

COVID-19 and Its Implications for Workforce Investments and Employers in Rural Communities

September 24, 2020

Thank You to Our Cohosts

Rural Community
Action Assemblies



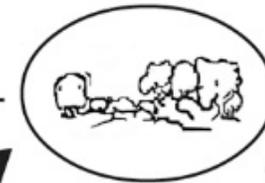
FEDERAL RESERVE BANK OF PHILADELPHIA



PennState

College of Agricultural Sciences

The Center for



Rural Pennsylvania

A Legislative Agency of the Pennsylvania General Assembly

Agenda

- 9:30 a.m. – Welcoming remarks: Theresa Y. Singleton, Senior Vice President and Community Affairs Officer, Federal Reserve Bank of Philadelphia
- 9:35 a.m. – Framing remarks: Scott J. Sheely, Acting Executive Director, Pennsylvania Commission for Agricultural Education Excellence
- 9:45 a.m. – The Pandemic’s Implications for Rural Workforce Development and Opportunities for Skills-Based Transitions
 - Shannon Munro, Vice President of Workforce Development, Penn College of Technology
 - Hannah Smith-Brubaker, Executive Director, Pasa Sustainable Agriculture
 - Lucyann Vierling, Executive Director, Wayne Pike Workforce Alliance
 - Keith Wardrip, Community Development Research Manager, Federal Reserve Bank of Philadelphia
- 10:45 a.m. – Group Discussion
- 11:05 a.m. – Break

Agenda

- 11:10 a.m. – Resource Chat on Rural Workforce Development and Businesses
 - Sheila Ireland, Deputy Secretary of Workforce Development, Pennsylvania Department of Labor and Industry
 - Carol Kilko, Deputy Secretary of Business Financing, Pennsylvania Department of Community and Economic Development
 - Susie Snelick, Executive Director, Workforce Solutions for North Central Pennsylvania
- 11:55 a.m. – Closing remarks: Allen Norton, Workforce Development Executive, Pennsylvania Chamber of Business and Industry
- 12:00 p.m. – Conclude

Biographies

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Sheila D. Ireland **Deputy Secretary for Workforce Development** **Pennsylvania Department of Labor & Industry**

Sheila Ireland is the Deputy Secretary for Workforce Development in the Department of Labor and Industry for the Commonwealth of Pennsylvania. With a staff of almost 600 employees and a budget of \$380 million of federal and state funding, the deputate oversees the planning and direction of Pennsylvania's public workforce system.

Previously, Ireland was the executive director of the City of Philadelphia's Office of Workforce Development and deputy director of workforce development and inclusion for Rebuild, the City of Philadelphia's \$500 million investment program in infrastructure improvements to Philadelphia's parks, libraries, and recreation centers.

Before that, Ireland was vice president of workforce solutions at University City District (UCD) and launched Green City Works, UCD's first social venture. She was also the founding director of West Philadelphia Skills Initiative (WPSI).

Ireland has an M.S. in human capital development from LaSalle University, Temple University with a B.B.A. majoring in Human Resources Management, and an A.A.S. in finance from the Community College of Philadelphia. She also has a SPHR certification from the Society for Human Resource Management. Sheila's commitment to giving back and passion for education includes roles on multiple non-

profit board of directors and serving on the board of trustees for local colleges.

Carol Kilko **Deputy Secretary for Business Financing** **Pennsylvania Department of Community and Economic Development**

Carol Kilko is deputy secretary for business financing for the Pennsylvania Department of Community and Economic Development (DCED), having been appointed in January 2018. Kilko manages the commonwealth's grant, loan, and tax credit programs.

She began her second career with DCED in June 2015 as a special assistant for workforce development, and she was appointed deputy secretary of administration in April 2016.

During her first tour with DCED — 2000 through 2006 — she worked with the Governor's Action Team and DCED's Business Retention and Expansion Program. From April 2006 through June 2015, Kilko served as the director of training services for the Pennsylvania State Association of Township Supervisors (PSATS).

She has a master's degree in public administration and a bachelor's degree in public policy from Penn State University.

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Shannon Munro **Vice President for Workforce** **Pennsylvania College of Technology**

Shannon Munro is the vice president for workforce at Pennsylvania College of Technology, a special mission affiliate of Penn State University.

Munro oversees the department responsible for developing and delivering training, consulting, and product development services for companies in multiple business sectors, including industrial, business, health-care, plastics, energy, and transportation. Her office operates the Apprenticeship Center at Pennsylvania College of Technology.

She previously served as the executive director of the Central Pennsylvania Workforce Development Corporation (CPWDC).

Munro has an M.S. from Shippensburg University and a B.A. from Bloomsburg University.

Allen Norton **Workforce Development Executive** **Pennsylvania Chamber of Business and Industry**

Allen Norton serves as the Pennsylvania Chamber's workforce development executive. He is responsible for developing and implementing the organization's workforce program, which is designed to help close the jobs skills gap in Pennsylvania and train the next generation's workforce to excel in 21st century jobs.

Norton has a long career in higher education. He spent his first two years in the higher education field, working with nontraditional students, before moving on to focus on workforce development needs in the community and high school relations sphere. For nearly seven years, his primary focus was promoting trade, technical, and health career programs as an admissions counselor with Harrisburg Area Community College.

He has been a board member with the Capital Region Partnership for Career Development. Currently, Norton is a board member with the United Way of Pennsylvania and is an advisor to several school district Chapter 339 advisory councils. He also sits on PASSHE's Workforce Steering Committee and serves as cochair of the Barriers Committee on Governor Tom Wolf's Keystone Economic Development and Workforce Command Center.

He has a bachelor's degree in business marketing and an associate's degree in communications.

Scott J. Sheely **Executive Director** **Lancaster County Agriculture Council**

Scott J. Sheely has been the executive director of the Lancaster County Agriculture Council since January 2020. Formerly, he was the special assistant for workforce development at the Pennsylvania Department of

Biographies

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Agriculture from 2015 through 2020, where he specialized in issues related to the agriculture workforce and agriculture education.

He was the executive director of the Lancaster County Workforce Investment Board from 2000 until his retirement in February 2015.

In his career, Sheely also worked as the human resources director of a large mental health agency, the operations manager of a nursing home chain, the associate pastor of a church, and the owner of a regional wholesale jewelry business.

Sheely has a D.Ed. in lifelong learning and adult education from Penn State University, as well as degrees from Franklin and Marshall College in government, Wright State University in mental health counseling, and United Theological Seminary in pastoral counseling, and he is a certified workforce development professional.

Theresa Y. Singleton
Senior Vice President and Community Affairs Officer
Federal Reserve Bank of Philadelphia

Theresa Y. Singleton is senior vice president of the Community Development and Regional Outreach Department at the Federal Reserve Bank of Philadelphia and the Bank's community affairs officer. Singleton is responsible for overseeing research and outreach initiatives that promote community development and fair and impartial access to credit. She has guided the creation and implementation of

the Economic Growth & Mobility Project. Singleton also oversees the Bank's Financial Institutions Relations efforts that serve to connect the Reserve Bank with lending institutions across the Third District.

