

# WALL STREET WEST<sup>®</sup>

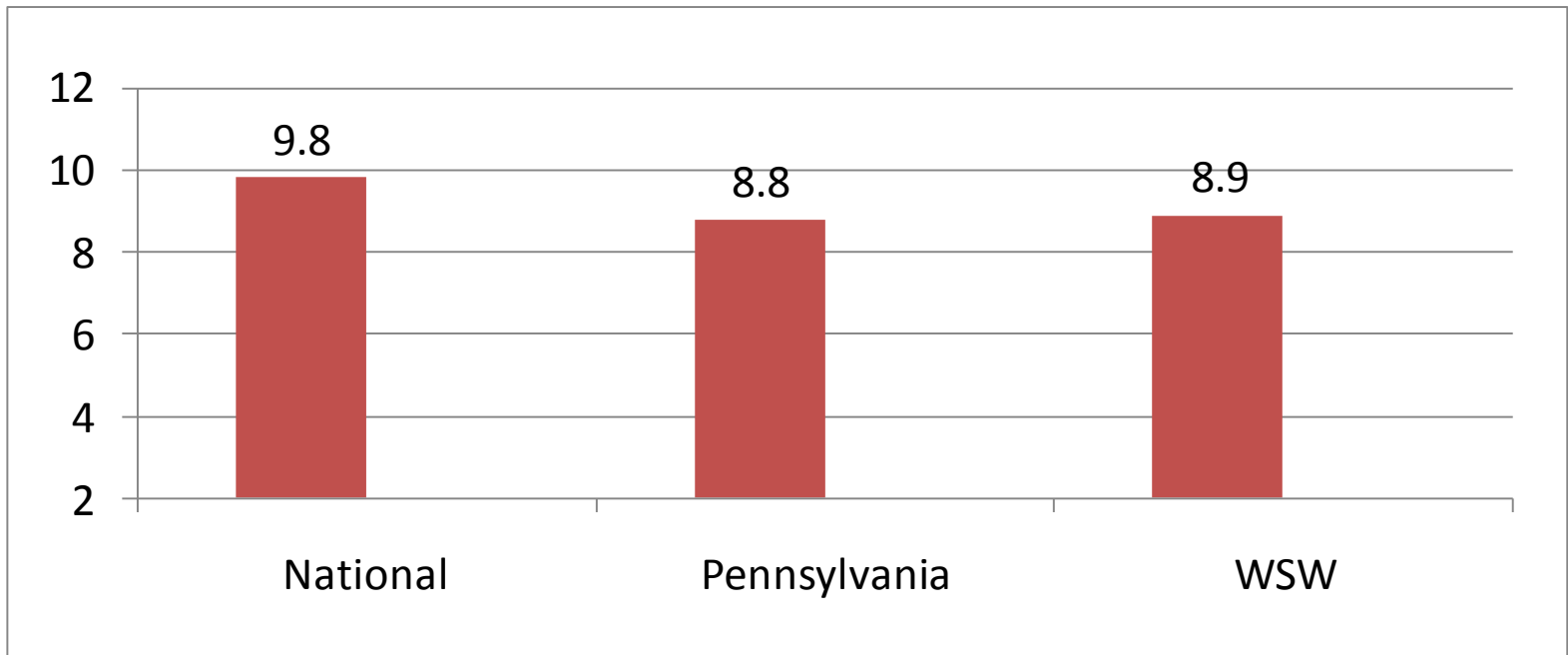
## **Workforce Development: Engaging Colleges and Universities**

