

# WORKforce

PA Workforce Development Association



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**2023**

annual report

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## From the Executive Director

Workforce Development remains a critical priority for Pennsylvania's economic growth and competitiveness.

PWDA remains unwavering in its commitment to serve as a steadfast voice and resource. We have proudly continued to be the go-to hub for comprehensive workforce solutions, providing invaluable support to our members, Pennsylvania policy-makers, and industry stakeholders.

As you delve into the pages of this annual report, I invite you to celebrate the collective achievements of PWDA, made possible through the dedication of our members, partners, and the communities served.

Make no mistake, this annual report is a look-back of another impactful year; our work as a statewide industry association evolves on these strengths and informs our future path.

Together, we are building a stronger foundation for workforce development staff, elevating the impact of the workforce development ecosystem, and informing strategies, policy, and investment.

Sincerely,  
Carrie Amann, MPA  
Executive Director



# Apprenticeship **PA**

COLLABORATIVE AND EXPO

The 2023 ApprenticeshipPA Collaborative and Expo will bring together stakeholders from across PA that are interested in strengthening the apprenticeship and work-based learning models as part of its workforce development strategy.



*Governor Josh Shapiro kicked off Apprenticeship Week 2023 with remarks at PWDA's launch of ApprenticeshipPA*

nearly  
**300 attendees**  
and  
**30 workshops**

In Partnership with

**PACTA** PENNSYLVANIA  
Association of Career  
& Technical Administrators

# 39th Annual Conference

**built to thrive.**

**1,000**  
in attendance

**52**

Workshops

**25%**

First time attendees

**3**

Award Ceremonies

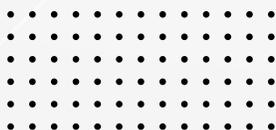
## *Attendee Comments, Post-Event Survey*

“The conference was so informative in providing knowledge of programs we didn't know were available. This information is being shared with everyone I speak to.”

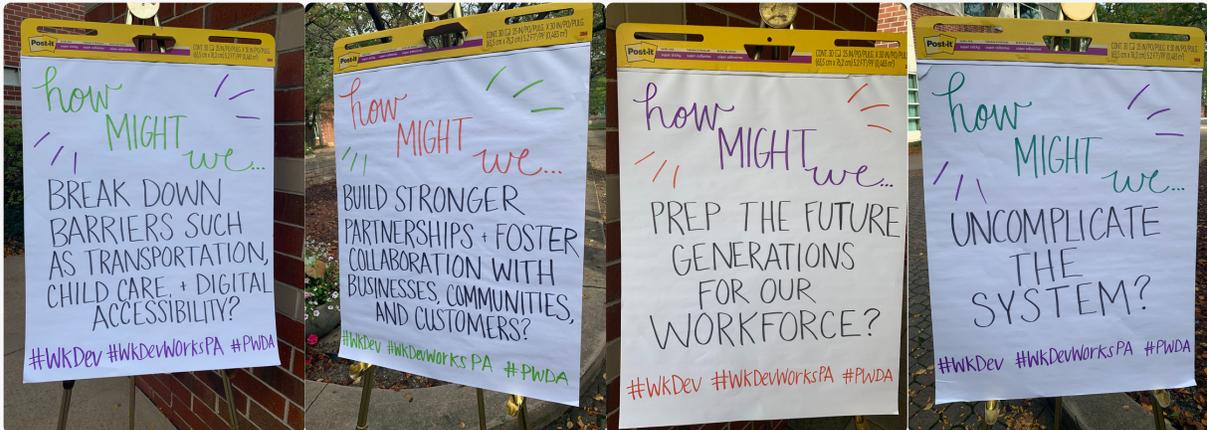
“One of the largest and most robust conferences I've attended!”

“This was a great opportunity to convene with all the pillars of workforce in the state.”

“Wonderful networking conference where you can learn new and innovative things happening.”



