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## BST Member Spotlight—L&I, BWDP

By Donna Gerrity, CareerLink Program Supervisor, Dept. L&I, BWDP

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Each edition of our Newsletter will feature information on a unique service that one of our BST partner agencies can provide to employers. This edition, we feature a spotlight on the Department of Labor & Industry, Bureau of Workforce Development Partnership (DLI, BWDP) and what this agency can offer to businesses.

The Bureau of Workforce Development Partnership, BWDP, administers state and local workforce development programs funded by the: Workforce Investment Act, Wagner-Peyser Act, Trade Act, WARN Act, Jobs for Veterans Act, and Other Federal and State Legislation.

Under the direction of newly named Bureau Director, Christine Enright, BWDP fulfills its directives by working to help create a skilled workforce and insisting that all workforce training and education programs equip Pennsylvanians with the skills employers need to be successful.

To name a few, our assistance comes to employers in the following ways: Maintaining an online system to support labor exchange between employers and job seekers; Assisting employers and workers when plants close or downsize; Coordinating with economic development agencies to help employers prevent layoffs; Facilitating reemployment or retraining efforts through the Trade Adjustment Act; Assisting employers with the WOTC or EIP tax credit programs; and supporting the hiring of Veterans, welfare recipients, older workers and other groups.

Through PA's One-Stop Delivery system and our online system, CWDS, BWDP strives to provide an integrated marketplace for training and employment/business services. If you'd like more information on BWDP or the services provided to employers, please contact Donna Gerrity at [dgerrity@state.pa.us](mailto:dgerrity@state.pa.us) or 570-620-2853.

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*"BWDP...working to help create a skilled workforce that employers need to be successful."*

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### **BWDP News...**

Governor Edward G. Rendell recently named Sandy Vito as the Commonwealth's acting Secretary of the Dept. of Labor & Industry. Ms. Vito is one of the nation's most effective workforce development leaders, helping Pennsylvania's workers earn 13% higher wages. Ms. Vito had been the Deputy Secretary for the past 5 years.

For local news and happenings, see page 4.

## WIRED...Wall Street West Initiative

The WIRED Initiative, launched in November 2005, stresses the critical role Wired talent development plays in creating effective regional economic development strategies. **Wall Street West** is a partnership of more than two dozen northeastern Pennsylvania regional and statewide Pennsylvania economic development agencies, technology investment groups, workforce development organizations, educational and research institutions and private-sector experts. With a strategic location in northeastern Pennsylvania, the program is a federal- and state-funded initiative to develop a total back-up solution for New York City financial institutions in the event of a disaster.

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*“The region secured a \$15 million WIRED grant from the US DOL to assist in the initiative and encourage NYC-based financial institutions to establish their back-up and back-office operations in the region.”*

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In February 2006, the group secured a \$15 million Workforce Innovation in Regional Economic Development (WIRED) grant from the U.S. Department of Labor to assist in the initiative and encourage New York City-based financial institutions to establish their back-up and back-office operations in the region. The region involved in this grant consists of the following 9 counties: Berks, Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike and Wayne.

Wall Street West is helping to preserve the sanctity of the U.S. financial system. With much of the nine-county region just a 90-minute drive from Manhattan, northeastern Pennsylvania is still close enough to allow for synchronous data transmission and easy employee access. In addition, the region covered by the Wall Street West program offers significant business and quality-of-life advantages. Northeastern Pennsylvania boasts a highly educated, efficient workforce and low operating costs. More than 49,000 students are matriculated at dozens of local colleges and universities in the area, and many of these emerging professionals are eager to remain in northeastern Pennsylvania.



In 2007, Wall Street West conducted a Gap Analysis to identify gaps between the available workforce and needs of the financial services industry. According to the report (October 2007), the region, like many regions across the country, has room for improvement. As such, Wall Street West has developed several programs, including the Innovation Investments and Workforce Investment programs, to address these gaps and ensure essential education and training are in place for Pennsylvania workers and students. To that end, 5 Workforce Investment Boards (including the Poconos) were awarded a grant (to be matched with WIB funds) to create Individual Training Accounts for individuals pursuing an associate degree or equivalent in Financial Services or Information Technology.

A true regional transformation can occur through this project, creating a “new economy” and workforce development system. More about the Wall Street West initiative can be found at [www.wallstreetwest.org](http://www.wallstreetwest.org).

*PA CareerLink Monroe County Administrator, John Casella, is an Executive Committee member for Wall Street West. Questions may be directed to John at [jacmcl@ptd.net](mailto:jacmcl@ptd.net).*

## Job Ready Pennsylvania

In our last issue, we included an article on Job Ready PA--Governor Rendell's Strategy for building a skilled workforce. Today's global economy has created the need for a workforce with strong academic, workplace, and technical skills. Job Ready PA, a complete overhaul of the commonwealth's workforce development system, has a dual focus on businesses and jobseekers.