Presented by:  
Susan Shaffer

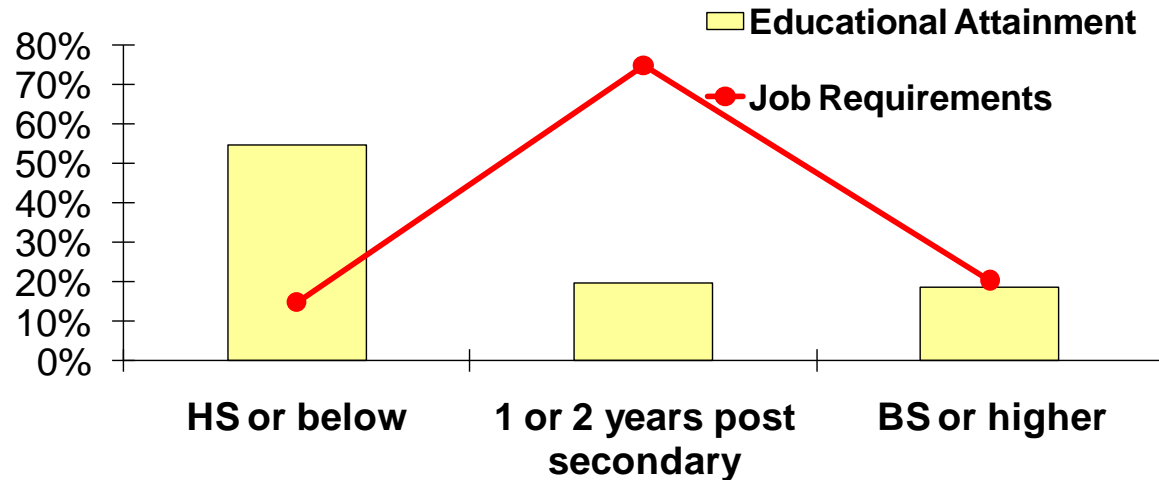
Director of Workforce Initiatives



# Unemployment Pennsylvania – 26<sup>th</sup> nationally

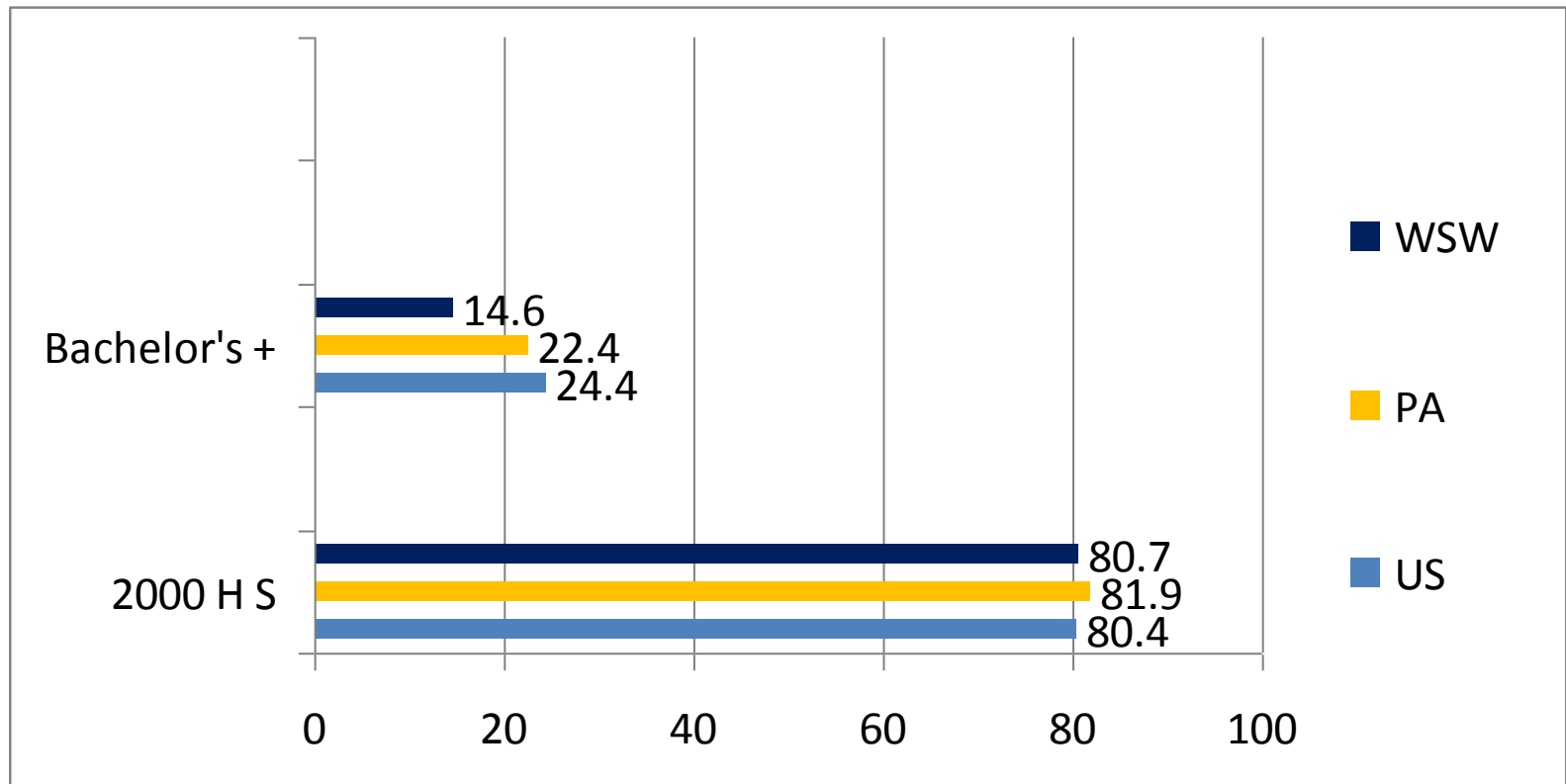