Before joining the Bank, Singleton was the director of research and information at the Housing Assistance Council in Washington, D.C. In that role, she was responsible for the organization's research and information activities, including oversight of the communications and public relations functions. She also developed and managed the council's research agenda. In addition, she directed and contributed to research and information products that examined demographic trends, assessed policy impacts, and developed recommendations for rural communities.

Prior to her work on rural housing issues, Singleton taught undergraduate courses on the American political system at Temple University and Widener University.

She has a Ph.D., an M.A., and a B.A. in political science from Temple University.

Hannah Smith-Brubaker
Executive Director
Pasa Sustainable Agriculture

Hannah Smith-Brubaker is the executive director of Pasa Sustainable Agriculture, where she forwards the mission of focusing on education

Biographies

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and evidence-based research to build a more economically just, environmentally regenerative, and community-focused food system.

Before leading Pasa, Smith-Brubaker was Pennsylvania's Deputy Secretary of Agriculture. She serves on the Organic Farmers Association as a farmer representative, is the chair of the Northeast Sustainable Agriculture Research and Education program's Administrative Council, is an Environmental Leadership Program senior fellow, and writes a monthly column for *Lancaster Farming*.

Smith-Brubaker has testified before the U.S. Congress on organic and sustainable agriculture, with prior speaking engagements at the Wall Street Journal's Global Food Forum, the White House Council on Rural Affairs hearings, and the United Nations Food & Agriculture Organization Food Summit on behalf of *National Geographic*.

Additionally, with her partner Debra Brubaker and her family, she operates Village Acres Farm & Foodshed, an organic produce and pastured-livestock farm in the Juniata Valley.

Susan Snelick
Executive Director
Workforce Solutions for North Central Pennsylvania

Susan Snelick is executive director of Workforce Solutions for North Central Pennsylvania, which helps students make informed career decisions, partners with employers to help them remain competitive in this global environment, and assists job seekers in finding gainful

employment.

Snelick leads a team that helps uncover resources, finds creative solutions to help the region grow, and collaborates with partners to support mutual efforts, while making sure policies support innovation.

In addition to her role at Workforce Solutions for North Central Pennsylvania, she has also been chair of the Pennsylvania Workforce Development Association for four years and served on the governor's Middle Class Task Force.

Keith Wardrip
Community Development Research Manager
Federal Reserve Bank of Philadelphia

Keith Wardrip joined the Community Development and Regional Outreach Department of the Federal Reserve Bank of Philadelphia in 2011 and has served as the community development research manager since 2013. In this role, he produces original research, supervises the work of the department's research analysts, and leads the development of the department's research agenda.

His work focuses primarily on employment and post-secondary educational opportunities for low- and moderate-income populations, affordable housing and housing quality, and philanthropic support for local community and economic development.

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Before joining the Philadelphia Fed, Wardrip spent six years in Washington, D.C. conducting affordable housing research at the Center for Housing Policy and the National Low Income Housing Coalition.

He has an M.A. in geography from the University of Colorado and a B.A. in geography from the University of Kentucky.

Lucyann Vierling **Executive Director** **Workforce Alliance**

Lucyann Vierling, executive director of Workforce Alliance, has over 30 years' experience in workforce development, including extensive experience with federal, state, and local funding administration and program design, development, and implementation.

Vierling has served in a variety of capacities over her career, including as a case manager, career advisor, economic planner, and executive director of a regional workforce board.

She currently leads one of nine Department of Education– designated community education councils in Pennsylvania and is an appointed member of the Governor's Advisory Council on Rural Affairs.

Vierling has a master's degree in organizational management and a bachelor's degree in business administration from Misericordia University.

Guidelines

- Please share your video and your full name and organization.
- Be sure to mute yourself when you are not speaking. If there is background noise while you are not speaking, the host may mute you.
- Submit questions in the chat.
- A recording of today's presentations will be shared with slides after the assembly.
- A survey evaluation will be available after the assembly.
- The information, analyses, and conclusions set forth are those of the presenters and do not necessarily reflect the views of the Federal Reserve Bank of Philadelphia or the Federal Reserve System.

Welcome

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Theresa Y. Singleton

Senior Vice President and
Community Affairs Officer

Federal Reserve Bank of
Philadelphia



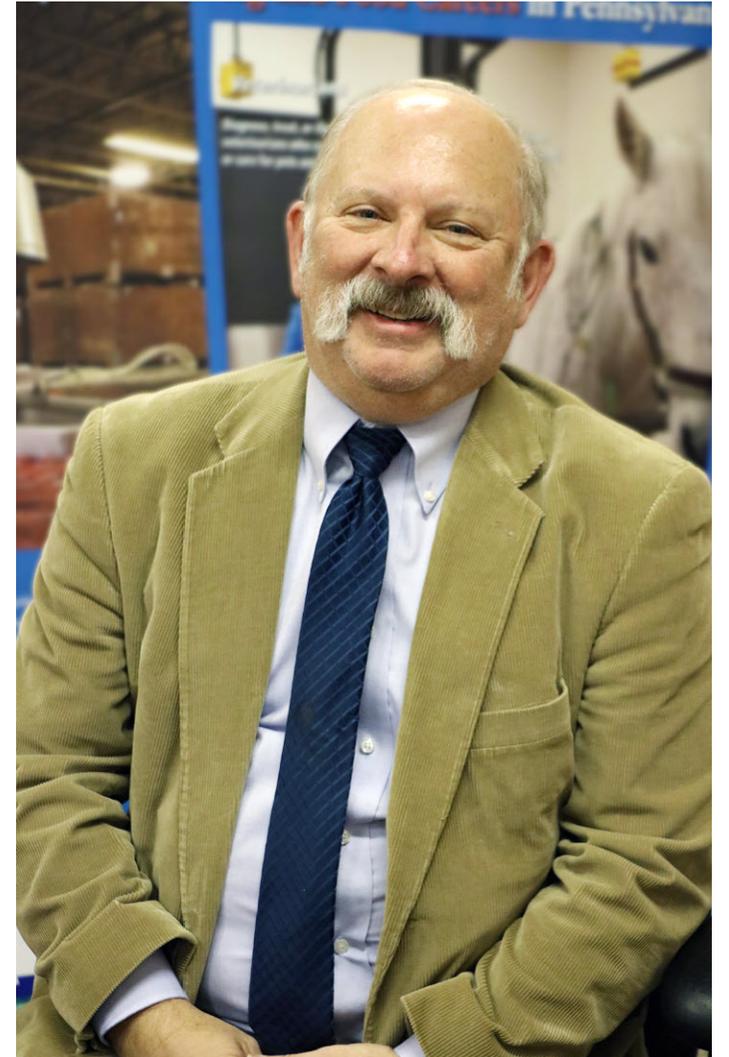
Framing Remarks

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Scott J. Sheely

Acting Executive Director

Pennsylvania Commission for Agricultural
Education Excellence



The Pandemic's Implications for Rural Workforce Development and Opportunities for Skills-Based Transitions

- *Moderator:* Hannah Smith-Brubaker, Executive Director, Pasa Sustainable Agriculture
- Keith Wardrip, Community Development Research Manager, Federal Reserve Bank of Philadelphia
- Lucyann Vierling, Executive Director, Wayne Pike Workforce Alliance
- Shannon Munro, Vice President of Workforce Development, Penn College of Technology

