there is work being done by the department to reduce some inefficiencies and reduce call times.

Youth Committee

Chairman Brown called on Jim Kunz to provide an update on the work of the Youth Committee.

Mr. Kunz shared that the Youth Committee has circulated a survey to its members for a meeting with Abby Smith from Team PA regarding career readiness. We think this is another area that the committee can be involved in that will positively affect youth in Pennsylvania. He asked the members of the committee to please respond to Joel Miller as soon as possible.

Performance and Accountability Committee

Chairman Brown called on Brian Funkhouser to provide an update on the work of the Performance and Accountability Committee.

Mr. Funkhouser provided a report and recommendations from the Performance and Accountability Committee. On July 20, 2017, the Executive Committee held a telephone conference where this committee was charged with recommending at least two measures to showcase effectiveness in serving employers, which will be a pilot program through WIOA. Of the US DOL provided options, the committee decided on the percentage of employers using the system and employers repeated use of the system.

RECOMMENDATION 1: The percentage of employers using the system measure was selected to determine whether the system is successful in engaging new employers over a course of time. As we move forward with the accountability aspect, developing dashboards and measures will be a consideration.

RECOMMENDATION 2: The repeated use of the system on a quarterly basis was selected due to the lack of information provided by a larger sample set.

Chairman Brown asked for clarity of the data being reviewed. Mr. Funkhouser clarified that while it shows three and a half percent of employers are using the system, it cannot yet be quantified to determine whether that number is a good measure or not. Ms. Larkin offered additional clarification and said that looking at the employer repeated use on a quarter-to-quarter basis would be performed in addition to every three years, as required by US DOL.

RECOMMENDATION 3: The percentage of active job orders or referrals as a state measure of effectiveness in serving employers in addition to the federally required measures.

RECOMMENDATION 4: Regular training of workforce development system staff on data entry to insure data integrity.

Ms. Trybus asked if there is a way for more transparency with respect to how this is defined and translated to the local workforce development boards. Mr. Bailey replied that the federal government has put forth guidance stating we are supposed to use the Bureau of Labor Statistics Establishment Count, which is based on the unemployment insurance (UI) account number. In Pennsylvania, the Commonwealth Workforce Development System (CWDS), the system of record where this information is gathered, uses the federal employer identification number (FEIN) as that qualifier of establishment. While the UI is more indicative of measuring local penetration, most employer contacts do not know what their UI account number is and do not know what the multiple work site number is because it is an administrative number that only we know. It behooves us to look at a solution that uses the system we have, thereby using the FEIN indicator. The measurement we are looking at is a state perspective. We will work with the local boards to find out a way for them to understand how this applies to them on a local level. We also have solicited from the local areas what local measures they would like to see attached to this, as we are permitted to have additional measures to the federally required measures. The local measurements of market penetration would be another discussion.

Chairman Brown followed up and questioned if it is the duty of the Board to oversee or understand effectiveness of each local board, and what data does the Board have to do that with. Mr. Bailey replied that the regular training of staff on data entry (Recommendation 4) is paramount to that understanding. We rely on the local staff to put the information into the system that can be accessed for measurements. Many are great at providing the information, but there are some gaps in the information and how it is provided.

Ms. DiMatteo-Holsinger commented that while some of this had been initiated under a previous administration, moving this Board toward measurements would be a tremendous progress moving forward and allow for oversight. Deputy Secretary Cipriani added that the report she referenced earlier may be of benefit with some of the measurements the Board is seeking. She cautioned that while we transition from WIA to WIOA, there appears to be a disparity in the way we have been capturing some of our services. CWIA will make a presentation to the Board that will demonstrate the data that has been collected and determine what additional information would be helpful. Ms. DiMatteo-Holsinger responded that she, too, had found there were different ways that each local board was collecting data. She also discovered that some local boards were very effective in using their money and were seeing much more success with fewer dollars spent. In today's world, we have to start to look at measurable outcomes appropriately.

Mr. Sirianni requested to distinguish temporary employment agencies from the larger group of employers who are utilizing the system and those who are returning employers of the system for these measures. Ms. Amann suggested clarifying the current common measures from any additional measures. Chairman Brown stated that he would like to compare how one local board performs amongst the other local boards, how much money is being spent, what the money is being spent on,

which local boards are performing and if they are not performing or we do not have the data, then the Board addresses it.