### 21<sup>st</sup> Century: Educational Supply vs. Demand

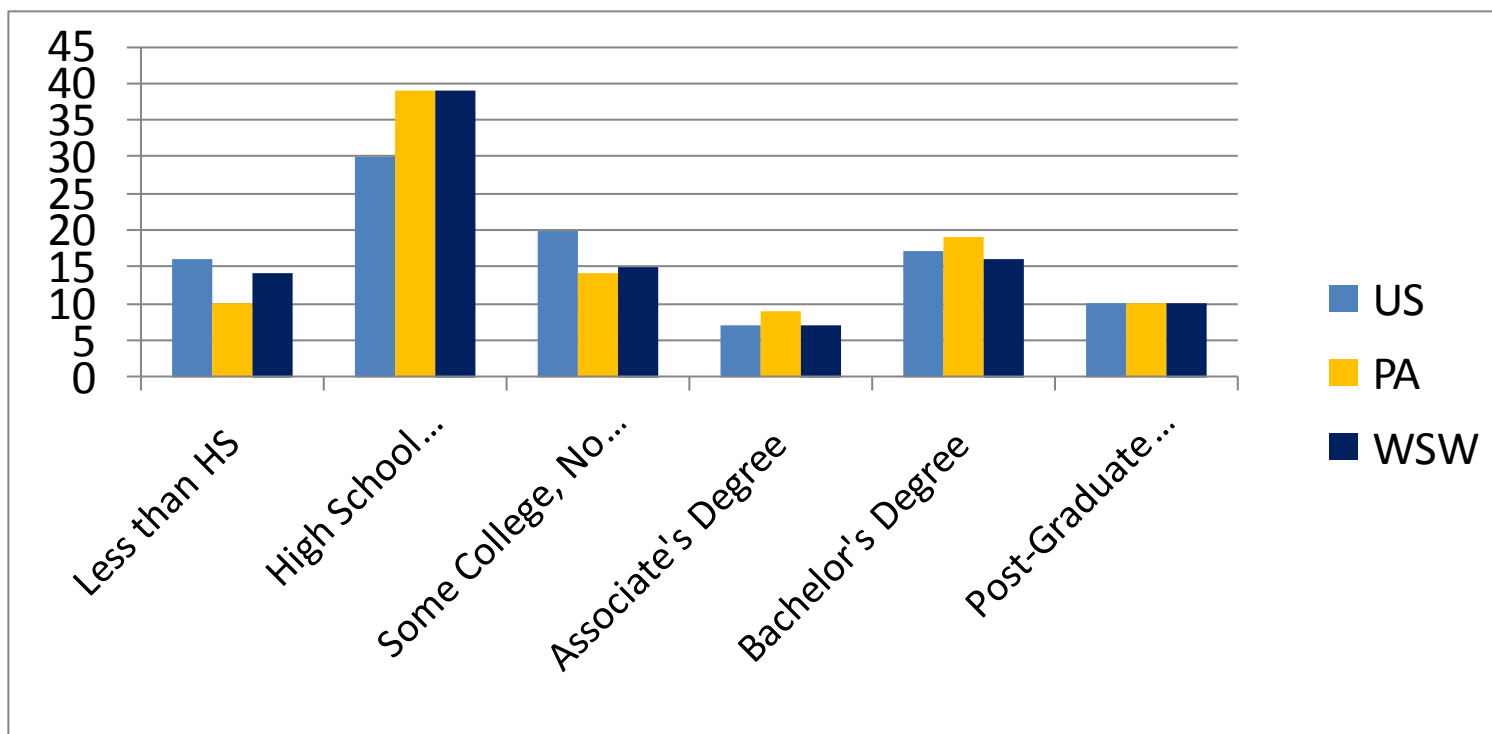


Slide From Human Capital & the Changing Economy: The