Hannah Smith-Brubaker
Executive Director
Pasa Sustainable Agriculture



Sustainable Agriculture & Rural Development

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COVID-19's Impact on Farm Workforce

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Orders for West Philly Pickup

Vegetables & Herbs - certified organic



"Farmer's Choice" Veggie Box - One Time Purchase
\$40.00

Quantity:

[Add To Cart](#)



CSA Veggie Box - Monthly Subscription (discount over one-time purchase)
from \$35.00 every month

Size:

[Subscribe](#)



DONATION - "Everyone's Share of the Harvest" Veggie Box (Support a Philly farmer & Donate to a Philly family)
\$20.00

Quantity:

[Add To Cart](#)

Diversified Vegetable Apprenticeship

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COMPREHENSIVE TRAINING

Apprentices receive 2,700+ hours of on-the-job training and 200+ hours of related technical coursework - 18 mos

INVESTED EMPLOYEES

Master growers gain access to a pool of pre-qualified employees who want to farm as a career

PROGRESSIVE WAGE

Master growers compensate apprentices with scheduled wage increases as they advance skills

Dairy Grazing Apprenticeship

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COMPREHENSIVE TRAINING

Apprentices receive 3,700 hours of on-the-job training and 300 hours of related technical coursework - 2 yrs

INVESTED EMPLOYEES

Host farmers train the next generation of dairy graziers & gain access to pre-qualified employees invested in farming as a career.

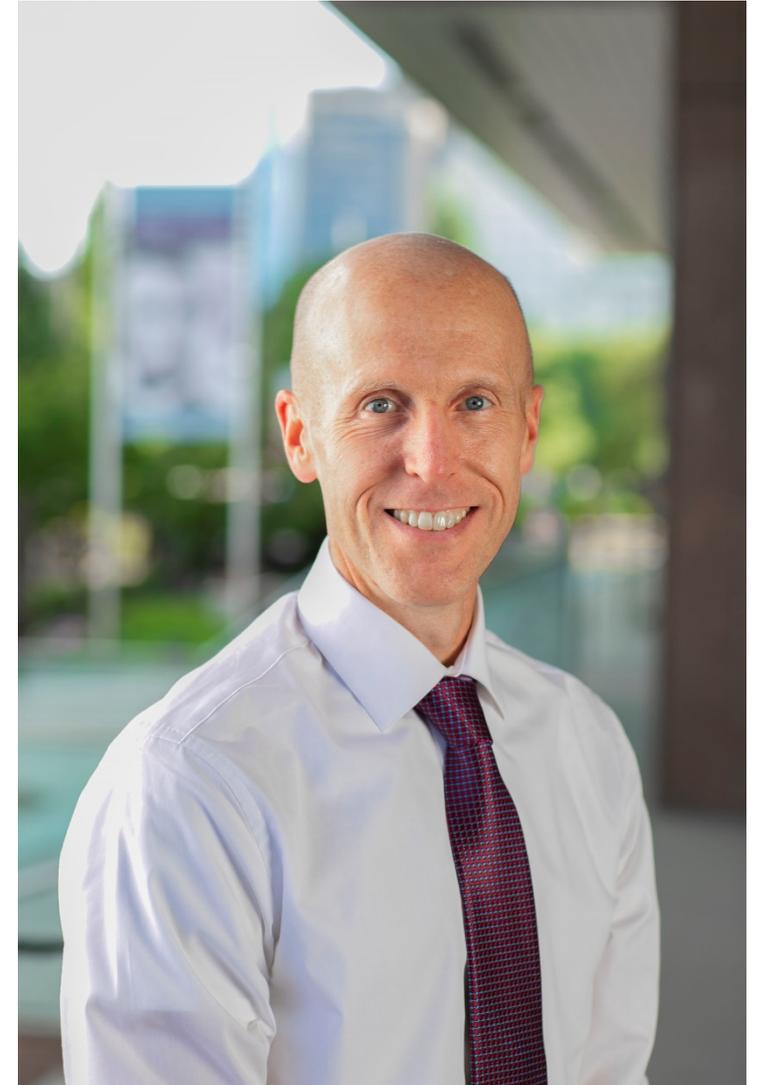
BUSINESS PLANNING

Both apprentices and host farmers receive business planning support.

Keith Wardrip

Community Development Research
Manager

Federal Reserve Bank of Philadelphia



Lower-Wage Work, Occupational Mobility, and the COVID-19 Pandemic

Keith Wardrip

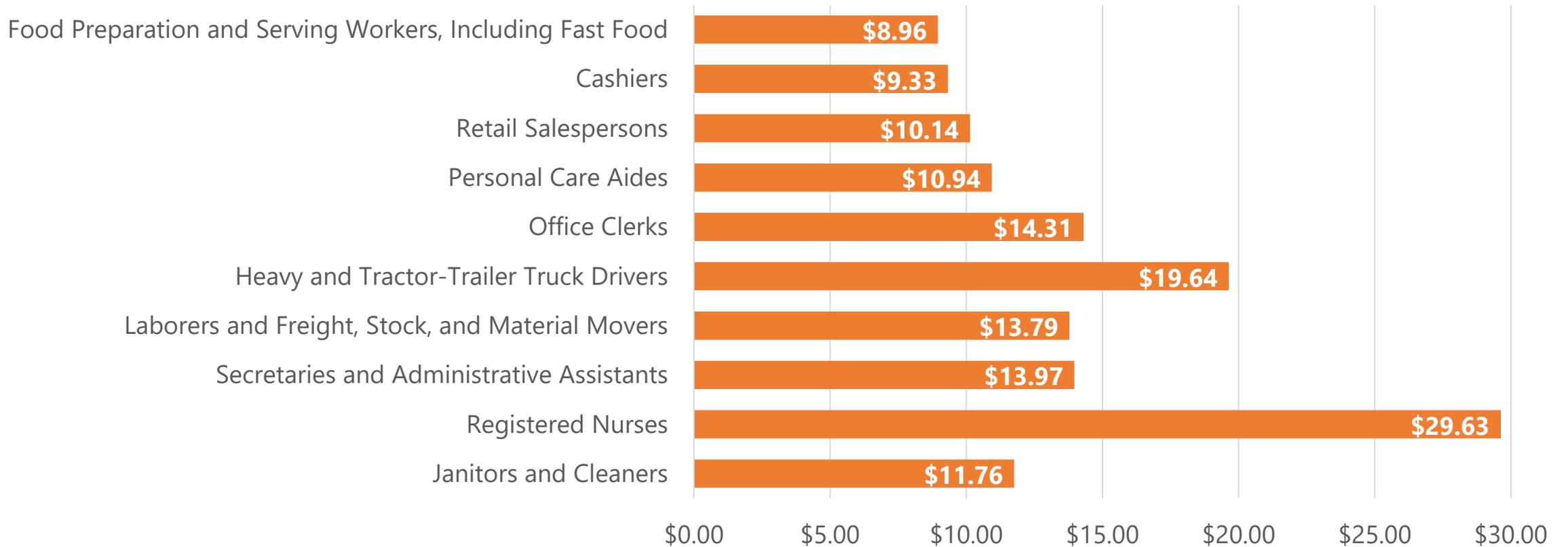
Community Development Research Manager

Federal Reserve Bank of Philadelphia

The views expressed here are those of the presenter and do not necessarily represent the views of the Federal Reserve Bank of Philadelphia or the Federal Reserve System.