# Symposium 2023



## Agenda Highlights:

- **New! “Be Your Own Keynote” Sessions**
- **A Data, Transformation, and Development Agenda**
- **The Workforce Almanac: Mapping the Landscape of Workforce Training in the US**
- **Pennsylvania Education Reform and the Intersection of Work**

The 2023 Workforce Development Symposium provides a platform for professionals from various fields such as workforce development, education, and training to engage in discussions regarding policy, peers, and practice. Attendees network, learn, and exchange ideas on topics that impact workforce development. The symposium also offers an opportunity for attendees to shape their strategies, program designs, and capacity building needs to enhance their skills and knowledge.

# STRENGTHENING THE EDUCATION TO WORKFORCE PARTNERSHIPS



PWDA continues to develop relationships with key stakeholders in education policy. Through coalition building around #FreeTheData and ApprenticeshipPA, PWDA has capitalized on partnership opportunities between workforce and education:

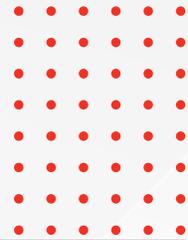
- Joined The Spark on WITF to talk non-traditional career pathways with a panel of students, educators, employers, and administrators
- Partnered with PACTA to successfully host ApprenticeshipPA Collaborative & Expo
- Incorporated PDE leaders as key speakers at PWDA Conference, Workforce Symposium, & ApprenticeshipPA
- Collaborating with youth and education associations around workforce



nts to enter post secondary education and



# PROFESSIONAL DEVELOPMENT & CAPACITY BUILDING



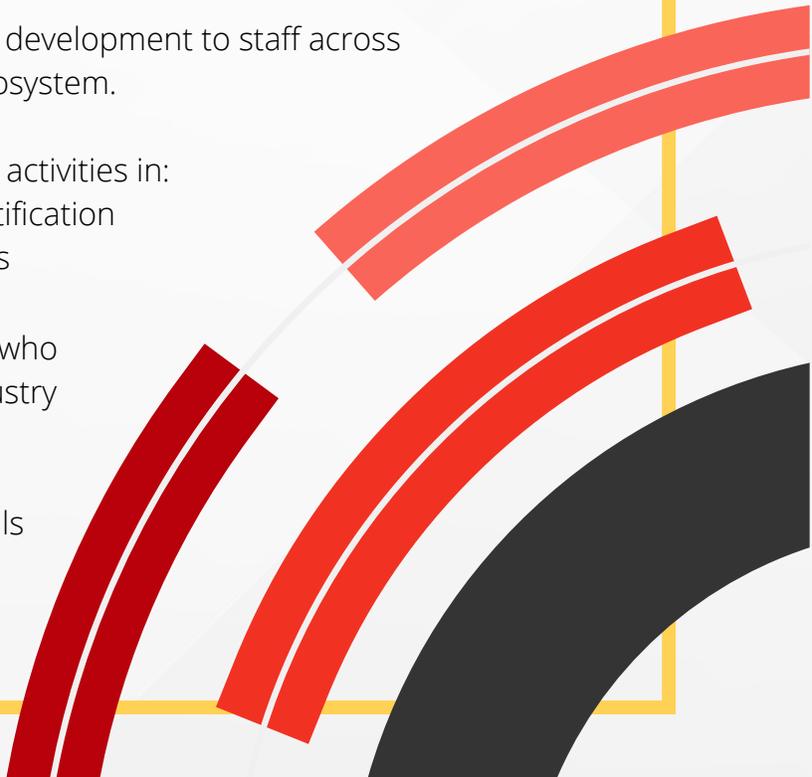
Providing quality training and professional development to staff across Pennsylvania's workforce development ecosystem.

PWDA provided training and development activities in:

- Workforce & Career Development Certification
- Certified Business Services Consultants

The WCDC was provided to 23 individuals who upon completion qualify for the three industry credentials.

The CBSC provides individuals with the skills and techniques to engage in employed focused in their every-day activities.



# ADVOCACY

## #FREetheDATA

Local Workforce Development Boards (LWDBs) are working to improve performance and better serve: Jobseekers, Workers, Youth, Employers, Educators and Program Managers, and Policymakers

Pennsylvania must #FreeTheData of already collected workforce data on unemployment claimants, unemployment wages, and new hires. Accessible and transparent data will allow LWDBs to make data informed decisions that lead to improved services and results for Pennsylvania.