Human Capital Policy Initiative  
University of Pittsburgh, Institute of Politics

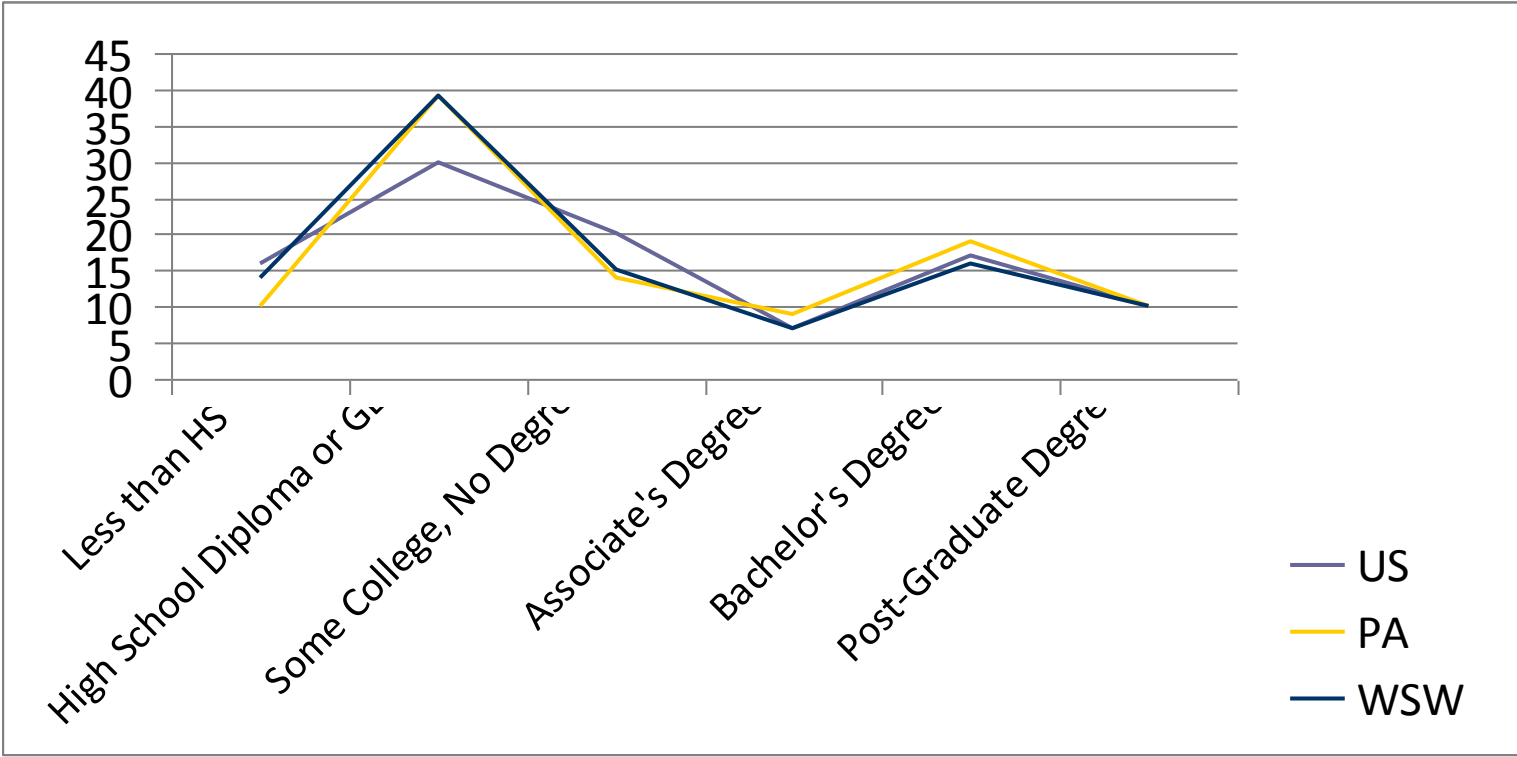
### Educational Supply as Percent of Population Age 25+



