

2010 WIB SYMPOSIUM

PA Industry Partnerships: Looking to the Future



June 17-18, 2010

The Penn Stater, State College, PA

2010 WIB SYMPOSIUM

Agenda At-A-Glance

Wednesday, June 16, 2010

10:00 am - 12:00 pm

Room 204

PA Association of Workforce Investment Boards Meeting

1:00 pm - 5:00 pm

Room 208

Industry Partnership Roundtable

5:00 pm - 6:00 pm

Deans Hall 1

Reception and Early Registration

Sponsored by PA Association of Workforce Investment Boards

Thursday, June 17, 2010

7:30 am - 8:30 am

Deans Hall 1 & 2

Registration and Continental Breakfast

8:30 am - 10:00 am

Deans Hall 1 & 2

Opening Session

Industry Partnerships: Looking to the Future

10:00 am - 10:30 am

2nd Floor Break Area

Break

10:30 am - 12:00 pm

Room 108

Room 207

Room 208

Room 205

Round 1 - Concurrent Sessions

The State of the Art: Industry Partnerships Around the Country

Off-shoring PA Jobs: What Are the Risks?

Why Aren't Businesses Hiring...and When Will They Start?

Sector Spotlight: Green

12:00 pm - 1:30 pm

Deans Hall 1 & 2

Lunch

Investments through the American Reinvestment and Recovery Act Funding: A Retrospective

1:45 pm - 3:15 pm

Room 108

Room 205

Room 207

Room 208

Round 2 - Concurrent Sessions

Marcellus Shale: Industry Growth and Workforce Implications

Sector Spotlight: Health Care

Bringing Curriculum Projects to Scale

On-the-Job Training: The Basics

2010 WIB SYMPOSIUM

Agenda At-A-Glance *(continued)*

Thursday, June 17, 2010 *(continued)*

3:15 pm - 3:30 pm

2nd Floor Break Area

Break

3:30 pm - 5:00 pm

Room 108

Room 205

Room 207

Room 208

Round 3 - Concurrent Sessions

Policy Support for Non-Traditional Job Creation Strategies

Current State and Best Practices in Manufacturing

Entrepreneurship

Making It All Fit: Youth Programs, Industry Partnerships, High Priority Occupations, Career Education and Work Standards, Career and Technical Education Centers and K-16 Curricula

5:00 pm - 6:30 pm

Deans Hall 1 & 2

Reception, Poster Session and Commentary

Welcome by Craig Weidemann, Vice President of Outreach Penn State University

Friday, June 18, 2010

8:30 am - 9:45 am

Deans Hall 1 & 2

Breakfast

Looking Forward: Sectors, Funding, and Policy

10:30 am - 11:30 am

Room 206

Room 205

Room 208

Round 4 - Concurrent Sessions

Alternative Funding for Industry Partnerships

High Priority Occupations and Green Jobs

Training Plus: Integrating with the Workforce System

11:30 am - 12:00 pm

Room 208

Wrap-Up and Adjournment

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

8:30 am - 10:00 am

Deans Hall 1 & 2

Opening Session

Industry Partnerships: Looking to the Future

Industry Partnerships have become an important framework for planning and service delivery within the workforce system. Our keynote speaker and responding panelists will address the opportunities and the challenges ahead for those of us who use this conceptual template to guide our organizational practice.

Jack Mills, National Network of Sector Partners

Responders:

Susie Snelick, North Central Workforce Investment Board

Nancy Dischinat, Lehigh Valley Workforce Investment Board

Sam Giannetti, West Central Workforce Investment Board

Pat Clancy, Southeast PA Workforce Investment Boards

Greg Schwing, Westmoreland-Fayette Workforce Investment Board

Michele Zieziula, Regional Center for Workforce Excellence

Scott Sheely, Lancaster County Workforce Investment Board (*moderator*)

10:00 am - 10:30 am

Second Floor Break Area

Break

10:30 am - 12:00 pm

Room 108

Round 1 - Concurrent Sessions

The State of the Art: Industry Partnerships Around the Country

Pennsylvania calls them Industry Partnerships, but other areas around the country refer to them by other terms. However, we all use certain basic principles to organize our work that connects industry with workers. This session will explore the state of the art in sector practices around the country.

