



Pennsylvania

Lehigh Valley Workforce Investment Board, Inc.

*ETA Region 2 Rapid Response
Roundtable*

“Moving from Reactive to Proactive”

Building a
Workforce
Delivery
System

**Employer Engagement in
the Lehigh Valley**

**Lehigh Valley Workforce
Investment Board, Inc. and
B. Braun Medical, Inc.**

PA Workforce System



Job Ready PA Update

PA Department of Labor and Industry



PA Workforce Investment Board



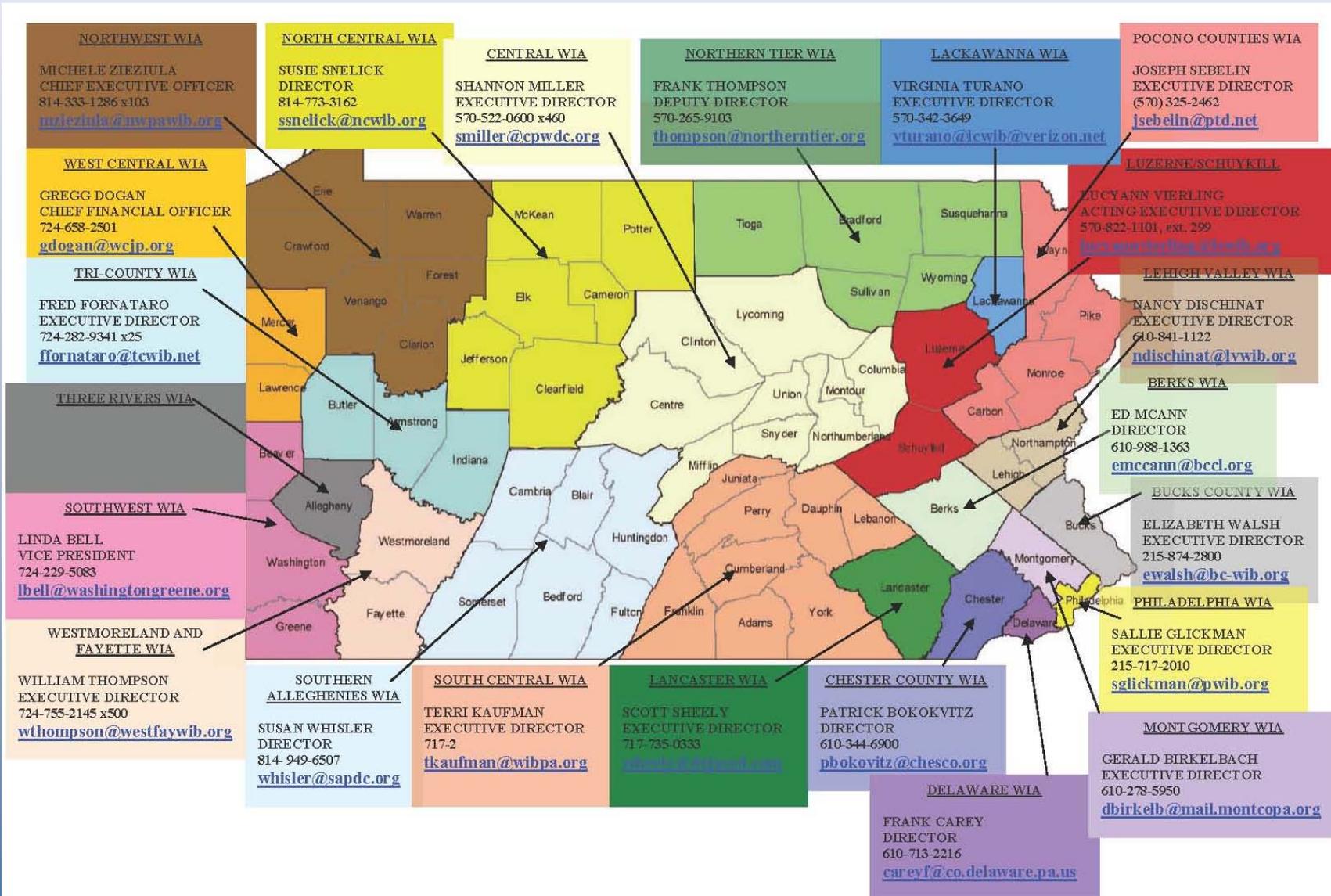
23 PA Local Workforce Investment Boards



67 Comprehensive PA CareerLink® Centers



Pennsylvania Workforce Investment Areas



Pennsylvania's Targeted Industry Clusters

Life Sciences



Business Financial Services



Education



Advanced Materials and Diversified Manufacturing



Building and Construction



Agriculture and Food Production



Information and Communication Industry



Logistics and Transportation



Lumber and Wood



Lehigh Valley Targeted Industry Clusters

Healthcare and Life Sciences



Diversified Manufacturing and Services



Business and Professional Services



Information and Communication



Financial Services



Green or Energy Related Manufacturing and Services



The Lehigh Valley – A Strategic Location....

30 Million Population Within 100 Miles

1 Day Drive to Reach 1/3 of U.S. and 1/2 of Canadian Consumers

11 Institutions of Higher Learning/more than 48,000 Students

2 Community Colleges • 17 School Districts • 3 Career and Technical Schools

643,000 Population

331,000 Workforce

297,000 Employed

268,000 Jobs

15,200 Companies

25,000+ Commuters

<u>4Q 2006 Employment Range</u>	<u># of Employers</u>	<u>% of Total</u>
1,000+ Employees	18	0.1%
500 to 999	31	0.2%
250 to 499	77	0.5%
100 to 249	328	2.2%
50 to 99	595	4.1%
20 to 49	1,440	9.8%
10 to 19	1,882	12.9%
5 to 9	2,936	20.1%
Less Than 5	7,314	50.0%

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SHARING EXPERTISE

79% of population has high school, AA, BA, Graduate Degree

\$55,269 Median Household Income

Aligning Workforce Strategies with the Private Sector

Vision

Lehigh Valley has a world class competitive workforce

