



VISTA 2025 Goal 2:

Position Chester County as a magnet for attracting talent and a model for developing an employer ready workforce.

Initial VISTA 2025 Goal 2 Team Meeting

July 28, 2015

Meeting Notes

Team Members Attending: Kathi Cozzone, Andrea Devoti, Jennifer Duff, Trish Faidiga, Alisa Maria Jones, Jim Lucas, Jim Nemes, Jerry Parker, Joe O'Brien, Kevin Quinn, Chaya Scott

Also Attending: Marybeth DiVincenzo, Pat Bokovitz, Mary Frances McGarrity, Gary Smith, David Sciocchetti, Elaine Jasper, Cyd McCord, Amanda Kichline (intern),

Kathi Cozzone

- Opened the meeting at 9:10 AM
- Introduced herself as the public sector co-chair of the VISTA 2025 Goal 3 team
- Introduced Jerry Parker and Joe O'Brien as her co-chairs
- Asked all present to introduce themselves
- Expressed her perspective on the importance of VISTA 2025
- Asked Mr. Sciocchetti to provide the group with an overview of VISTA 2025

David Sciocchetti:

- Described VISTA 2025 theme of progress and preservation
- Noted that VISTA 2025 is a public-private partnership focused on economic health
- Noted that VISTA 2025 was a response to a Landscapes 2 recommendation
- Described the VISTA 2025 Executive Alliance
- Reviewed samples of VISTA 2025 Community Questionnaire word clouds
- Described the five VISTA 2025 goals
- Described the VISTA 2025 implementation matrix
- Described the role of the VISTA 2025 goal teams
- Emphasized that VISTA 2025 is an “evergreen” document (annual review)
- Provided background on basis of VISTA 2025 Goal 2
- Described basis for the need to attract talent
- Described basis for the need for an employer ready workforce
- Presented selected strategies from Goal 2 for discussion
 - Strategy 2.1 - Convene a workforce and education summit
 - Strategy 2.2 - Maintain/advance incumbent worker skills
 - Strategy 2.4 - Develop a youth focused careers opportunity campaign
 - Strategy 2.6 Expand awareness of WIB and CareerLink programs

Following Mr. Sciocchetti’s presentation, a general discussion of the first strategy on the agenda – the workforce summit – ensued.

Kathi Cozzone:

- Workforce Summit – will bring together educators and employers to address workforce issues in Chester County

Jim Nemes:

- Asked if we have the data. We need to recognize and understand - what are the gaps?

Marybeth DiVincenzo:

- currently getting data; however, the State data is the whole story

Pat Bokovitz and Marybeth DiVincenzo described the workforce summit:

- Workforce Summit date is: October 14, 2015 – all day event
- Survey to precede event – to help guide discussion at the event
- Focused on seven industry clusters/sectors
 - IT, Health Care, Manufacturing, Agriculture, Bio, Financial Services, Energy
- Looking at workforce needs and educational system product connection
- Target 175 attendees
- Three breakout sessions – by industry sector
- Morning and lunch speakers
- Outcomes
 - Total of twenty-eight (28) action items: 2 business actions and 2 education actions for each industry sector addressing the needs of the employers and the workforce
- Funding: currently JP Morgan Chase \$25k, IDA \$10K
- Ideas welcome

Jennifer Duff (WIB Chair):

- Summit is excellent approach to the issues
- Clear objective has been carefully orchestrated
- Understand the County workforce dynamics
- Understand what business has to give for next generation
- Are businesses ready for 5-to-10 years out?

Pat Bokovitz:

- Homework will be assigned via survey to get individuals prepared to participate.

- Homework for those that might be participating School district requirements to career goals
- Schools charged with creating plans for connecting with employers
- Workforce summit will be a call to action – what form will collaboration take?

Kathi Cozzone:

- How will we invite people?
- How do we bring in the people who do not normally participate?

Jerry Parker:

- Focus has to be on misalignment of workers and jobs

Trish Faidiga:

- Need to create enthusiasm in and for the next generation
- Focus on the need to add/replace workers.
- Where are the actual worker shortages?
- Not enough career exploration opportunities in the school districts

David Sciocchetti:

- If you have or know of a situation that is education/business relevant or critical to one of our goals, please let us know.
- Over next twenty years - 10,000 baby boomers a day are leaving workforce. Is talent available to replace them, can't afford to lose them all at one time, not enough workers.
- Recent headlines highlighting workforce issues:
 - Do blue-collar jobs exist anymore?
 - The vanishing male worker

Chaya Scott:

- It is an exposure issue – children need to know about employment options
- High schools need to step up their game

- Q – How will the VISTA 2025 process work?
 - A - annual evaluation, use of goal teams to make adjustments

Joe O'Brien:

- Chester County – focused on four years of college
- Need to ask hard questions about why you are going straight to college
- Need to look at supply and demand - misalignment
- Historic career pattern of one long term employer – bond broken on both sides
- Diminished sense of loyalty or commitment – on either side
- IT workers get trained and go on to other companies
- Highly skilled get the time off that they want
- People get stuck in the wrong job – need help to find the right job
- Occupational Advisory Committee surveys employers to find out what is needed.

Gary Smith

- VISTA 2025 is like a shotgun start in golf – broad community initiative with many parts starting at the same time

Jim Lucas:

- VISTAGE conducts meetings like this (workforce summit) all over the country
- Need to educate the attendees – reality is that attendees will likely not prepare, have a short attention span – making good facilitators critical
- Getting sponsors from the right business leaders.
- Jim Lucas offered to help with the Summit
- Communicate data and gaps early on in the Summit.
- Predicting a recession in the near future
- Mark Zandi could speak to future data – implications for workforce

Kathi Cozzone

- “Biggest Lie Employers Tell Workers” - article from over the weekend

Jennifer Duff:

- New concept – redeployment across employer lines
- Redefine the “team”
- Keep employees/skill sets in the County
- Redeployment for company layoffs

Kathi Cozzone

- Still have folks who are unemployed

Mary Frances McGarrity:

- Retooling
- Companies want access to laid off Sikorsky workers

Gary Smith:

- In the past companies worked independently, now need to work together

Andrea Devoti:

- Summit meeting very important for this goal
- Communicate data and gaps very early on the day of the meeting
- County leaders do not prepare; very short attention span
- Need sponsors for breakout

Jennifer Duff:

- Redeploy (e.g. Sikorsky laid off workers)
- Message has to resonate “keep in County” (life, career, family); loss is when they leave the County

Kathi Cozzone:

- Still have folks who are unemployed
- Encourage workers and maintain interest

- Employees sometimes circle back to companies where they previously worked

Marybeth DiVincenzo:

- Coordinate efforts

David Sciocchetti:

- Need to expand private sector participation

Kathi Cozzone:

- What she takes away from this meeting is “enthusiasm”.

Meeting ended 10:35 am.