MOTION: Henry Nicholas moved to approve the four recommendations. James Harper, Jr. seconded the motion. Chairman Brown called the vote. The recommendations passed unanimously.

Career Exploration Programs for Youth

Chairman Brown called on Representative Ryan Mackenzie to introduce the panel of career exploration programs for youth.

Representative Mackenzie began by recalling his experience in the House as Vice Chair of the Labor and Industry Committee, where he had the opportunity to cross the state and meet with a lot of workforce development programs. The commonality between the three programs presenting today is that not only are they getting successful outcomes in building career awareness for students in different fields, careers, and opportunities, but they also have longevity. Many workforce development programs disappear after grant funding falls off. These organizations have now built sustainable models, so they are getting long-term positive outcomes.

Barbara Grandinetti, co-founder of The Challenge Program, explained their organization, a nonprofit whose mission is to build sustainable business education partnerships while introducing students to career opportunities that exist in their own backyards. They believe these partnerships contribute to workforce and economic development by motivating kids to develop the good habits that they need to succeed not only in school, but in the workplace. The Challenge Program has been around for 14 years and has reached over a half-million high school students. They have built a network of over 100 businesses and 200 school partnerships. They are utilizing their network now to engage in workforce and economic development. Based in Johnstown, they have become a resource to communities, businesses, educators, and students.

Dr. Sygielski inquired about who specifically the program works with. Ms. Grandinetti replied that they try to work with the community colleges and WDBs, but the way they become a resource is to go after high-growth industries that are creating the jobs. Because of the network The Challenge Program has created, they are better able to connect businesses in those high-growth industries with the educators. The way they become a resource to students is that they are showing students the relevancy of what they are learning. They bring business in to tell them exactly how that will impact their lives.

Sarah Deyarmin, Program Manager of The Challenge Program, described how the program works. They meet with those businesses in the community who have the willingness to invest in students in schools, who are also their future workforce. The businesses are given the chance to collaborate with a local school of their choice. The program then goes into the school with the business to educate the students about that business and their industry, who they are, what they do in their community, and the opportunities they have for students. The program engages with the business and the students throughout the school year through various workforce development activities, including internships, job shadowing, educator tours, and more. Then, they motivate the students by challenging them throughout the year to excel in the five award categories where they are incentivized with \$200 cash checks at the end of the year. This is done through soft skill attainment, such as attendance, the importance of community service, and excelling in the STEM curriculum, and improving academics.

Ms. Grandinetti informed everyone that there is no cost to the school, no cost to labor. The Challenge Program is funded largely by public-private partnerships, businesses, foundations, and fundraising events. Annually, a gala is held where they honor a student of the year, who is chosen from all participating schools. The students write essays explaining how the program has affected their lives. This competition started three years ago, with 30 entries. This year, it has grown to over 400 entries and now includes regional winners who will be eligible for a \$1,000 prize.

Ms. Deyarmin said that in addition to the funding sources previously mentioned, they are always looking for how the program can utilize other programs to enhance what they are doing. Some of the ways that has been done so far is by collaborating with businesses and schools to get educators involved, and the ability to offer the Act 48 credits for their participation in some workforce activities. Also utilized is OVR Workplace Readiness Training and Educational Improvement Tax Credit (EITC) funding for smaller communities to reinvest their tax dollars into their local workforce.

Courtney Fasnacht, Executive Director of the Northeast Pennsylvania Manufacturers and Employers Council, thanked the Board for the opportunity to present to them. They are an affiliate of the Northeast Pennsylvania Manufacturers and Employers Association who has members in 20 counties within the commonwealth. The council was created in Schuylkill County in 2006 as a 501(c)(3) nonprofit organization because the region's workforce development programming became so large, they decided to form this entity to apply for grants and house all programming opportunities.

Your Employability Skills (YES) Program is the council's largest program. They handle all YES Northeast Workshop Series and Career Integration Programming opportunities. Recently, the 9th Annual Schuylkill County Career Fair offered 65 vendors from a variety of business and industry. Cumulatively, they have hosted over 7,500 students since the event's beginning. The council coordinates Career Panels and Elementary Career Awareness Day events. If any local school districts are interested, they coordinate assembly programs as well as the speakers in attendance.