Mission

To ensure an employer demand-driven world class workforce system aligned with economic development, education and the community focusing on targeted industry clusters

Goals

Analyze and identify those clusters with sustainable growth industries in the region as the primary workforce focus

Develop data driven innovative and cost effective workforce strategies that meet employer needs

Build key partnerships to align education, economic development and workforce development to meet employer needs

Restructure CareerLink® Operations to enhance employer and job seeker services to support family-sustaining employment opportunities

Maximize resource effectiveness at the federal, state, regional and local levels

PA CareerLink Lehigh Valley Workforce Services

PA CareerLink® Lehigh Valley Means Business!

Our business is to provide the skilled human resources needed to satisfy business' employment, training, and other business needs. We can help maximize your efficiency and save you time and money by providing:

HUMAN RESOURCES – EMPLOYMENT TRAINING

JOB AND LABOR MARKET INFORMATION

BUSINESS AND COMMUNITY RESOURCES

TRAINING AND EDUCATION

RAPID RESPONSE AND WORKFORCE RESOURCES

Lehigh Valley Pennsylvania



JOB & LABOR MARKET

Outlook

LEHIGH VALLEY, PA

Pennsylvania

Lehigh Valley Workforce Investment Board, Inc.

Pennsylvania
CareerLink

LEHIGH VALLEY

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- New Hire Wages and Benefits
- Cutbacks and Plant Closings

April 2010

SNAPSHOT OF THE ECONOMY

Nationally, the hiring of temporary workers continued to increase in March, adding 162,000 jobs, mainly in temp services, government and health care. Because the labor force expanded by 400,000, the national unemployment rate was unchanged at 9.7%, or 15.0 million persons.

Among the unemployed, the number of long-term unemployed continued to rise and reached 6.5 million.

In March, more than 4 in 10 unemployed were jobless for 27 weeks or longer.

Total U.S. unemployment, part-time and "marginal" employment reached 16.9% or 26 million people in March.