SB 761 Sponsored by Senator Camera Bartolotta  
HB 1770 Co-Sponsored by Representatives Jen O'Mara and Kate Klunk

### 2023 Coalition Members



United Way  
of Pennsylvania



# PWDA Policy & Advocacy Fellowship Program

## 3rd Annual Cohort

The Policy & Advocacy Fellowship Program raises the collective capacity of PWDA members & partners to engage in workforce development advocacy at the federal, state, county, and local level. Fellows are selected by application and receive intensive training on the federal and state legislative, administrative, and appropriations processes, and tangible experiences in developing and utilizing advocacy strategies.

2023 Policy & Advocacy  
Program Fellows



# STATE BUDGET IMPASSE

*"...it is important to ensure Pennsylvanians have access to the services they need, especially if there are readily available funds and ways to drive out the money..."*

*Letter to Secretary Walker | July 19, 2023*

On August 3rd, Pennsylvania resolved its budget impasse.

PWDA staff immediately monitored the impact of the budget impasse on Pennsylvania's local workforce development system with readily available resources and communications to our members.

During the impasse, we were proud to work with our partners, stakeholders, and members to make sure their voices were being heard in Harrisburg.

We worked with our members, the administration, the legislature, and the treasury to release federal carryover funding for PA CareerLinks® including WIOA and TANF dollars that would allow for the continued operation of PA CareerLinks®.

*"The budget impasse caused disruptions to customer engagement and administrative delays that cannot be ignored..."*

*Letter to Secretary Walker | August 3, 2023*

## Budget Impasse Timeline

Early July	July 19, 2023	July 20, 2023	July 23, 2023	July 25, 2023	July 31, 2023
Senate and House Pass appropriations bill without associated code bills, prompting a budget impasse.	PWDA requests the Release of funding for PA CareerLink® including WIOA and TANF, along with other workforce programs.	Shapiro Administration notifies the legislature of intent to distribute workforce funding including WIOA and TANF Youth.	Senate President Pro Tem, Kim Ward indicates to media that the Senate will come back in August for the procedural vote to pass the budget.	Dept. of Education Sec. Kahlid Mumin sent a <a href="#">letter</a> to educators outlining the immediate education funding impacts during the budget impasse.	Department of Labor and Industry notifies LWDBs that they can draw WIOA and other workforce funding.

# TESTIMONY & NEWS

“Workforce development is crucial to the economic growth and prosperity of Pennsylvania. Our state’s workforce is its most valuable asset. As policymakers and legislators seek to attract new business and grow existing ones, it’s not sufficient to hype over hypothetical numbers of job openings if, in reality, we do not have the human infrastructure to support it.”

- Carrie Amann, Testimony
- Center for Rural PA

In 2022, 4 million fewer people in the country enrolled at a college than 10 years ago. The COVID-19 pandemic further accelerated the decline, with a 10% decrease in sign-ups, according to the World Economic Forum.

Pennsylvania’s enrollment numbers are seeing the same dips, according to Carrie Amann, executive director of the Pennsylvania Workforce Development Association. By 2029, Pennsylvania is expected to have 12% fewer college students than it did in 2013.

“Your community colleges and four-year universities have decreased and a number of people are attributing that to choices that young adults are making around affordability,” she said.

She also says it can come down to the cost-benefit analysis: what benefits are students getting for the cost of education? With trade schools, the career prospects can look more clear, such as for students like Vernon who already completed a CTE program in high school.

## Shapiro signs first executive order as governor; eliminating degree requirements for 92% of Commonwealth Jobs

“It takes two things,” said PWDA Executive Director Carrie Amann. “It takes the commitment to understand what you need and then the demonstration of how workers and jobseekers demonstrate that they have those skills and competencies to you. So that does require engaging with workforce development organizations, education organizations, and others including career tech, local workforce boards and others.”

### PA House GOP Policy Hearing Workforce Development February 2023

“By accessing existing data, local workforce development boards can more efficiently address gaps in the service delivery system,”



# The Voice of Workforce Development



“This policy embeds State administrative bureaucracy squarely into local control, leadership, and service delivery at a time when we need transformative and accountable systems to serve Pennsylvania. ..PWDA asks to wholly rescind this policy and attachments and redesign its drafting approach.”