### Too few PA workers have the education to keep up with rapid technological change



### Too few PA workers have the education to keep up with rapid technological change



- Demographic Trends
  - Workforce is aging
  - Ethnic mix is changing
  - Gender shift in education and work
- Jobs returning to the United States
- Global and Technological influences persist!

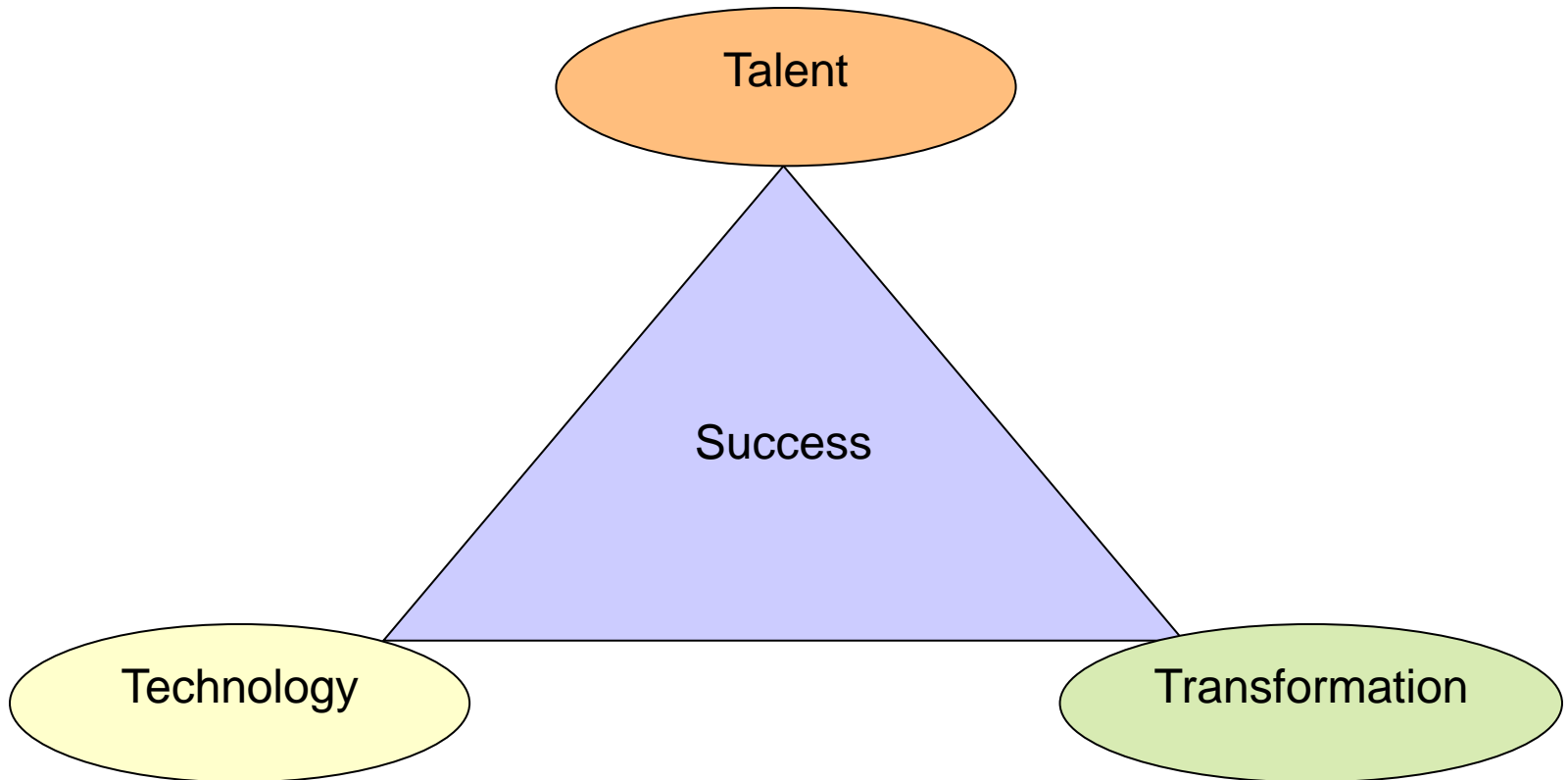