Consumer confidence jumped more than six points in March to 52.5 as both the present situation and expectations indices rose. At 26.0, the present situation turned in its best reading since last May.

The ISM index of Manufacturing activity rose to 56.9 and has been in an expansion mode for 8 straight months. The Non-Manufacturing Index rose 5 points over the last 2 months and stands at 55.4. "Business Activity" at 60.0 is the best reading since 2006. An index of "50.0" indicates neither growth nor contraction.

February personal income gained less than 0.1%. Consumer spending rose 0.3%. January Leading Indicators rose for the 10th month and are now 9.0% above last year. February retail sales rose 0.3% from January, and are 4.5% above January 2009.

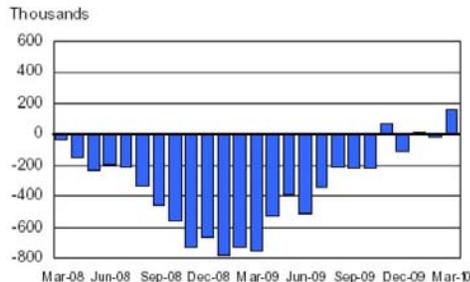
Locally, Lehigh Valley housing sales during February 2010 rose 10% from January 2010. The average sales price was \$189,000, down 4% from last year. The average time on the market for properties sold was 87 days, the same as last year.

New unemployment claims in the Lehigh Valley during February were 4,147, an 8.9% drop from last year. The trend has been downward since August. Ongoing claims were 37,758, down 9.3% from 2009.

The latest employer survey by Manpower shows that Lehigh Valley employers expect to hire at the strongest pace since the recession began. The "net" employment Outlook for the April-June period was +11% (net of those planning to hire versus those laying off). The current index is -2%.

The Lehigh Valley (ABE Metro) unemployment rate bumped up to 9.8% in February, mainly due to 1,400 people re-entering the labor force. The January 2010 rate was 9.6%. The February 2009 rate was 7.7%.

Despite the ongoing high level of unemployment, the economy continues on a trajectory of job creation that started in early 2009.



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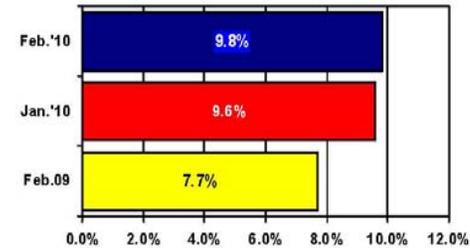
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LEHIGH VALLEY
www.careerlinklehighvalley.org

April 2010

February 2010 – February 2009 SEASONALLY ADJUSTED UNEMPLOYMENT RATE

For Allentown-Bethlehem-Easton PA-NJ Metro Area (ABE MSA) Including Lehigh, Northampton, Carbon, & Warren Counties

Chart 1



JOB AND LABOR MARKET OVERVIEW

As reported by the PA Department of Labor and Industry – Center for Workforce Information and Analysis (CWIA), the preliminary seasonally adjusted unemployment rate for the Allentown-Bethlehem-Easton Metro Area rose to 9.8% in February 2010 from January's rate of 9.6%. The local rate continues to be higher than Pennsylvania's rate of 8.9%. Our metro also has one of the 4 highest unemployment rates in the Commonwealth. Of the four counties in the MSA, Carbon County's seasonally adjusted rate remained the highest at 11.5%, in contrast to both Lehigh and Northampton County's rates of 9.6%. Warren County's rate is estimated to be 9.7%.

Total metro area employment is down by 5,200 or 1.3% over the past 12 months.

Table 1

February 2010 SEASONALLY ADJUSTED EMPLOYMENT INFORMATION

For ABE PA-NJ MSA defined boundaries including Carbon County/PA, Lehigh County/PA, Northampton County/PA, and Warren County/NJ

Geographic Area	Total Workforce	Employed	Unemployed	Unemployment Rate
U.S. (Million)	153.5	138.6	14.9	9.7%
Pennsylvania (Million)	6.5	5.9	0.6	8.9%
ABE PA/NJ MSA	427,600	385,800	41,800	9.8%
Carbon County/PA	32,100	28,300	3,700	11.5%
Lehigh County/PA	179,700	162,400	17,300	9.6%
Northampton County/PA	154,700	139,800	14,900	9.6%
Warren County/NJ	61,100	55,300	5,900	9.7% approx.

