



**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**

**March 8, 2017**

**Meeting Notes**

**Team Members Attending:** Kathi Cozzone, Jennifer Duff, Trish Faidiga, Alisa Maria Jones, Joe O'Brien, Jerry Parker, Kirk Putt, Kevin Quinn

**Also Attending:** Pat Bokovitz, Marybeth DiVincenzo, Mike Grigalonis, David Sciocchetti, Gary Smith, Kirk Willard

**Kathi Cozzone**

Welcomed the members of the goal team and invited introductions. Requested any comments on the meeting notes from the previous meeting. None were provided.

**David Sciocchetti**

Provided an overview of the draft VISTA 2025 progress report and invited thoughts or comments.

Opened discussion of initial agenda item on follow up to workforce summit.

**Marybeth DiVincenzo**

Noted a number of follow up activities and new workforce initiatives.

Indicated that the state DCED had held meetings across the state on the topic of possible new approaches to industry partnerships. Added that Chester County industry partnerships appear to match well with new directions.

Described “learn and earn” concept and noted that funding had been requested.

Commented on strategic innovations including approaches to manufacturing that include four counties.

Described program to put professionals looking for work in front of a board to raise visibility and improve hiring chances.

Noted that efforts to find ways to share qualified candidates across company boundaries continue.

**Kathi Cozzone**

Asked about requirements to inform candidates if their resume was going to be shared with a company other than the one they submitted the resume to.

**Marybeth DiVincenzo**

Responded that it would be a check-the-box item to get the authorization.

**Kathi Cozzone**

Noted that information from state budget hearings suggested that industry partnerships may move from the jurisdiction of the Department of Labor and Industry to the Department of Community and Economic Development.

**Pat Bokovitz**

Indicated that his sources seem to think it was going to happen.

**Kathi Cozzone**

Questioned what this would mean to the industry partnership program in terms of funding, the nature of the programs, etc.

**Marybeth DiVincenzo**

Suggested that the outcomes may be influenced by the DCED led summits and, if so, Chester County should be in good shape.

**David Sciocchetti**

Called attention to the success of the Girls Exploring Tomorrow's Technologies (GETT) and What's So Cool About Manufacturing activities.

**Marybeth DiVincenzo**

Noted that 800 girls participated in GETT, the most ever. Added that the number of schools involved in the What's So Cool About Manufacturing event rose from 7 to 13. And the voting on the What's So Cool videos rose from 4,000 votes to 27,000 votes.

**Kirk Putt**

Noted the importance of the involvement of the parents.

**Marybeth DiVincenzo**

Commented that a major focus was on superintendents and showcasing the variety of job opportunities.

**Joe O'Brien**

Suggested that CCIU could help with outreach to the superintendents.

**Kathi Cozzone**

Commented that these two activities are important and that the growing involvement and recognition is encouraging. Agreed with the importance of reaching the parents.

**Gary Smith**

Commented that economic development is changing and that there is a growing recognition that workforce development is economic development. Noted that building a strong workforce will help us maintain a strong economy.

**Kirk Putt**

Commented that Chester County has a unique culture that has contributed to our success. Argued for maintaining the culture and adapting to changes.

**Gary Smith**

Agreed but raised the question of how we adapt.

**Kathi Cozzone**

Stated that that question was the basis for how VISTA 2025 was developed, with a focus on bringing what makes us special together with changing realities.

### **David Sciocchetti**

Transitioned to the topic of data and its importance to developing programs and measuring their performance. Noted that DCD and CCEDC had partnered to acquire a new data source from Chmura.

### **Marybeth DiVincenzo**

Introduced Austen Steele (remotely) from Chmura to take the group through a demonstration of the Chmura data software and products.

### **Austen Steele**

Noted that Chmura works with a dozen economic development groups in Pennsylvania.

Used the Chmura JobsEQ data platform to demonstrate some of the ways that data could be assembled, analyzed and used for workforce and economic development.

Reviewed several sample data sets in manufacturing and health care to show the ability to use the data for historical analyses, current analyses and projections.

### **Marybeth DiVincenzo**

Commented that this kind of data could be used to make decisions on programs and activities

### **Pat Bokovitz**

Added that the ability to select different areas for analysis could be very valuable.

### **Austen Steele**

Noted that Chmura uses 90 different data sources including their own proprietary sources and analysis procedures.

### **Jennifer Duff**

Noted that the data was impressive, but questioned what we do with it and how we would use it.

### **Kathi Cozzone**

Responded that that was a great question and a possible focus for this group.

### **Pat Bokovitz**

Noted that several DCD staff had been positioned to use the Chmura data to help prepare the required five year workforce plan due in September.

**Jerry Parker**

Noted that data availability is one thing but using it effectively is another adding that a reality check could be important.

**Jennifer Duff**

Commented that it was important to intelligently assess how the data would be assembled and used. Need to identify the questions that we want to answer.

**Kevin Quinn**

Added that work on how to shape the data for distribution would also be important.

**Kathi Cozzone**

Commented that sharing with the other VISTA 2025 goal teams would be important. Noted that Chester County was gearing up for a significant new data project.

**David Sciocchetti**

Commented that moving from using some hard data along with anecdotal data to a more sophisticated, data driven approach would be a significant culture shift.

**Kirk Putt**

Stated that a person will need to be assigned to the use of the data or it will drift.. Suggested the use of interns to support primary staff.

**Joe O'Brien**

Commented that CCIU could dedicate a person as part of the VISTA 2025 process.

**Pat Bokovitz**

Indicated that an initial work group had been put together to begin to learn how this new data source can be put to use.

**Kathi Cozzone**

Adjourned the meeting noting that due to time constraints we would learn more about the Ascend and Re-Entry programs at the next meeting.