Youth Employment Register is a referral service offered through the association where if you have a credential or degree, you are coded in the system. Members can access this service when they are looking for an employee. Any YES student or vocational student that has earned a license or certification can be a part of this resume register. It is another way to hire credentialed individuals.

The YES Program is a 120-hour one-credit elective course that is offered during the regular school day in our high schools and targets the shortfall of employability skills, career awareness, and career exploration. The program offers many short-term training programs. They train about 3,000 incumbent workers every year through the association, ensuring that the curriculum for YES is mirroring the most in-demand trainings that employers are saying their incumbent workforce does not have.

Topics included in the curriculum are communications, health and safety, personal development, quality and technology, and teamwork. The school would designate a business education teacher, or any teacher that has a good rapport with the students, and they would teach this 120-hour course. The council then coordinates four different tours throughout the school year for each individual YES class. They will coordinate classroom speakers to address specific topics. The program also performs mock interviews for all the YES students.

Students then have the opportunity to earn an industry-recognized credential. To earn a YES certification, a student must successfully pass the 120-hour curriculum, receive their high school diploma, and maintain a minimum attendance of 95 percent. They also conduct a six-panel urinalysis, where the drug screen provider goes into the nurse's office for each school district and sends the results directly to the association. Students need to pass the test of adult basic education (TABE) where they are tested in math, applied math, and reading. They will be tested on the Wonderlic Cognitive Ability Test, a problem-solving aptitude test. If the student can meet all of these requirements, they are issued the YES Certification.

At the end of the school year, every spring, graduates are honored at the annual YES recognition breakfast. The employer community attends and many times placements with employers occur onsite.

Ms. Fasnacht provided several examples of successful YES programs across the commonwealth in various communities. The YES curriculum was designed to be very flexible and can be tailored to any population. They are currently in discussions with some local and community colleges to see if they might be interested in offering the program as well.

Jack Pfunder, Chief Executive Officer of Manufacturers Resource Centers, talked about a contest called What's So Cool About Manufacturing. It is a video contest between middle schools that are partnered in with manufacturing companies. The students create a two-and-a-half-minute video of what they think is cool about the company they have been assigned. Afterwards, there is a contest where all the videos are uploaded to a website and have open voting, similar to American Idol.

In the first pilot, the contest had two counties participating. Now in its fifth year, the contest has grown to over 200 middle schools across the commonwealth representing at least 35 counties. There will be 12 contests this year throughout the state. Mr. Pfunder displayed a trophy that will be awarded in Lehigh Valley. The trophy was designed and built by the Career and Technical School in Lehigh Valley.

What's So Cool About Manufacturing began with the end of the recession and the manufacturing base needed machinists in the East Central region desperately. The Lehigh Career and Technical Institute (LCTI), the third largest in the country, had lathe machines that were 40 percent utilized. At the same time, Bethlehem Vo-Tech gave up their machining program entirely because they only had two kids sign up. It became apparent that the problem itself was not the schools, but the image of manufacturing, career and technical schools, and community colleges.

Working closely with the Lehigh Valley WDB and four groups to start, they developed this concept of giving the middle schools GoPro cameras, teaching, having a coach from each middle school have a curriculum basically in terms of education on videos, how to do them and how to train a team of students from middle school to do a video. Then, each middle school is connected with a manufacturing company that is very close so they get an idea of what they are like. It took about a half day to do the video and about a month and a half to do the editing. The groups worked closely with the Public Television Network in the Lehigh Valley for assistance. After the companies approved the videos, they were uploaded to the website where they garnered 123,000 votes in three days.

When talking about how to get to parents, we host an award show at the end of the program. Last year's show brought 900 people including 31 manufacturers. Each company had information tables set

up, the kids had to go with their parents, introducing their parents to the technologies. We also track the website during the contest portion of the program. The largest amount of people that get on the website are women between 35 and 55. Those are the mothers. If we can impact their idea of what the inside of these companies look like, that stigma against manufacturing we hope will change.

Mr. Pfunder provided some examples of successful YES programs across the commonwealth and other states. He then thanked the chairman for the time to speak.