Source: Center for Workforce Information and Analysis/PA Department of Labor and Industry.

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High Demand Occupations

HEALTH CARE OCCUPATIONS

HOSPITALITY, FOOD SERVICE, AND RETAIL OCCUPATIONS

TRANSPORTATION AND LOGISTICS

SEMI-SKILLED PRODUCTION WORKERS AND MACHINE

OPERATORS

SKILLED CRAFTS/TRADES WORKERS

CUSTOMER SERVICE AND INSIDE SALES

OPERATIONS AND ADMINISTRATIVE MANAGEMENT

EDUCATORS

ENGINEERS

Cutbacks and Closings

Company	# of Employees	Company	# of Employees
Victaulic, Inc.	37	Houghton International	24
F.L. Smidth	19	The Morning Call	55
Muller Martini Mailroom	55	GTS Welco	32
Merck & Company	80	Olympus Corporation of America	30
GE Oil & Gas Company	81	Key Pontiac Buick	
Air Products and Chemicals,	40	US Flock Co. LLC	26
ABB Inc.	54	Advanced Auto Parts	45
Mack Trucks	600	Biomat USA, Inc.	20
Buckeye Partners	40	Penn Treaty	44
City of Allentown	39	Rodale	73
PBS39, WLVT-TV	12	Qualex Inc.	105
Mars Pet Care US Inc	44	Auto Truck Transportation	84
Computer Aide, Inc.	12	Circuit City	148
Mont Blanc	30		

Snapshot



Population • Economy • Workforce
Employers • Target Industries

Pennsylvania
Lehigh Valley Workforce Investment Board, Inc.

- **The Goals of Workforce and Economic Development**

- Create Jobs and Economic Prosperity
- Improving Our Region's Quality of Life
- Creating Positive Sustainable Growth
- Providing A Stable and Growing Tax Base
- Maintaining a World Class Workforce

- **Our History – Transitions**

- From Concentrated Heavy Manufacturing to Diversified Manufacturing, Business, Professional and Health Care Services
- In 1970 42% of jobs in manufacturing... 11%today

- **Our People**

- 30 Mil Population Within 100 Miles
 - Lehigh Valley Population of 635,000; 242,000 Households
- | Lehigh Valley | |
|---|-------|
| ▪ Median Age (Years) | 39.6 |
| ▪ Population with Bachelors Degrees and Above (5) | 26.3% |

- **Our Economy-\$ 30 Billion Gross Regional Product (5% of PA)**

- **Our Workforce**

- 330,000 Person Workforce; 311,000 Employed (2008)
- 277,000 Jobs at 15,200 Employers
- Nearly 35,000 Net Outbound Commuters

- **Our Higher Education System**

- 11 Colleges and Universities enrolling more than 50,000 students

- **Our Employers**

- 15,200 Employers with 266,000 Jobs (2008)
- 32,000 New Jobs added from 1996 to 2008 (+14%)
- Average Employer has 18 Employees
- 10,000 Employers with 9 or fewer Employees
- Average Wages of \$ 42,950 (94% of U.S. Avg.)