The Largest Occupations in Nonmetro Pennsylvania Typically Pay Very Low Wages

**Average Median Hourly Wage for 10 Largest Occupations
(in descending order of employment)**



Note: Estimated wages represent the employment-weighted averages for Northern, Southern, and Western nonmetropolitan portions of Pennsylvania.

Source: Author's calculations using BLS Occupational Employment Statistics (May 2018)

The Labor Market Offers *Some* Economic Opportunity for Noncollege Workers

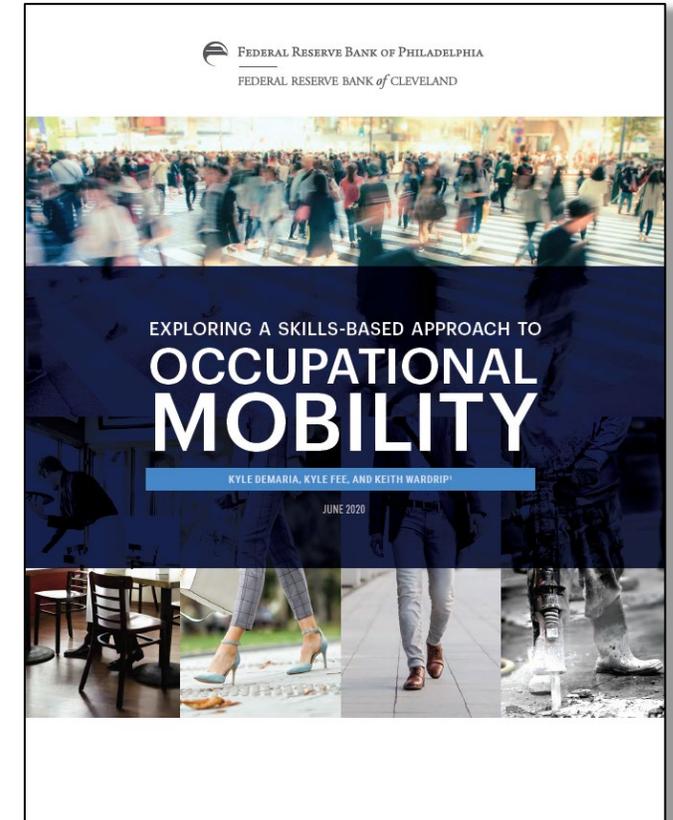
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- Opportunity employment — defined as employment accessible to workers without a bachelor’s degree and typically paying above the national annual median wage — accounts for 21.6 percent of total employment.
- Some of the largest opportunity occupations, including a number in health care and the skilled trades, are expected to experience above-average growth in the coming years.

However, There Are Persistent and Historical Challenges to Economic Mobility

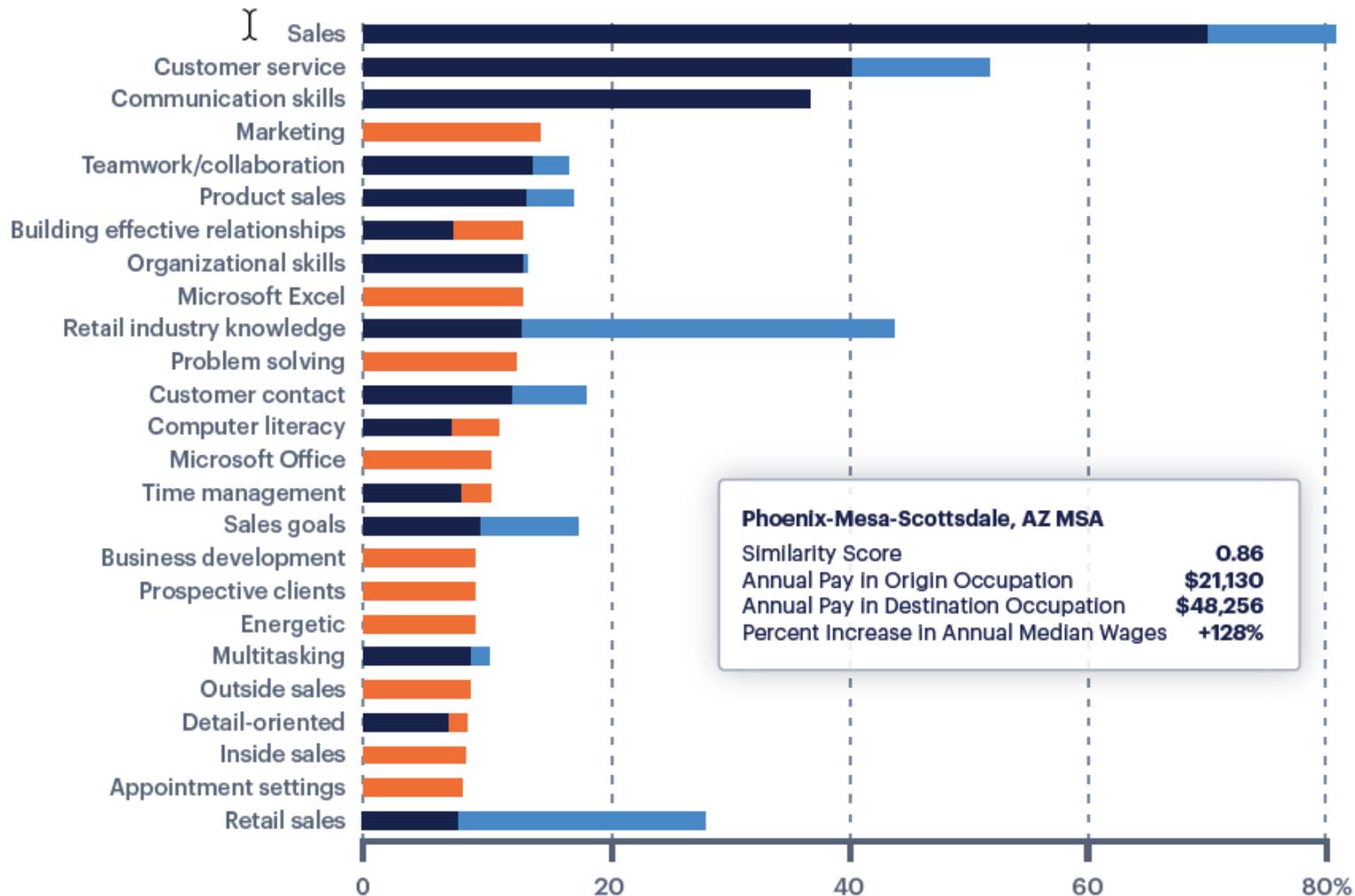
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Skills Can Be Viewed as a Bridge to Better-Paying Employment

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■ Retail salespersons (origin)
 ■ Skill surplus in origin
 ■ Skill deficit with sales representatives, services, all other (destination)



- The similarity in these occupations' skill requirements suggests that a worker could make a transition from one to the other without a substantial investment in retraining.