Jack Mills, National Network of Sector Partners

Lindsey Woolsey, Corporation for a Skilled Workforce

Veronica Snyder, PA Department of Labor & Industry

Robert Garraty, PA Department of Labor & Industry (*moderator*)

Room 207

Off-shoring PA Jobs: What Are the Risks?

Off-shoring of jobs occurs when work performed in the U.S. is transferred to a location outside the U.S. In this presentation, Pennsylvania occupations at risk for off-shoring are identified. The vast and, at times, contradictory evidence about off-shoring and off-shorability of jobs is summarized.

David Passmore, Rose Baker and Ki Seok Jeon, Penn State University

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

10:30 am –12:00 pm

Room 208

Round 1 - Concurrent Sessions (continued)

Why Aren't Businesses Hiring...and When Will They Start?

Most of us in workforce understand that we don't create the jobs; we just fill the jobs that the private sector creates. This panel brings private-sector representatives together to help workforce professionals better understand the reasons that companies do or do not hire at certain times, as well as the impact of the recession on human resource needs.

Frank Marchese, Nationwide Health Care Services

Jim Clark, Aker Shipyards

Gwen Herzog, Nestle Purina PetCare

Carol Keene, Wacker Chemical Corporation

Maggie Hadinger and **Jean Hoffman**, Lehigh Valley Health Network

Dennis Frampton, C & J Industries

Nancy Dischinat, Lehigh Valley Workforce Investment Board (*moderator*)

Room 205

Sector Spotlight: Green

With the implementation of the PA Center for Green Careers and the State Energy Sector Grant Program, Pennsylvania begins its trek into the green economy. This session updates what is happening in this important sector.

Steve Wolf, PA Center for Green Careers

Jan Lauer, Three Rivers Clean Energy Initiative

Jason Ulshafer and **David Welsh**, Smart Energy Initiative

Pat Bokovitz, Chester County Workforce Investment Board (*moderator*)

12:00 pm –1:30 pm

Deans Hall 1 & 2

Lunch

Investments through the American Reinvestment and Recovery Act Funding: A Retrospective

As we move from recession to recovery, three industry insiders, including our own Secretary of Labor and Industry, reflect on results and lessons learned from the investment of ARRA funding through the workforce system.

Sandi Vito, PA Department of Labor & Industry

Bruce Herman, NY State Department of Labor

Bob Knight, Arbor Workforce Institute

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

1:45 pm – 3:15 pm

Round 2 - Concurrent Sessions

Room 108

Marcellus Shale: Industry Growth and Workforce Implications

New energy resources are on everyone's mind in America today. This session provides an overview of the growth of the Marcellus Shale industry in Pennsylvania and its impact on the workforce in those areas that it affects.

Danielle Boston, PA Oil and Gas Association
Ed Legge, PA Department of Labor & Industry
Frank Thompson, Northern Tier Workforce Investment Board
Larry Michael, Pennsylvania College of Technology
Emily Adair, World-Class Industrial Network
Linda Bell, Southwest Corner Workforce Investment Board (*moderator*)

Room 205

Sector Spotlight: Health Care

One of the early focal points for sector work in Pennsylvania was the health care industry. After years of focused investment, the PA Center for Health Careers and local Industry Partnerships are getting involved in other issues as the work becomes more institutionalized.

Veronica Snyder, PA Department of Labor & Industry
Gina Kormanik, Lehigh Valley Workforce Investment Board
Mary Fuchs, Chester County Health Care Partnership
Mary Marshall, Hospital and Healthsystem Association of PA
Robert Garraty, PA Department of Labor & Industry (*moderator*)

Room 207

Bringing Curriculum Projects to Scale

This panel attempts to answer the question of how to bring curriculum projects to a larger scale. The investment of Industry Partnership and ARRA funds over the last several years has supported dozens of curriculum projects that never move beyond one provider or area. How could we do this differently and share resources?