- **Our Strengths**

- Ideal Northeast U.S. Location, Major Interstate Highways, 2 Class I Railroads, International Airport
- 11 Colleges and Universities, Excellent Technical Training Institutions
- High Quality of Life Factors

- **Our Challenges**

- Population Mix: High Proportion <18 or > 65
- Higher Than Average Poverty Rate
- Condition of Some Urban Cores
- Low Proportion of Population With College Degrees
- Low Proportion of Population In Managerial & Professional Occupations

- **Our Targeted Industry Clusters**

- Healthcare and Life Sciences
- Diversified Manufacturing and Services
- Business and Professional Services
- Information and Communication
- Financial Services
- Energy Related Manufacturing and Services



JULY 1, 2009 – FEBRUARY, 2010

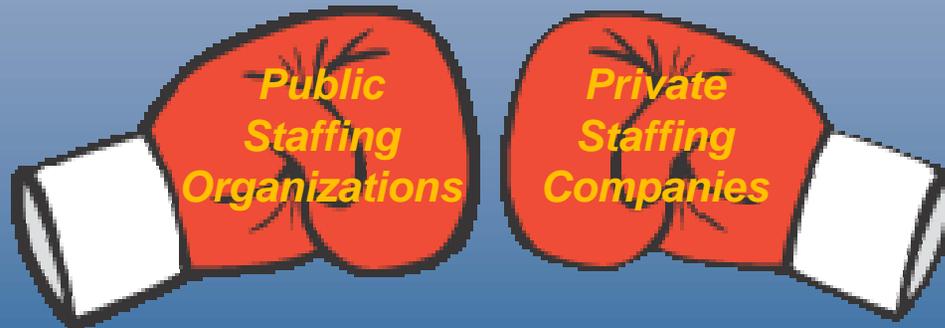
- 10,522 Individuals received at least one PA CareerLink® Lehigh Valley service
- 542 Obtained employment
- \$14.26/hr Average employment wage
- 4828 Received Introduction to Services
- 4832 Attended Workshops
- 682 Received Intensive Services
- 162 Individuals conduct job search in the Career Resource Center each day
- 152 Lehigh Valley Employers were first time users to state website
- 12 Employers conducted on-site Job Fairs
- 17 New Lehigh Valley Businesses partnered with PA CareerLink® Lehigh Valley
- 465 Adults and Dislocated Workers obtained occupational skills training
- 129 Youth obtained skills/career/academic training
- 103 New Individuals received ESL instruction
- 79 New Individuals received GED instruction
- 2516 Individuals tested for PA State Civil Service Jobs
- 391 Veterans were served

Economic
Development

**Private
Sector**

Workforce
Development

Education
Training



Employer Activity

B. Braun Medical Inc: This firm continues their hiring and has openings listed on the www.pacareerlink.state.pa.us website for a Project Manager (\$63,000/yr) a Detail Scheduler (\$30,000-\$35,000/yr) (salaries masked) and five General Manufacturing Associate Assemblers (\$10.70/hr). Our center continues to test applicants with the Adult Basic Learning Exam for Reading Comprehension and Number Operations for their hourly production positions.

Filmtech Corporation: This company produces cast embossed polyethylene and polypropylene film, monolayer and multilayer, which can include layers of nylon, EVA, elastomers or other resins and biodegradable/compostable films for products such as diaper and hospital pad backsheets, roofing films and landscaping/mulch films for a variety of industries, have been listing their Production Worker openings and recruiting solely thorough PA CareerLink® and our website. They have utilized OJT funding for new hires and we continue to screen new hires for possible funding.

Lehigh Valley Health Network: The hospital now has 17 of their Lehigh Valley wide openings listed on our website. Some of the positions listed include: Administrative Partner Medical Office, Technical Partner Patient Care, Support Partner Housekeeping with Patient Care, Certified Nursing Assistant, Medical Records, Director of Clinical Services, Surgical Technician, Group Fitness Instructor, and Manager of Receivables.

OHL: This leading third party logistics company has opened a refrigerated and dry grocery warehouse in Breinigsville. They are looking to have a total of 211 employees within 3 years. They continue to list their openings for on the Commonwealth Workforce Development System www.pacareerlink.state.pa.us. They are currently looking for 5 fulltime and 5 part time third shift Order Selectors (\$10.50 - \$11.50/hr salary masked) and a day shift Inventory Warehouse Cycle Counter (\$11.50/hr). They continue to be interested and wish to utilize funding for on-the-job training.