Source: DeMaria, Kyle, Kyle Fee, and Keith Wardrip. *Exploring a Skills-Based Approach to Occupational Mobility*. Federal Reserve Banks of Philadelphia and Cleveland, 2020.

- In general, there is a high degree of similarity between the skills employers seek when filling lower-wage occupations and the skills demanded for opportunity occupations.
- In the 33 metro areas analyzed, nearly half (49 percent) of lower-wage employment can be paired with at least one higher-paying occupation requiring similar skills.
- Transitions connecting the most similar occupations would represent an average annual increase in wages of nearly \$15,000 (or 49 percent).
- Some of these transitions connect lower-wage occupations (7 percent) and opportunity occupations (33 percent) to other jobs often associated with a bachelor's degree.

Transitions Out of Lower-Wage Occupations Are More Prevalent for Some than for Others

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Largest lower-wage occupations in nonmetro Pennsylvania	Number of metro areas with at least one high-scoring transition	Total number of high-scoring transitions	Average increase in wages	Most common high-scoring transition in metro areas studied
Office Clerks	33	139	34%	Human Resources Assistants
Retail Salespersons	33	137	151%	Supervisors of Non-Retail Sales Workers
Laborers and Freight, Stock, and Material Movers	31	35	30%	Industrial Truck and Tractor Operators
Food Preparation and Serving Workers, Including Fast Food	28	52	39%	Food Preparation Workers
Cashiers	19	22	93%	Customer Service Representatives
Secretaries and Administrative Assistants	15	17	16%	Human Resources Assistants
Personal Care Aides	5	5	25%	Home Health Aides
Janitors and Cleaners	1	1	15%	Cleaners of Vehicles and Equipment

- Skills-based hiring practices could expand applicant pools to include workers who do not have a bachelor's degree – but who do have many of the skills required to do the job.
- Targeted training could provide otherwise qualified workers with the skills necessary to make a successful transition.
- Collaboration between employers, education providers, and workforce development organizations can ensure training meets local demand.

Thank You

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Keith Wardrip
Community Development Research Manager
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Lucyann Vierling
Executive Director
Wayne Pike Workforce Alliance



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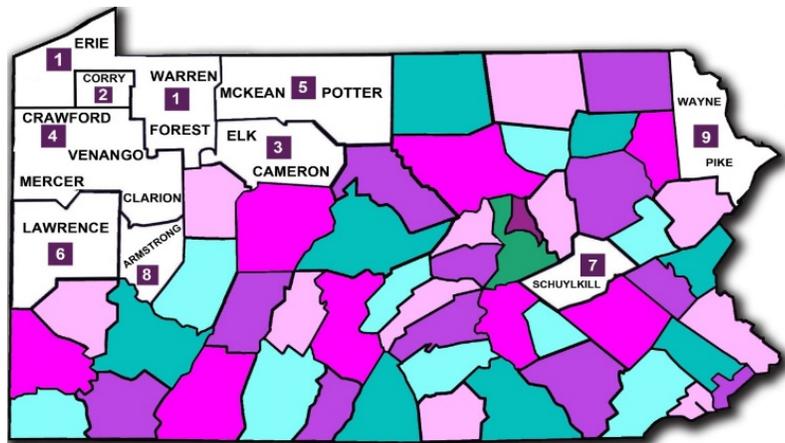
Workforce Alliance

*The Community Education Council
of Wayne & Pike Counties*

www.wpworkforce.org



There are 9 CECs in the Commonwealth



- Warren Forest Higher Education Council (*1984)
- Corry Higher Education Council (*1991)
- Community Education Center of Elk & Cameron Counties (*1992)
- Keystone Community Education Council (*1992)
- Potter County Education Council (*1994)
- Lawrence County Learning Center (*1998)
- Schuylkill Community Education Council (*1998)
- Armstrong Educational Trust (*2000)
- Wayne Pike Workforce Alliance (*2012)
- (*Established)

In partnership with the Department of Education, serving the educational needs of Pennsylvanians since 1984

<https://www.education.pa.gov/Postsecondary-Adult/CollegeCareer/Pages/Community-Education-Council.aspx>

Guiding Principles –

Workforce Development *is* Economic Development;

Workforce Development is EDUCATION - the “Key to Lifelong Learning”;

The CUSTOMER is at the center;

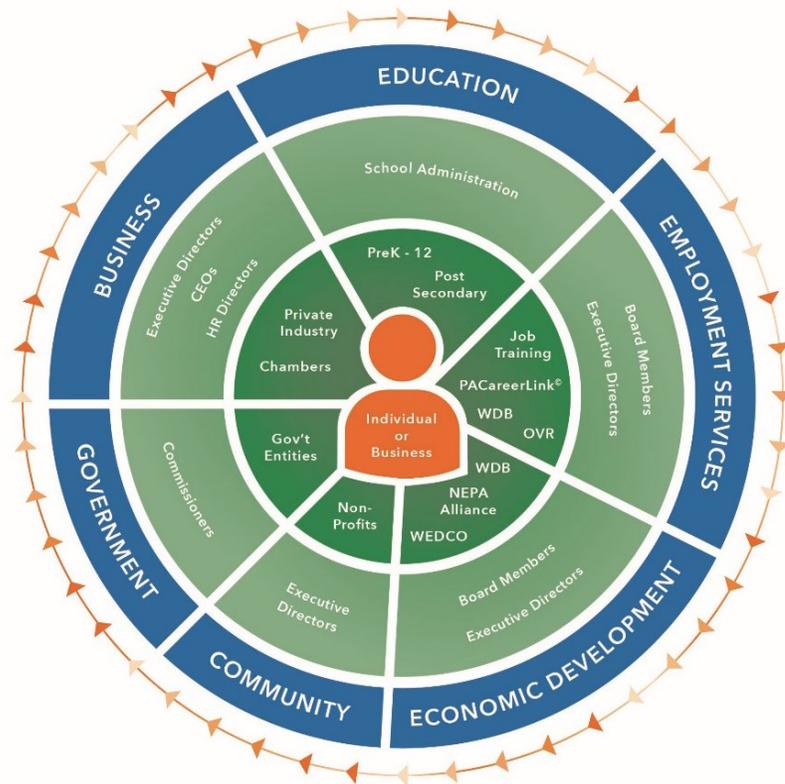
No bashing allowed – each organization supports its own mission, works collaboratively, and becomes a system;

No boundaries – commuter sheds cross political subdivisions;

Action linked to strategies;

Every grant embeds education/program development/training.