Tim Franklin, Penn State University
Jeannette Fraser Carter, PA College of Technology
David Warren, Lancaster County Career and Technology Center
Mechatronics: John DeVere, Reading Area Community College and
Keith Campbell, Mid-Atlantic Mechatronics Advisory Committee
IP Network: Linda Blake, PA Partners
Scott Sheely, Lancaster County Workforce Investment Board (*moderator*)

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

1:45 pm – 3:15 pm

Round 2 - Concurrent Sessions (continued)

Room 208

On-the-Job Training: The Basics

It is clear that on-the-job training will be one of the tools as the economy moves from recession to recovery. This panel provides some of the “how-tos” that local Board and PA CareerLinks need to move forward with this type of programming.

Matt Heaney, U.S. Department of Labor

Liz Walsh, Bucks County Workforce Investment Board

Pat Bokovitz, Chester County Workforce Investment Board

Norm Brewer, PA CareerLink of Bucks County

Larry Michael, Pennsylvania College of Technology for WedNET

Gwen Herzog, Nestle Purina PetCare

Carol Keene, Wacker Chemical Corporation

Greg Schwing, Westmoreland-Fayette Workforce Investment Board
(moderator)

3:15 pm - 3:30 pm

Break

Second Floor Break Area

3:30 pm –5:00 pm

Round 3 - Concurrent Sessions

Room 108

Policy Support for Non-Traditional Job Creation Strategies

Is there a way that the workforce system and our partners in economic development can grow jobs through policy changes and refocusing of funding streams? This program explores some more non-traditional ways of assisting the demand-side development of jobs.

Way to Work and Adult Subsidized Employment: Sandi Vito, PA Department of Labor & Industry

Job Sharing and UC for Lay-Off Aversion: Bruce Herman, NY State Department of Labor

Tax Credits and HIRE Act: Bill Moulfair, PA Department of Labor & Industry

Supply Chain Development: Petra Mitchell, Catalyst Connection
Sam Giannetti, West Central Workforce Investment Board (moderator)

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

3:30 pm –5:00 pm

Room 205

Round 3 - Concurrent Sessions (continued)

Current State and Best Practices in Manufacturing

As the PA Center for Advanced Manufacturing Careers is formed and moves forward with its agenda, manufacturing around the Commonwealth is leading the way to recovery in job growth. What's the lay of the land and what are the prospects for success in this important sector in Pennsylvania's economy?

Dan Fogarty, PA Center for Advanced Manufacturing Careers

Marsha Walker, Regional Center for Workforce Excellence

Dennis Frampton, C & J Industries

Larry Taylor, Irwin Automation, Inc.

Paul Anselmo, New Century Careers

Michele Zieziula, Regional Center for Workforce Excellence (*moderator*)

Room 207

Entrepreneurship

Is there a way to encourage entrepreneurship among the many dislocated workers that have flooded the PA CareerLinks over the last two years? The traditional entrepreneurial development system may need to be tweaked to be more responsive to the large number of people who are interested.

Lisa McCue, Susquehanna Association for the Blind and Visually Impaired

Charlie Crystal, Entrepreneur

Ramon Escudero, Lancaster Keystone Innovation Zone

Horace Robertson, National Center for Entrepreneurial Education

Nancy Smithbauer, PA Department of Labor & Industry

Kim Patrick, Lancaster County Edible Ventures Kitchen (entrepreneurial food kitchen)

Scott Sheely, Lancaster County Workforce Investment Board (*moderator*)

2010 WIB SYMPOSIUM

Thursday, June 17, 2010

3:30 pm – 5:00 pm

Room 208

Round 3 - Concurrent Sessions (continued)

Making It All Fit: Youth Programs, Industry Partnerships, High Priority Occupations, Career Education and Work Standards, Career and Technical Education Centers and K-16 Curricula

This program addresses High Priority Occupations (HPOs) but puts them in the context of other more positive possibilities with regard to Career Education and Work Standards, programs of study and dual enrollment. Learn how one workforce investment area is trying to develop practical connections between the major themes of Pennsylvania's youth workforce development initiatives and how other experts in the field view the various issues that are involved, including the very practical one that Career and Technology programs face as they connect HPOs with curriculum.