LOVE FEST

Value Added Services



Problem

- A shortage of qualified, skilled technical workers to meet current and future growth.
- resources to train incumbent workers to satisfy their Workforce Action Plan and retain their operations in Pennsylvania.

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SHARING EXPERTISE

- Background
- Strategic Planning Team
- Workforce Action Plan
- Leveraging resources for implementation
- Implementation Plan
- Outcomes
- Replication

- **Business Assessment**
- **Job Postings**
- **Recruitment and Screening**
- **Assessment**
- **Information Resources**
- **Workforce Resources**
- **Rapid Response**

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SHARING EXPERTISE

We are a local manufacturer of innovative medical devices for the health care community worldwide. B Braun products enhance the care and safety of patients and health care professionals in the fields of drug delivery, IV therapy, pain control, clinical nutrition, dialysis and vascular intervention. Our products and services are used in hospitals, outpatient surgery centers and in the home care setting.

**We are growing and looking to hire individuals
for 2nd and 3rd shifts:**

Production Assemblers 2nd shift WEB818675

Production Assemblers 3rd shift WEB810152

Salary \$9.70 per hour plus

\$.35 for 2nd shift differential

\$.40 for 3rd shift differential

APPLY: WEDNESDAY, AUGUST 22, 2007

AND BRING RESUME TO:

Pennsylvania
CareerLink
LEHIGH VALLEY

1601 UNION BOULEVARD, ALLENTOWN, PA

TIME: 1:00 P.M. to 5:00 P.M.

IF YOU ARE UNABLE TO ATTEND THE JOB FAIR, PLEASE APPLY ON
www.pacareerlink.state.pa.us CLICK JOB SEEKER SERVICES, CLICK SEARCH FOR JOBS,
THEN INPUT JOB ORDER NUMBER LISTED ABOVE.

*Auxiliary Aids and Services are available upon request to individuals with disabilities.
Equal Opportunity Employer/Program*

JOB OF THE DAY

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SHARING EXPERTISE

A local manufacturer of innovative medical devices for the health care community worldwide, has immediate openings for 2nd and 3rd shifts:

• **PRODUCTION ASSEMBLERS •**

2nd Shift WEB818675

3rd Shift WEB810152

**Apply: Wednesday, August 22, 2007
and Bring Resume to:**

Pennsylvania
CareerLink
LEHIGH VALLEY

1601 Union Boulevard, Allentown, PA

TIME: 1:00 P.M. to 5:00 P.M.

If you are unable to attend the Job Fair, please
apply on www.pacareerlink.state.pa.us,

click Job Seeker Services,
click Search for Jobs, and input
job order number listed above,
starting with WEB

Equal Opportunity Employer

Marcon Facility Training Plan

SUMMARY - DRAFT B. Braun Training Plan 2007-09; prepared in partnership with LCCC, NCC, LVWIB

CATEGORY OF TRAINING	Number of Upgrade Trainees			Number of Entry Level Trainees			Summary		Overall Priority (High, Medium, Low)	Timeframe	Potential Funding Source(s)
	2007	2008	2009	2007	2008	2009	# Workshop seats	Total Cost			
SELF DIRECTED WORK TEAMS											
SUPERVISING SKILLS											
PROCESS CONTROL TECHNOLOGY											
LEADERSHIP											
LEAN MANUFACTURING											
PROFESSIONAL DEVELOPMENT - VARIOUS DEPARTMENTS											
OSHA COMPLIANCE & SAFETY											
GRAND TOTAL											