Addressing the People Side of Economic Development



An Intermediary Model

- **Client-centered - Business, job seekers, current workers, students**
- **Operational Level – Service providers interacting directly with clients**
- **Advisory Level – WPWA board of directors, participation defined by by-laws**
- **Inclusive of all sectors**

Wayne Pike Workforce Alliance

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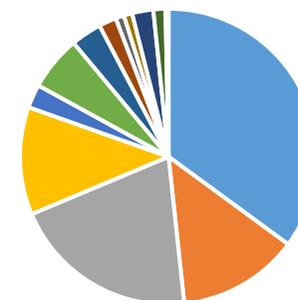
- **Building a Workforce Development System**
- Time. Dedication. Perseverance. Creativity. Vision.
- ***Started as a grass-roots, unfunded effort with little infrastructure, but with the knowledge that we could leapfrog old methods and build something new -***
- **2005** Convened Workforce Summit, organized Workforce Wayne, committed Steering Committee;
- **2006** Developed workforce system model, drafted strategic plan;
- **2008** Awarded \$300,000 Federal Workforce Innovation in Regional Economic Development grant;
- **2009** Incorporated as 501c3, hired staff; sustained through grants and community support;
- **2012** Designated Community Education Council (CEC) serving rural Pike & Wayne Counties, dedicated funding in place so we could act strategically;
- **2014** Launched certified testing center: PearsonVue, Educational Testing System, Certiport, Praxis, CLEP, GED, HISET;
- **2018** Absorbed Wayne County PA CareerLink affiliate – WIOA direct services in a more comprehensive manner; Designated Pennsylvania Academic Career & Technical Training community affiliate (juvenile justice);
- **2019** Awarded \$2.35 million (over 5 years) Federal 21st Century Community Learning Center grant, launching the SHINE (Schools & Homes in Education) afterschool program (K – Grade 5);
- **2020** Awarded \$272,828 USDA Rural Business Development Grant to assist the Hospitality Industry impacted by COVID-19

Leverage, Leverage, Leverage

Funding Sources Available	
Fiscal Year July 1, 2019- June 30, 2020	
	2019-2020
Workforce Innovation & Opportunity Act Grant	812,874.00
PA Department of Education Grant (CEC)	306,040.00
21st Century Community Learning	471,500.00
USDA Rural Business Development Grant	272,828.00
Labor & Industry Business Education Grant	59,310.00
Labor & Industry State Local Internship Program	138,324.00
Labor & Industry Teacher in the Workplace	77,500.00
PA Commission on Crime & Delinquency	44,294.00
PA Dairy Investment Program	21,250.00
Child & Adult Care Food Program	21,110.00
Corporate & Individual Contributions	53,500.00
Events & Fundraising	30,500.00
Other	7,500.00
Total	2,316,530.00

Identify Gaps and Go After Resources!

Funding Sources



- Workforce Innovation & Opportunity Act Grant
- PA Department of Education Grant (CEC)
- 21st Century Community Learning
- USDA Rural Business Development Grant
- Labor & Industry Business Education Grant
- Labor & Industry State Local Internship Program
- Labor & Industry Teacher in the Workplace
- PA Commission on Crime & Delinquency
- PA Dairy Investment Program

Wayne Tomorrow!

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What is *Wayne Tomorrow*?

Wayne Tomorrow! is a collaborative, systematic approach to development based on a shared vision and strategic actions.

Ok, so what does that mean?

A collaborative, systematic approach means that many partners are involved, connected, and participating in a defined manner.

A shared vision means that the participants spent several years assessing the County and developed a strategic plan based on that assessment and shared development goals.

Strategic actions are the activities or tactics that have been identified within the strategic plan to help the initiative achieve identified goals.

Therefore . . .

Wayne Tomorrow! is basically a new way of operating within the county in which many, diverse organizations are working together to support programs and projects that ultimately strengthen our county.

What fostered *Wayne Tomorrow*?

By working together within our roles, we are essentially operating as an economic ecosystem.

New county leadership – open to new ideas and change.

The desire of multiple organizations to work on common things for the common good.

We have a model for collaboration that works – Wayne Pike Workforce Alliance.

An unsustainable economy – Every day we ask ourselves: Is the status quo good enough?

Wayne Tomorrow! Collaboration

The nuts and bolts

Workgroups focused on certain aspects of the County.

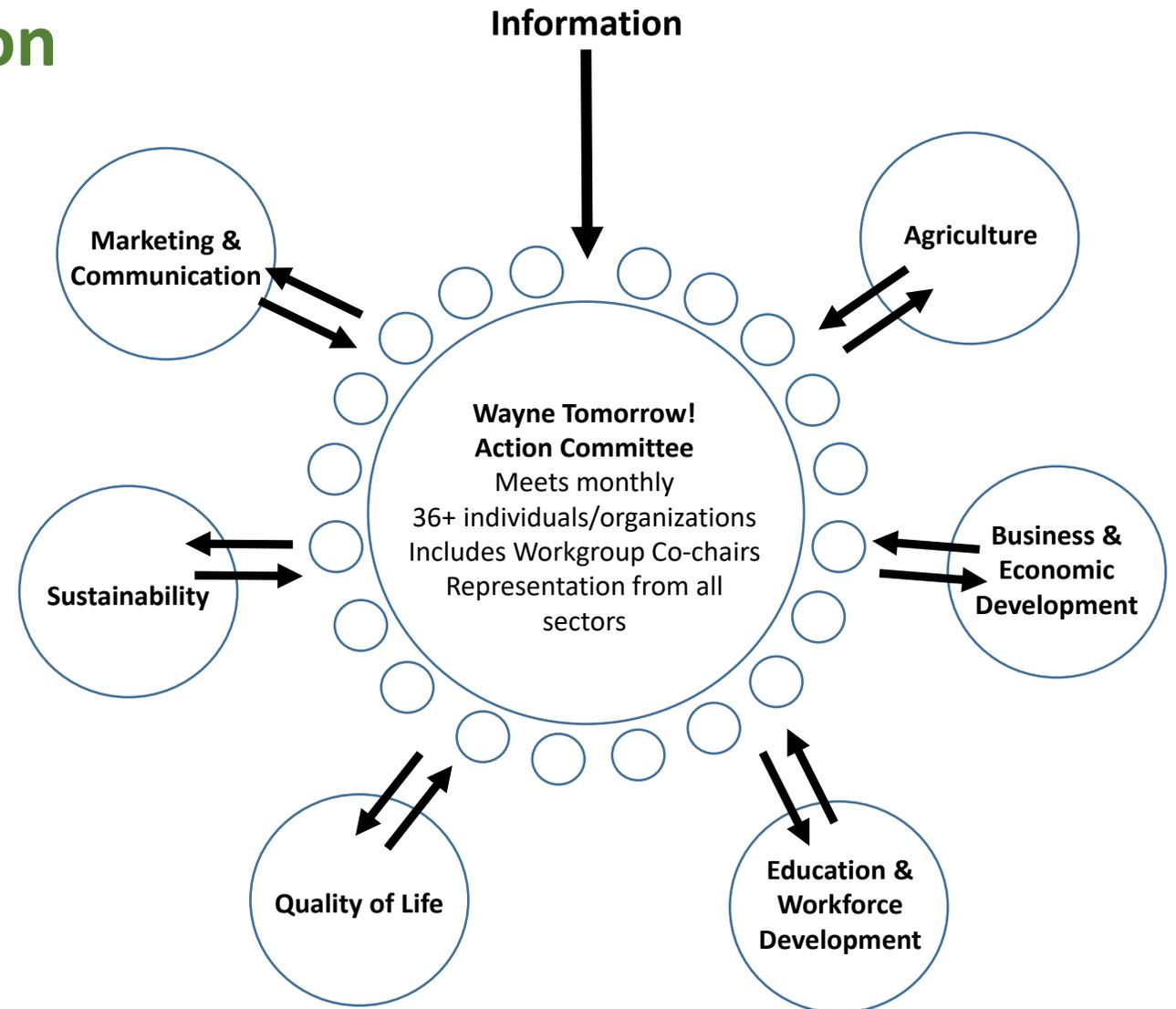
Workgroup co-chairs still sit on the Action Committee, which meets monthly.