Aimee Urban, ADECCO

Lori Casanova, Conestoga Valley School District

Andrew Garner and Dominic DeFilippo, Lancaster County Workforce Investment Board

Jackie Cullen, PA Association of Career and Technical Administrators

Jan Klevis, Lehigh Career and Technical Institute

Ed McCann, Berks County Workforce Investment Board (*moderator*)

5:00 pm – 6:30 pm

Dean's Hall 1 & 2

Reception, Poster Session and Commentary

Welcome by Craig Weidemann, Vice President of Outreach,
Penn State University

2010 WIB SYMPOSIUM

Friday, June 18, 2010

8:30 am – 9:45 am

Dean's Hall 1 & 2

Breakfast

Looking Forward: Sectors, Funding and Policy

At a policy level, sector work (which includes our Industry Partnerships) has become very popular at the state level, but many folks have questions about the commitment of the federal government to the policy implications of this work. This session explores existing and proposed policy and its possible impact on funding for the future.

Bob Knight, Arbor Workforce Institute

Bruce Herman, New York State Department of Labor

Pat Raymond, PA Association of Workforce Investment Boards and PA Partners

Jack Mills, National Network of Sector Partners

Scott Sheely, Lancaster County Workforce Investment Board (*moderator*)

10:00 am – 11:30 am

Room 206

Round 4 - Concurrent Sessions

Alternative Funding for Industry Partnerships

All of us are looking for new ways to fund our sector work given the unpredictability of public funding. This session explores other possibilities from a "how-to" point of view.

Cheryl Feldman, District 1199 C Training and Upgrading Fund

Stephanie Powers, Council of Foundations

Seth Green, United Way of Southeastern PA

Lyn Kugel, PathwaysPA

Steve Herzenberg, Keystone Research Center

Scott Sheely, Lancaster County Workforce Investment Board (*moderator*)

2010 WIB SYMPOSIUM

Friday, June 18, 2010

10:00 am – 11:30 am

Room 205

Round 4 - Concurrent Sessions

High Priority Occupations and Green Jobs

This session is an introduction to the High Priority Occupations (HPOs) concept and process by the Center for Workforce Information and Analysis. Board directors from around the Commonwealth will provide commentary on how HPOs can be used to further focus the career information that we provide to job seekers of all ages.

Ed Legge and **Kim DeLellis**, PA Department of Labor & Industry
Pam Streich, North Central Workforce Investment Board
Elizabeth Walsh, Bucks County Workforce Investment Board
Joseph Sebelin, Pocono Workforce Investment Board
Eric Nelson, Philadelphia Workforce Investment Board (*moderator*)

Room 208

Training Plus: Integrating with the Workforce System

There seems to be some consensus developing that the workforce system must look beyond traditional definitions of training to describe what we do, particularly for our funders. This program offers best practice examples of other kinds of training and concludes with a discussion on how to change the system.

Workforce Readiness: Shannon Miller, Central PA Workforce Development Corporation and **Martin Wubbolt**, PA CareerLink of Lancaster County
Skill Training: Kim Sullenberger, Lancaster County Workforce Investment Board
ITAs: Chris Enright, PA Department of Labor & Industry
Susan Whisler, Southern Alleghenies Workforce Investment Board (*moderator*)

11:30 am - 12:00 pm

Room 208

Wrap-Up and Adjournment

PA Association of Workforce Investment Boards

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