

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

**7:30 a.m.**

**March 18, 2016**

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

**Members Present**

Ms. Patricia Adamczyk  
Ms. Debra Antol  
Mr. Stephen Borza  
Mr. John DeVere  
Ms. Marianne Egolf  
Ms. Kristi Gage-Linderman  
Mr. Robert Harrop  
Mr. Tom Herman  
Ms. Carole Homolash  
Mr. William Hornberger  
Ms. Joanne Judge  
Ms. Peggy Kershner  
Mr. Lewis McCoy, Jr. (via conference call)  
Mr. Thomas McKeon  
Mr. Brian McMahan  
Ms. Jeannine O'Neill-Rohrbach  
Ms. Laura Rader  
Ms. Jennie Rodriguez-Priest  
Mr. Michael Rowley  
Mr. Russell Showers (via conference call)  
Ms. Connie Skipper  
Mr. Edward Swoyer  
Mr. Pablo Tejada  
Mr. Karyn Troxell  
Ms. Tammy White  
Mr. Chester Winters

**Members Absent**

Mr. Thomas Brizek  
Mr. Modesto Fiume  
Mr. John Morahan  
Mr. Mark Pinkasavage  
Mr. Gregg Riefenstahl  
Mr. Mark Schlott  
Dr. Anna Weitz

**Staff and Guests Present**

Mr. Daniel Fogarty	Berks County Workforce Development Board Staff
Mr. Alan Fineman	Berks County Workforce Development Board Staff
Mr. John Moser	Berks County Workforce Development Board Staff
Mr. Rory Stevenson	Berks County Workforce Development Board Staff
Ms. Patricia Spencer	Berks County Workforce Development Board Staff
Ms. Ashley Chambers	United Community Services
Ms. Terri Lampe	Manufacturers Resource Center
Mr. Gordon McNamara	ResCare

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

Ms. Judge called for a moment of silence in remembrance of Ms. Ruth Mathews who passed away on February 21, 2016. Ms. Mathews had been one of the original members appointed to the Berks County Workforce Investment Board in 1999.

Ms. Judge then welcomed Ms. O'Neill-Rohrbach as the newest Business representative on the Berks County Workforce Development Board. Ms. O'Neill-Rohrbach is the Vice President of Finance at Brentwood Industries and was appointed to complete the term of Mr. Peter Pellicano who retired on December 31, 2015.

The minutes of the December 11, 2015 meeting were adopted unanimously upon motion by Ms. White and seconded by Mr. Winters.

The Executive Committee report was introduced by Ms. Judge. She explained that Program Year 16 begins July 1, 2016 and runs through June 30, 2017. The expenditures vs. budget report included in the Board's package is for the period July 1, 2015 through February 29, 2016 (PY 15). Mr. Fineman reviewed the report showing expenditures well below budget, primarily due to lower staffing costs. Mr. Fineman also reported that planning has begun for the PY2016 budget and that we are well positioned with sufficient funds projected to "carry over".

Mr. Fogarty reviewed three discretionary grant award notifications, including Greater Reading-Lancaster Partnership for Youth Careers in the amount of \$400,000, a Community Based Organization Grant in the amount of \$200,000 with local community partners (United Community Services, Opportunity House and Berks Connections/Pretrial Services), and a Sector Strategies NEG Grant with the Lancaster WDB and Lehigh Valley WDB for which our share is \$225,000.

Mr. Moser briefed the Board on the Performance Measures through December 31, 2015, stating that all nine measures met or exceeded our negotiated targets, which are negotiated yearly with the State. Ms. Judge said that our Board has a good record in the State.

Two Policies had been discussed and approved by the Executive Committee and were presented to the Board for its formal approval—the Adult Priority of Services Policy and the Program Eligibility Policy. A motion to approve these Policies was made by Mr. Herman and seconded by Mr. DeVere and unanimously approved.

Ms. O'Neill-Rohrbach asked for a clarification of a "veteran eligible spouse" which Mr. Moser provided. Mr. Herman asked for a clarification of "low-income" individuals which Mr. Moser provided and clarified that SNAP recipients are eligible. Ms. Adamczyk reported that under current conditions, no one seeking services is being left out based on priority of service determinations. Mr. Fogarty pointed out that our current Adult funding available exceeds customer demand.

The CareerLink Oversight Committee report was reviewed by Ms. Rader. She referred to several points in the report.

Both the EARN contract and the Business Services contract end on June 30, 2016 and the Requests for Proposals were written as two-year contracts (July 1, 2016 through June 30, 2018) with the option to renew for Program Year 2018 (July 1, 2018 through June 30, 2019). She

said two separate review committees will read and rate the proposals. Ms. Kershner, Ms. Antol and Ms. Egolf have agreed to serve on a review committee along with Board and PA Career-Link® staff.

An Employment Specialist position has been added on the Business Services Team to assist in the placement of WIOA Adults and Dislocated Workers.

The Spring Job Fair is scheduled for May 2, 2016 at the Crowne Plaza in Wyomissing and 50 employers have already signed up. Board members were encouraged to stop in.

Dislocated Worker activities were reported since the last meeting.