Local Governance Policy Public Comment  
May 2023



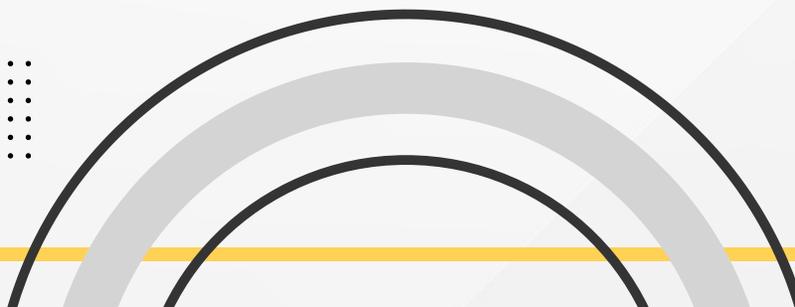
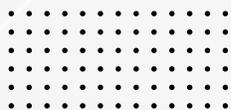
## UC Connect Equity Grant Expiration

“The Unemployment Compensation employees working onsite have provided much needed relief to our **PA CareerLink® offices which have been incorrectly branded by the state as pseudo-UC claimant offices**. To-date, Local Workforce Development Boards have received no collaborative effort from the Department to transition the Equity Grant to its end or its continuation. We ask that PWDA, and our Local Workforce Development Boards be engaged with and seen as partners in determining next steps.” *March 2023*

## PA Broadband v2.0

“The proposed “workforce readiness” outlined in BEAD plan falls extremely short of “building a BEAD workforce ecosystem”. Frankly, of the \$1.16 Billion funding awarded to Pennsylvania, \$0 is the proposed investment for BEAD workforce development...”

The BEAD plan fails to acknowledge the inequities and access issues that Pennsylvanians face in their search for employment, and the mitigation of barriers that can sustain that employment; not to mention the rural underserved areas where population decline is occurring. **BEAD focuses on economic development but lacks a substantial vision or plan to support the workforce needed to foster such development.”**



# WIOA Reauthorization

## **Subjective Training Requirements do not address Customer Needs**

We recommend that Congress maintains flexibility in funding for LWDBs, allowing them to customize their services based on the specific economic conditions and needs of employers and workers in their local areas. This way, LWDBs can provide services that are both responsive and effective in addressing the challenges faced by job seekers and employers in their communities.

## **Maintain Funding for Local Services; Don't Divert Funding to the State**

By allocating 10% of local workforce board funds to the state, the legislation is taking away critical investments that serve the community directly and immediately. We firmly believe that local boards possess the expertise to understand the needs of their local economies. To achieve a more immediate impact, funds should be maintained or increased for local services and be directed to local boards, rather than being distributed through state-determined allocative processes.

# TANF Proposed Rule

"We strongly recommend that the agency supports and **preserves flexibility in TANF programming and eligibility**. Flexibility empowers states and their partners to comprehensively address TANF assistance, ensuring more effective and tailored programs for Pennsylvania's needy families. In addition, Pennsylvania existing TANF programs are integrated or closely aligned with the workforce development system; this holistic person-centered approach affords Pennsylvania to successfully support needy families and parents where they are at and avoids an overly bureaucratic approach to program delivery."

# Unemployment Insurance Data Sharing

## **Equitable Access to Data**

Access to data should be equitable across all local workforce development boards. Action taken by USDOL-ETA should maximize equitable access to data for local workforce areas of all sizes and funding levels.

## **Timely Data Sharing Agreements**

Action taken by USDOL-ETA in this proposed rule should reinforce the expectation for States to execute data-sharing agreements in a timely manner and put the onus on the Agency to maintain an efficient timeline when capacity limitations exist at the local.

## **Building and Strengthening Local Capacity for Strategic Use of the Data**

We encourage the Department to consider ways to maximize existing authority and responsibility outlined in WIOA and the Employment Service/Wagner-Peyser Laws where state labor market offices can provide improved support and technical assistance to local workforce development boards in their understanding and use of the data, without added cost to locals.

# BOARD OF DIRECTORS



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Mary Salony  
Vice Chair



Anna Ramos  
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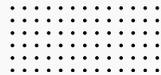
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*The Voice of Pennsylvania Workforce Development*

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