We strive to have all ages and interests represented on the Action Committee.

The Action Committee serves as the “integrator.”

Information, activities, challenges and barriers are brought to the Action Committee and addressed collaboratively.

All activity is viewed as being part of the “whole” . . . The ecosystem.



Wayne Tomorrow! Collaboration The nuts and bolts

Task Forces focus on certain aspects of the County.

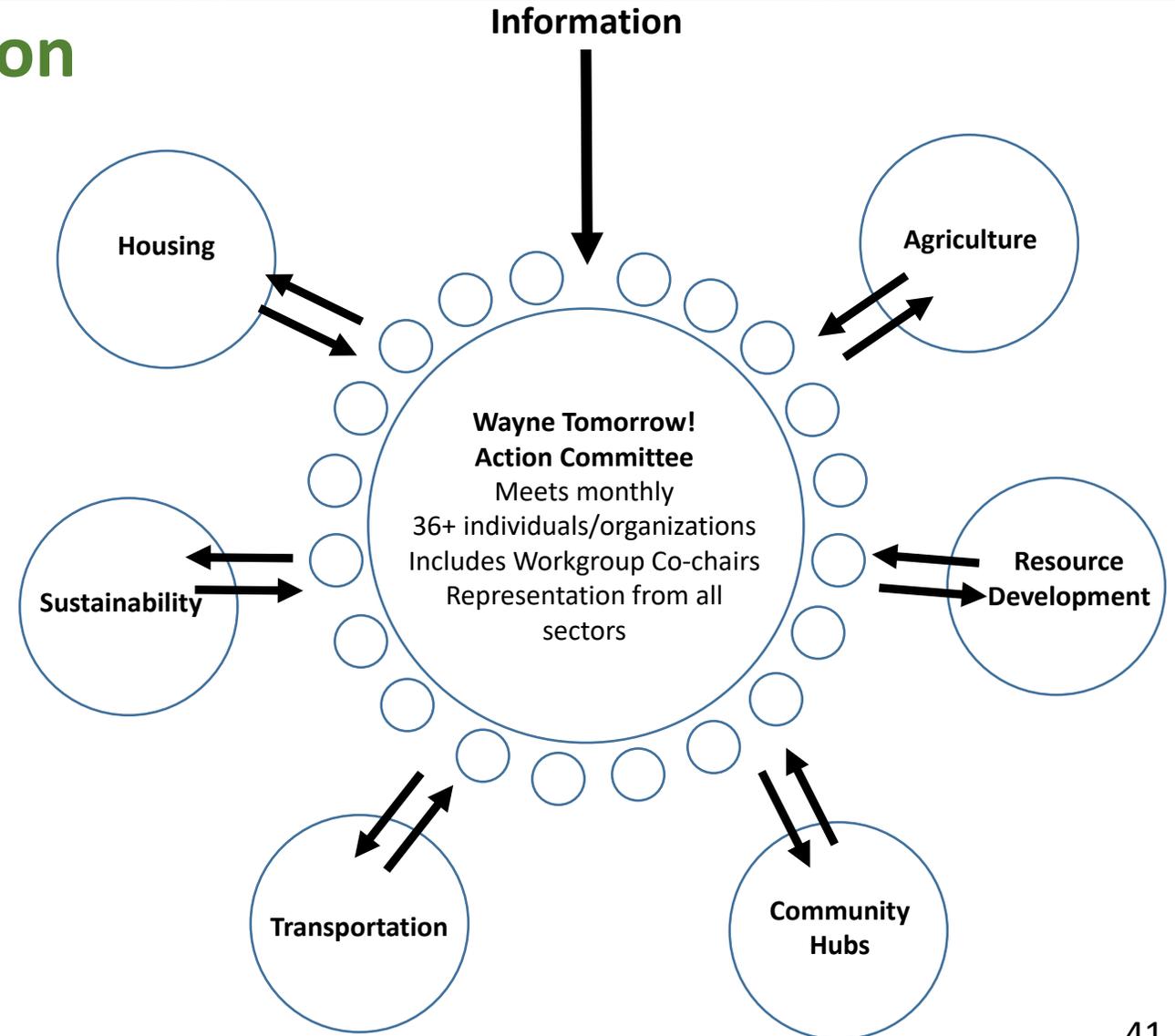
Task Force co-chairs report to the Action Committee, which meets monthly.

We strive to have all ages and interests represented on the Action Committee.

The Action Committee serves as the “integrator.”

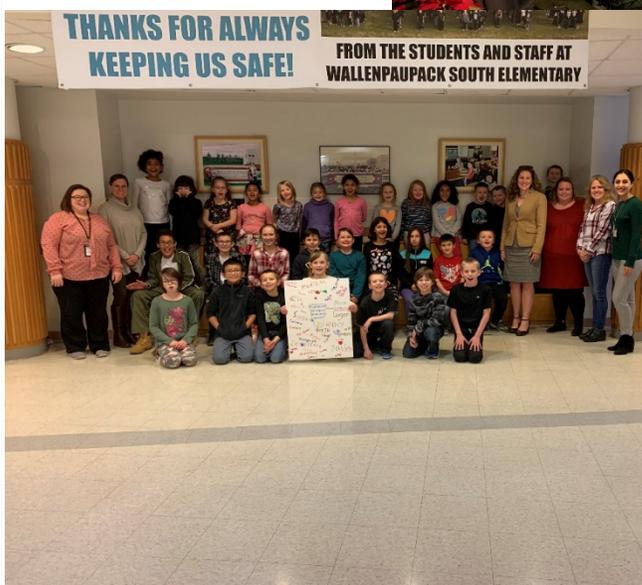
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Success!

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Success!

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Award-Winning Programming at the Stourbridge Project

Recipient of the 2018 Pennsylvania Economic Development Association's **Project of the Year Award**, the Stourbridge Project is a Community-Based Business Incubator that offers support for businesses at any stage of their development. Workforce Alliance develops educational programming with a focus on business, technology and developing the entrepreneurial mindset with the goal of building community through education.

The Stourbridge Project



Threat or Opportunity?