# Regionalism



[www.pasteminitiative.org/regions/stem-regional-map.cfm](http://www.pasteminitiative.org/regions/stem-regional-map.cfm)

- Partnerships: business & education, public and private
- Data Driven: decisions based on facts
- Ecosystems: a web of interdependent units

# Demand Driven



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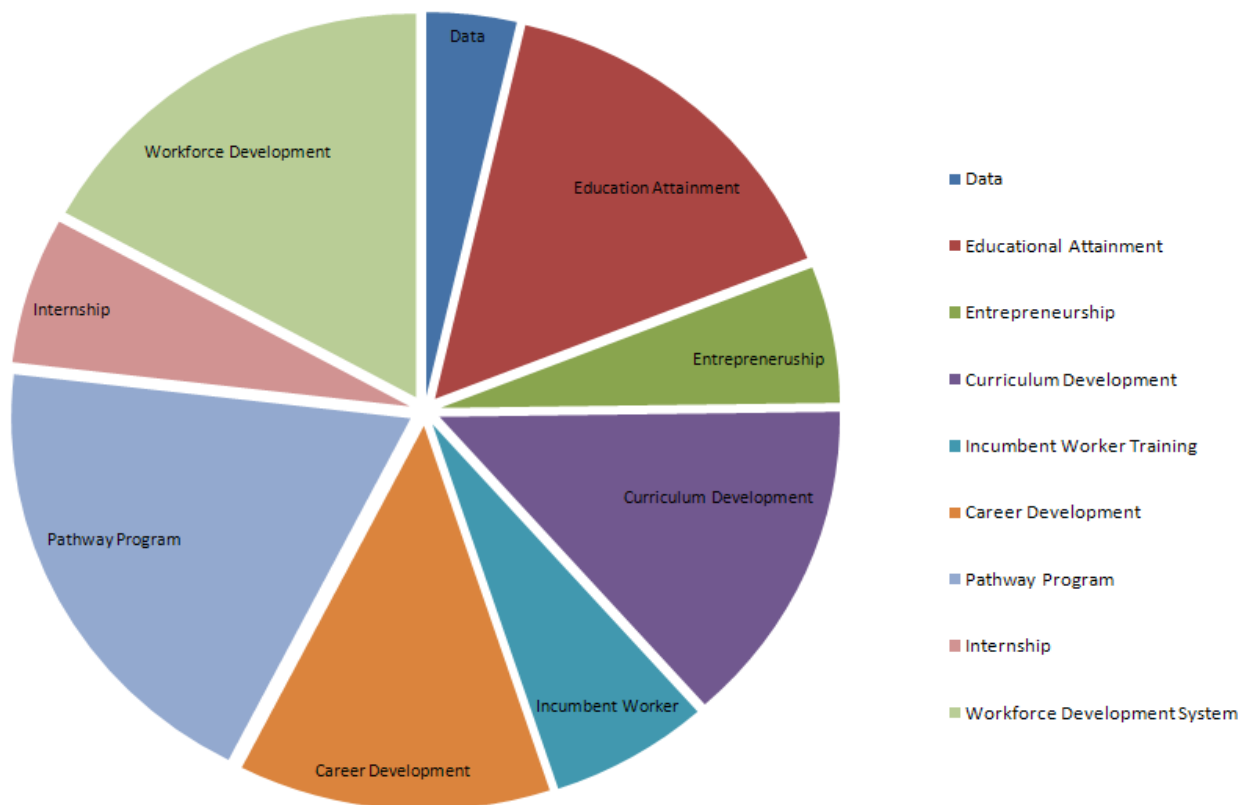