Chairman Brown opened the floor to questions from the Board to the panel. Mr. Eiding asked the YES program if they could give the outcomes of the participants who actually went out with jobs. Ms. Fasnacht replied that they collect student's email addresses upon graduation and maintain a heavy presence on social media to communicate with alumni who reach out and provide updates. Secretary Redding told the YES program that he liked their label, "preferred applicant," and asked if the term appeals to both the student as well as the company. Ms. Fasnacht said that they have done a lot to make sure employers are communicating directly with the program to confirm receipt of the YES certification. Employers are advertising in local newspapers "YES certificate preferred" as well as going into the classrooms to recruit YES graduates. Mr. Kratofil questioned how it was decided that manufacturing go after middle school students rather than wait until high school. Mr. Pfunder answered that it is too late to wait until high school. The whole intent was to get more involvement in the career and technical schools. The key is to give students that spark early in middle school to be able to go after STEM courses.

Public Comment

Chairman Brown opened the floor for public comment and recognized Erica Mulberger, Executive Director of the Central Pennsylvania Workforce Development Corporation, which covers nine counties and 5,370 square miles in mostly rural Central Pennsylvania. One of the issues in rural areas is how do you reach everybody where they do not have transportation. The CPWDC applied for the Community-Based Partnership Grant through the Department of Labor and Industry in 2015, and was successfully awarded.

As a result of the grant award, the CPWDC leased The Link Mobile Career Center, which is outside for interested Board members to view after the meeting. It includes seven work stations, a presentation screen, internet access, and a printer. The Link is traveling around the nine-county area to remote areas to work with different populations and provide them with core services on the spot.

Last week, the CPWDC hosted open houses in their area, attended two rapid response events, and registered 13 people that are on unemployment or eligible for unemployment. They have done one workshop in Lycoming County at a pre-release center for 12 residents, enrolled them in JobGateway®, and gave them a resume ready workshop.

Ms. Mulberger stated that this is a new tool to share with the Board and hoped they could stop by The Link. This is a pilot program that, if successful, can be replicated in other areas.

Chairman Brown recognized Stuart Bass of the Keystone Development Partnership (KDP). Mr. Bass provided an update on the Industrial Manufacturing Technician (IMT), a five-year grant, American Apprenticeship Initiative. This is a program that is an entry-level job that can be a stackable credential as

well as a pre-employment credential towards maintenance or machinist in the manufacturing sector. It includes soft skills and the curriculum aligned with the Manufacturing Skill Standard Council that has industry recognized credentials that also fall under the Certified Production Technician.

Mr. Bass reported that KDP has been able to acquire additional sponsors in Pennsylvania. The Harrisburg Area Community College (HACC) is working with AMES Reese to expand their program for the IMT. Philadelphia Works is working to promote the Certified Production Technician curriculum as a pre-employment certification. When presented to the industry partnership, many employers said that if they had good attendance, the graduates would be welcome and have some sort of preferred status. Electrosoft, Inc., a small family run business in Montgomery County, is the first individual sponsor for the IMT. The KDP is also working with All-Clad, Anchor Hocking, and Duct Main.

In his work with Eric Ramsay, Director of the Pennsylvania Apprenticeship and Training Office, Mr. Bass is promoting group sponsorship throughout the state. This is an idea that workforce is trying to promote and replicate in various regions. For example, the Hanover Chamber of Commerce is working to expand their apprenticeship. Their program includes a pre-employment program where they partnered with school districts, and some employers, like RH Sheppard, have provided space for them to do training.

KDP is also connecting to unions working with the grant from the American Apprenticeship Initiative. They are working with the Pennsylvania AFL-CIO to conduct a needs assessment through the unions for the represented employers. What they are expecting to find is that there is a real need for apprenticeship programs, based on projected retirements and lack of skilled candidates. The KDP is hoping to produce qualitative data and gather success stories that show the need for registered apprenticeship.

Mr. Bass thanked the board for their time. He asked that anyone who would like to help sponsors to register their apprenticeships, or who is willing to consider group sponsorships as a way to address the needs of smaller businesses and to develop the infrastructure in regions to support apprenticeship, to please follow up.

Adjournment

Chairman Brown said that he is looking for any feedback or ideas to move the work of the board forward and added that if there is anything the board wants to address, look into, or do that is not being done, to let him know.

Chairman Brown thanked the board for their attendance. The meeting adjourned at 12:45pm.