Wayne & Pike Counties = NO sending career technology center

Wayne & Pike Counties = absence of a community college presence

Pike = ONE satellite campus of a two-year private college

Off-balance industry profile – high hospitality – retail – accommodations

Lack of real broadband for industry attraction, in-migration of talent and education

Home of a federal and commonwealth prison, resulting in skewed wage data

- 85% of businesses with less than 10 employees
- Median age of 48.1
- Individual per capita \$22,525 (W)
- Behind state average – degree completion rates
- Historical unemployment rate higher than the state average

COVID 19 = Pivot & Prosper

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**Over 7,500 people
filing/receiving
unemployment in Wayne
County**

**Unemployment rate in
excess of 14%**

**Negative impact on hospitality,
tourism, recreation industry**

**Negative impact on education
and services**

- ✓ Immediately transitioned to on line services
- ✓ Radio spots with cell phone numbers
- ✓ Aailed Wi-Fi access for customer use
- ✓ Utilized social media outlets for communication of services
- ✓ Invested in online skills-building
access; Guest Service Gold – ServSafe[®] Food
Handler – OSHA[®] 10 - Construction OSHA[®] 10 -
General, OSHA[®] 30 COMP-TIA[®]

Up Skill Wayne & Pike

(\$272,828 USDA Rural Development Grant)

Focus = Immediacy and long-range skills building for occupational mobility within the sector

- **50 paid internships (industry exposure, occupational exploration, employment opportunities)**
- **Individual skills building courses – Industry-recognized certifications, skills-gap remedy, upward mobility within the business**
(TRAIN TO RETAIN!)

- **Focus = Immediacy and long-range skills building for individuals and businesses**
 - **Individual skills building courses – Industry-recognized certifications, computer aided design paired with 3-D printing and Adobe Cloud Suite, cybersecurity, transitioning to online sales, skills-gap remedy, upward mobility within the business**

(TRAIN TO RETAIN!)

Data Drives the action & reaction

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➤ Stop Waiting for Change.....Start Leading It!

Lucyann Vierling

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Cell # (570) 780-2617



Shannon Munro

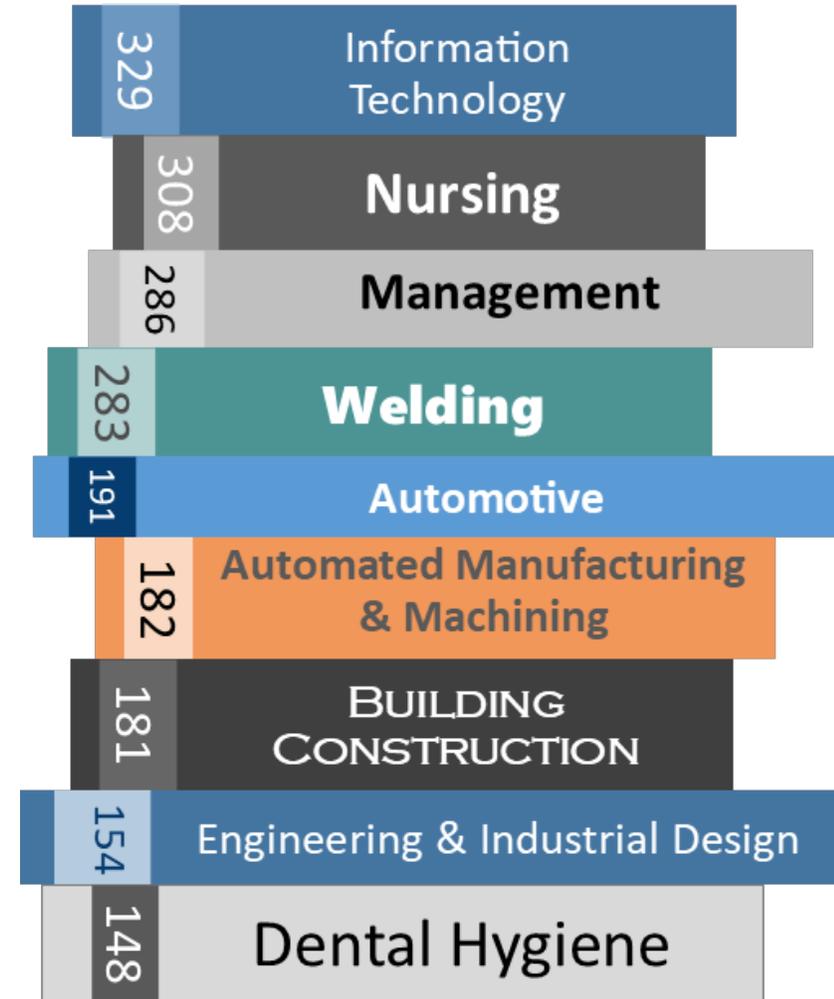
Vice President of Workforce
Development

Penn College of Technology



≈4600
students

98%
Placement
Rate



Workforce Development Department

- Training primarily for incumbent workers (>90%)
 - Apprenticeship
 - Short-term training – industrial, plastics, leadership, IT, energy efficiency
- Healthcare – Emergency Medical Technician (EMT), Phlebotomy, Licensed Practical Nursing (LPN)

Annually = ~5,000 People



Training Pre- and During Pandemic

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Pre-Pandemic	During Pandemic
Low unemployment rate – companies investing in training	High unemployment rate – companies in survival mode, concerned about long term
Some workers remote	Many workers remote
Automation by choice	Automation by necessity
Some layoffs, people quickly hired	Slower layoffs from impact of COVID-19 in rural areas, but beginning to occur (Shop-Vac closure – 9/20), people not as quickly hired
Growth areas in healthcare able to support incumbent training	Healthcare difficult finding time to be able to support incumbent training
Consortium training – multiple companies	Consortium training continues More customized training for single companies

Manufacturers – many able to pivot to PPE production or already making high-demand products

Healthcare – nursing, emergency, sterile processing

Many education and training topics are recession proof

Remote training delivery

Employers still hiring

Questions and Discussion

Please consider:

- What did you take away from the presentations?
- How did the presentations relate to your work?
- How do the presentations apply in the community you work with?
- What additional information would have added value to the presentations?
- What additional information would be valuable for future rural community action assemblies?
- How is the virtual format of the assembly and how else would you like to receive information on rural development?

Share your feedback with Nathaniel Borek at Nathaniel.Borek@phil.frb.org.

Resource Chat on Rural Workforce Development and Businesses

- *Moderator:* Susie Snelick, Executive Director, Workforce Solutions for North Central Pennsylvania
- Sheila Ireland, Deputy Secretary of Workforce Development, Pennsylvania Department of Labor and Industry
- Carol Kilko, Deputy Secretary of Business Financing, Pennsylvania Department of Community and Economic Development

Sheila Ireland

Deputy Secretary of Workforce
Development

Pennsylvania Department of Labor
and Industry



Carol Kilko

Deputy Secretary of Business
Financing

Pennsylvania Department of
Community and Economic
Development



Susie Snelick

Executive Director

Workforce Solutions for North
Central Pennsylvania



Questions and Discussion

Please consider:

- What did you take away from the presentations?
- How did the presentations relate to your work?
- How do the presentations apply in the community you work with?
- What additional information would have added value to the presentations?
- What additional information would be valuable for future rural community action assemblies?
- How is the virtual format of the assembly and how else would you like to receive information on rural development?

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Closing Remarks

Rural Community
Action Assemblies

Allen Norton

Workforce Development Executive
Pennsylvania Chamber of Business
and Industry



Thank You and Don't Forget

- Register now for Place-Based Partnerships for Capital and Regional Investment.
- Please share your feedback by taking the event survey.