- **Target Industry Clusters**
  - **Business and Financial Services**
  - **Information Technology**
  - **Life Sciences (Healthcare)**
  - **Diversified Materials/Advanced Manufacturing**
  - **Logistics & Transportation**
  - **STEM (Science, Technology, Engineering and Math) Occupations**
- **Schuykill County added as 10<sup>th</sup> Wall Street West county**

- **Funding of 62 Workforce Development Projects**
- **More than \$11M in WIRED federal funding allocated**
- **Leveraging > \$8.5M in additional funding**
- **Collaboration of 5 Workforce Investment Boards**
- **Training > 112,000 students and teachers**
- **Assessment / training > 1,200 incumbent workers**

- **Creation of 36 certificates / degrees / curricula**
  - [www.wilkes.edu/abba](http://www.wilkes.edu/abba)
  - <http://istweb.bk.psu.edu/npol>
- **Development of 23 academic / workforce models**
  - [www.npeccareersuccess.org](http://www.npeccareersuccess.org)
  - [www.lehigh.edu/ott](http://www.lehigh.edu/ott)
  - [www.opencourt.biz](http://www.opencourt.biz)
  - [www.workforcewayne.org](http://www.workforcewayne.org)
- **Launch of web tools**
  - [www.wallstreetwest.org](http://www.wallstreetwest.org)
  - [www.InterviewNEPA.com](http://www.InterviewNEPA.com)
  - [www.wswbridgingthegap.com](http://www.wswbridgingthegap.com)

## **Strategic Investments** **WIRED Investments by** **"Communities of Practice"**



- Unprecedented collaboration of the region's five Workforce Investment Boards
- Regionalization of the systems is attracting national business and industry attention
- High schools, colleges and universities linked to One-Stops by a single platform
- Educators embracing comprehensive career education
- School districts integrating career pathway models
- Business and education partnerships in each Workforce Investment Board area

# WALL STREET WEST®

## Executive Leadership



Greater Wilkes-Barre  
**CHAMBER**  
of Business and Industry



Ben Franklin  
Technology PARTners  
Northeastern Pennsylvania

Pennsylvania  
**CareerLink**  
MONROE COUNTY



**LEHIGH**  
UNIVERSITY.



Northampton  
Community College

MONROE CAMPUS



THE  
NORTHEASTERN  
PENNSYLVANIA  
TECHNOLOGY  
INSTITUTE



pennsylvania  
DEPARTMENT OF COMMUNITY  
& ECONOMIC DEVELOPMENT



DEPARTMENT OF  
**LABOR & INDUSTRY**  
COMMONWEALTH OF PENNSYLVANIA



Berks County Workforce Investment Board  
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Reading PA 19605-3050

Northeastern Pennsylvania Alliance  
**NEPA**



EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR



Lehigh Valley  
ECONOMIC  
DEVELOPMENT CORPORATION  
*Helping business arrive.  
Helping business thrive.*  
[www.lehighvalley.org](http://www.lehighvalley.org)

penn's  
northeast

**Pennsylvania**  
Lehigh Valley Workforce Investment Board, Inc.



Ben Franklin  
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Northeastern Pennsylvania