Economic Development Programs

Redevelopment Assistance Capital Program - \$4 million

SBA 504 Certified Development Company

Pennsylvania Industrial Development Authority - \$2 million

Machinery and Equipment Loan Fund

Small Business First

Pennsylvania Economic Development Financing Authority Tax-Exempt Bond Program

Infrastructure Development Program

Office of Vocational Rehabilitation

Regional Loan Pool

Customized Job Training – Awarded \$135,000; Spent \$15,000

Job Creation Tax Credits - \$600,000

Industrial Sites Reuse Program

Citizens Bank Loan - \$10 million



Rapid Response Resources

LABOR & INDUSTRY DISLOCATED WORKER PROGRAM	MODERATOR/INTRODUCTION/OVERVIEW/TRANSITION TEAM
CAPITAL BLUE CROSS & HIGHMARK CARING FOUNDATION	HEALTH CARE OPTIONS - CHIP
CHIP	1-800-KIDS-101
ADULT BASIC – UNISON AB	HEALTH CARE OPTIONS – ADULTBASIC/CHIP
UNITED WAY OF THE GRATER LEHIGH VALLEY	COMMUNITY SUPPORTIVE SERVICES
CONSUMER CREDIT COUNSELING SERVICE OF THE L.V.	BUDGET COUNSELING/DEBT REPAYMENT/PHFA ASSISTANCE
LEHIGH COUNTY ASSISTANCE OFFICE	CASH, FOOD STAMPS, MEDICAL AND ENERGY ASSISTANCE
NORTHAMPTON COUNTY ASSISTANCE OFFICE	CASH, FOOD STAMPS, MEDICAL AND ENERGY ASSISTANCE
EDUCATIONAL OPPORTUNITY CENTER	CAREER AND EDUCATION GUIDANCE – WWW.EOCINC.ORG
EMPLOYEE BENEFIT SECURITY ADMINISTRATION	PENSION, COBRA, HIPAA
ALLENTOWN UNEMPLOYMENT COMPENSATION CENTER	UNEMPLOYMENT COMPENSATION
PA CAREERLINK® LEHIGH VALLEY	REEMPLOYMENT & TRAINING

Rapid Response Resources

Unemployment Compensation www.pa.gov PA key word UNEMPLOYMENT (web site)

Pennsylvania CareerLink® www.pacareerlink.state.pa.us (web site)

Pennsylvania CareerLink® Lehigh Valley www.careerlinklehighvalley.org

PA Civil Service Commission www.scsc.state.pa.us (web site) (PA Civil Service jobs)

Labor Market Information Info Line www.paworkstate.state.pa.us 717-787-6466

Social Security Information www.ssa.gov (web site) 1-800-772-1213

PA Social Services One-Stop site www.compass.state.pa.us

Pension COBRA and HIP Information www.dol.gov/ebsa

Trade Act Information www.doleta.gov/tradeact

TAA Petition Determinations www.doleta.gov/tradeact/determinations.cfm

Help for prescription drugs www.benefitscheckup.org and www.pparx.org and www.needymeds.com

Free Computer Courses over the Internet www.gcflearnfree.org (Numerous Microsoft Programs)

Free Credit Reports www.annualcreditreport.com

Financial Information www.moneysbestfriend.com

Rapid Response?



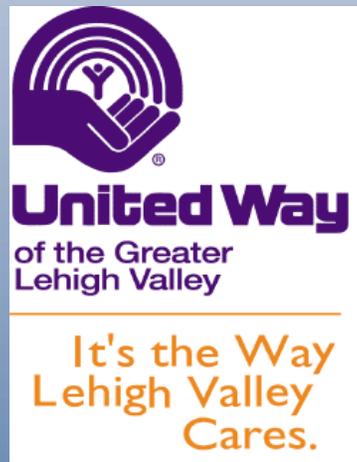
...Another Side of Rapid Response

COMPANY

X

- **Call Center Operation**
- **1000 Workers**
- **24/7**
- **\$10.50 per hour**
- **Grammar Skills**
- **Communication Skills**
- **Soft Skills**
- **High School Diploma**
- **Basic Computer Skills**
- **50%**
- **50%**

Return on Investments



CareerLinking ACADEMY



An Innovative
Career Awareness
Experience

Pennsylvania

Lehigh Valley Workforce Investment Board, Inc.



CareerCruising
The Complete Guidance System



CareerCruising Network

- Company Profiles
- Career Coach Message Boards
- Communication Tools
- Local Content
- Benefits for Students/Clients
- Benefits for Educators
- Benefits for Businesses & Community



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SHARING EXPERTISE