One of the four strategies of this initiative is to strengthen PA industries and create industry-led training strategies. Past workforce programs focused primarily on quickly matching people with jobs, but didn't consider business and industry training needs. Pennsylvania's new Workforce Development System is focused on the future, creating a skilled workforce and insisting that all workforce training and education programs equip Pennsylvanians with the skills employers need to be successful.

One of the best ways to accomplish this initiative is to become involved in one of our region's Industry Partnerships. An industry partnership is a multi-employer collaborative effort that brings together management and labor around the common purpose of improving the competitiveness of a cluster of companies or organizations linked by common products, labor pools, technologies, etc. Industry partnerships can identify specific training needs and skill gaps, help connect young people to careers, help educational and training institutions align curriculum with industry demand, address recruiting and retention of workers, develop career ladders within and across companies, highlight best practices and promote communications among companies.

Currently, PA has 89 active Industry Partnerships that represent 20 industries and involve more than 6,194 companies. Of those involved, 75% have seen productivity gains and realized a retention rate of 83%. Governor Rendell has allocated \$20 million towards the creation of Partnerships and towards Incumbent Worker Training Programs. Through these training programs, over 42,139 employees have received training.

Those are some astounding numbers that indicate the success of Industry Partnerships. You may be asking, "What Partnerships are available in the Poconos and how can I begin to get involved?" Currently, the Poconos WIA is involved in the following IPs: Advanced Manufacturing (Electronics, Metals, and Plastics), Logistics and Transportation, and Healthcare.

If you'd like to find out how to become involved with Industry Partnerships, or would just like more information, please contact our office at 570-620-2850 or email [jacmcl@ptd.net](mailto:jacmcl@ptd.net).

More information can also be obtained by visiting the PA Workforce website, [www.paworkforce.state.pa.us](http://www.paworkforce.state.pa.us).



Keeping  
Pennsylvania  
Competitive

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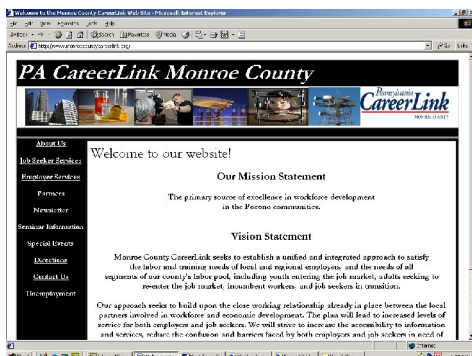
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## News and Events...

### WE'RE PLEASED TO ANNOUNCE THAT THE PA CAREERLINK MONROE COUNTY HAS LAUNCHED A LOCAL WEBSITE!

On our local website, you can find information on Employer Services, Job Seeker Services, Partners, Seminars and Special Events, and much more! We hope you check it out at:

[www.monroecountycareerlink.org](http://www.monroecountycareerlink.org)



Special Thanks to Nancy Henry for all her hard work in developing and creating the website!

### Much Thanks...

To the employers and training providers that attended our Job & Education Fair which was held on February 7 at Laird Technologies!

The PA CareerLink, in coordination with BWDP's Rapid Response division, organized a fair that brought 15 employers and 16 training providers on-site at Laird to help with re-employment or re-training opportunities.

Thanks to those listed below and if you have job opportunities that you would like to advertise to the Laird employees, please call 570-620-2850.

- Bustin Industrial Products
- BWC Technologies
- Deluxe Digital Studios
- Excel Storage Products
- Hayward Laboratories
- Huxley United Envelope
- Iridium Industries
- JA Reinhardt
- Lehigh Valley Plastics
- Monadnock Nonwovens
- Mt. Airy Casino & Resort
- Omega Tools
- Pocono Metal
- Versacold Logistics
- Weiler Corporation
- Allentown Career Instit.
- BAVTS
- CIT
- CDE
- CDM Institute
- Dental Assoc. Unlimited
- LCCC
- LCTI
- Lackawanna College
- Lehigh Valley College
- Lincoln Tech
- NCC
- New Horizons
- Primetech Training
- Triangle Tech
- WTTI

# CAREER Quest

In response to a need expressed by many Monroe County employers, the partners of PA CareerLink, in coordination with the Pocono Record and Fernwood Resort, are hosting the 6<sup>th</sup> Annual Career Quest 2008 on April 15th.

A great marketing tool to advertise your job openings, programs and company, while successfully collecting resumes and applications from qualified job seekers. Last year's event saw a record number of job seekers!

Reserve your booth today by calling 570-620-2850.

*Pennsylvania*  
**CareerLink**  
MONROE COUNTY



## Pocono Mountains Hospitality Scholarship Golf Tournament 2008

PA CareerLink Monroe County and the Pocono Mountains Visitors Bureau are hosting a Golf Tournament at Skytop Lodge on June 30.

Interested in Sponsorship Packages or golfing in the tournament?  
Contact John Casella at 570-620-2960.

*"If you'd like to be visited by a BST member to discuss your business needs, please contact us at 570-620-2850. We'll be happy to arrange a personalized visit."*