Ms. Adamczyk reviewed the new By the Numbers (July-December 2015) report. She also referred to the reverse side of the handout which explained WorkKeys®. Some discussion followed on “profiling” at the request of Mr. Herman. Ms. Adamczyk said that Mr. Nicholas Shirk on the Business Services Team is a certified Profiler. She said Pepperidge Farm uses profiling to advance their workers. In addition, Dietrich’s Milk Products has used the system for internal selections. Ms. Troxell asked what other factors could be included beyond the ten core assessments. Ms. Adamczyk offered to provide Ms. Troxell with the additional requested information. Mr. Harrop added that profiling is a validation against actual workers. He added that the best workers are pulled off the job for the time it takes to evaluate their skills. Mr. Fogarty said it is a one-time investment of time by the company. If an outside firm would be used, it would cost between \$5,000 and \$6,000. PA CareerLink® Berks County’s services are free for initial profiling services.

Ms. Judge commended the Committee for a good report.

Mr. Winters referred to the Planning and Priorities Committee Report comprised of the minutes from the January 8 and February 18, 2016 meetings. He said the major portion of the last several Committee meetings were focused on compliance with the Pennsylvania Department of Labor and Industry’s Workforce System Guidance issued in June, 2015. Local WD areas were required to submit an evaluation/justification regarding continued local area designation (or to be part of a new local area) in accordance with the guidance by March 1, 2016. Mr. Winters commended Mr. Fogarty for his excellent preparation of the required evaluation for Berks County to retain local area designation under WIOA. The evaluation had been emailed to the Board prior to this Board meeting. Paper copies were made available for distribution during the meeting.

Highlights from the evaluation and rationale are as follows:

“Based on the three primary considerations, the rationale for Berks County to retain its designation as a local workforce development area is exceptionally strong.

- I. Berks County/Reading MSA—A Natural Labor Market
- II. Berks County/Reading MSA—An Integrated and Transitioning Economy
- III. The existence of Federal and non-Federal resources necessary to administer activities and applicable provisions of WIOA—including whether the areas have ap-

appropriate education and training providers, such as institutions of higher education and area career and technical education (CTE) providers

Mr. Fogarty said it was a pleasure to pull together the evaluation. He added that Board members are heavily involved in committees and their input is invaluable. Mr. Rowley stated that the Executive Committee spent months assisting with this evaluation. Mr. Fogarty said that the Board of County Commissioners, by Resolution adopted February 25, 2016, supported the continuation of the initial local area designation and asked the WDB to formally concur in the recommendation from the Policy, Planning and Priorities Committee. Mr. Winters moved the resolution and the motion was seconded by Ms. Rader. The Board unanimously approved the adoption of the resolution.

Ms. Judge said that all 23 local Board Chairs, along with the Chairs of their respective County Boards of Commissioners, had to sign letters to the Department of Labor and Industry's Secretary Manderino in order to meet the deadline of March 1, 2016.

The Training and Industry Partnership Committee Report was summarized by Ms. Gage-Linderman. A preliminary research brief shared with the Committee confirms the need for a more in-depth and comprehensive study of the status of Industrial Maintenance/Mechanics employment in Berks and the surrounding six-county labor sharing market. A plan for even greater IP member engagement in the second annual Berks Manufacturing Day on October 8, 2016 was explored. A progress report was provided on the Make It in America (MIIA) Challenge Grant. Ms. Lampe, Manufacturers Resource Center Berks representative, had provided a presentation to the Committee on "What's Cool About Manufacturing" video contest. Mr. Fogarty provided the Committee with updates on the status of several training grants the Berks WDB had submitted.

Ms. White introduced the Youth Committee Report which was a summary of the Committee's January meeting. She introduced Mr. McNamara, Manager of the PA CareerLink<sup>®</sup> Berks County's Young Adult Team, who said that the summer program has been very successful in the past. Increased participation to about 450 youth is expected this summer and the youth will be paid \$8.00 per hour. Mr. McNamara said the challenge will be to identify new jobsites and employers. Ms. White said these summer jobs are much more than a salary; they are wonderful experiences for out-of-school youth. She noted that OVR will likely fund up to 50% of the 80-100 youth with disabilities that are expected to participate this summer.

Ms. White added that the Committee had agreed to proceed with the issuance of an RFP to conduct a study of out-of-school youth and disconnected young adults in Berks County and up to \$25,000 had been authorized to be spent on the study.

Mr. Fogarty also said that Mr. McNamara's staff (ResCare employees) handles placement and payroll for the youth in work experience. Goodwill provides supervision and similar services for students with disabilities. Youth wages are covered under the grants.

The Staff and COO Update was referred to by Mr. Fogarty, who emphasized that the January's local unemployment rate dropped to 4.0%, the lowest rate since May 2007. He added that 205,200 Berks County residents were employed—another record high.

He requested that members submit their completed Statements of Financial Interests as soon as possible but definitely prior to the May 1, 2016 deadline.

Mr. Fogarty also mentioned that approximately one-third of the Board would be up for reappointment by the County Commissioners for another three-year term. He said if a member is one of those eleven such members, to please contact him no later than March 31, 2016 if they do not wish to be reappointed which will allow sufficient time to have a qualified replacement nominated and approved prior to July 1, 2016.

Ms. Judge opened the floor for Market Intelligence Discussion.

Mr. Winters mentioned the urgency in teaching supervisory personnel how to deal with younger people who participate in internships and summer youth programs.

Mr. McKeon shared that a new company signed an agreement to occupy the 750,000 square foot empty building in Berks Park and that company would soon be identified.

There being no public comment, Ms. Judge adjourned the meeting at 9:05 a.m.