



collaborate | kuh·la·br·eit | *verb*
they collaborated on the project:
co-operate, join forces, team up,
band together, work together,
participate, combine, ally; pool
resources, put — heads together.

2019
ANNUAL REPORT

bbec

**BERKS BUSINESS
EDUCATION COALITION**



MISSION:

The mission of the Berks Business Education Coalition is to develop and to coordinate programs within the business and education communities which improve the competencies of students and ensure that they have the aspirations, skills, and knowledge to plan appropriately for their lives after high school.

GOALS:

1. Promote career awareness and development programs for students in Berks County.
2. Support member schools in the effort to improve basic academic performance.
3. Promote appropriate, differentiated interest in pursuit of post secondary education.
4. Facilitate continuing dialogue between, with, and among Pre-K, K-12, and higher education.
5. Support initiatives to assure that quality Pre-K education, ages 3-5, is available for all children in Berks County, in particular, for those from disadvantaged or at risk backgrounds.
6. Provide for the viability and sustainability of Coalition programs and services.

Collaboration. The Berks Business Education Coalition (BBEC) is all about collaboration. We are a coalition within and between the business and education communities, doing our part, to promote the growth, maturation, knowledge, skill set, and aspirations that enable students to become successful contributors to an increasingly complex society. Through our mission statement and the goals we annually set, we work purposefully to these ends.

In this Annual Report, you will read about Career Ready Berks, the Berks County-wide initiative to promote resources for schools to draw upon when providing K-12 career awareness programs. You will read about the Hamburg Area School District initiative working with the Associated Builders and Contractors to provide specific skills training in the building and construction trades.

You will read about our signature initiatives including: Students Interacting with Business and Higher Education Campus Visits; about the 16 school districts which now offer the internship elective senior year; and, about the teacher in the workplace summer placement program. We will tell you about *What's So Cool About Manufacturing* and the World Affairs Council of Greater Reading engagement with the schools. We also continue to promote quality Pre-K education for all students who then benefit from a focused early head start.

We value the positive synergy which results when business and education join together in the ways described above. Everyone benefits when students and the community come together to make Berks County a better place to live and work.

John P. Weidenhammer

Career Ready Berks Guides the Way

Baby boomers are retiring en masse, and the employment pipeline does not have enough skilled workers to fill the void. According to the Berks County Workforce Development Board, between 2011 and 2025, the potential retiree population, those ages 65-plus, is projected to grow about 45 percent, from approximately 60,000 to more than 88,000, or from approximately 1 out of 7 Berks County residents to nearly 1 out of 5. This, along with rising college debt and many “under-employed” college graduates have been headlining in the news lately.

Educators have heard the news from businesses and are reacting. Stakeholders from across Berks County have come together to form the **Career Ready Berks Alliance**. Career Ready Berks Alliance is a coalition of the 18 school districts in Berks County, the Career and Technical Centers, and local business and industry with the support of the Greater Reading Chamber Alliance and Northeast Chamber of Commerce, the Berks Business Education Coalition, and the Berks County Workforce Development Board. Together, this Alliance is working to provide equity and access to career awareness and exploration opportunities for the 70,000 students in Berks County. Bringing business and industry together with K-12 education, the Alliance believes will help students to explore career opportunities and make more informed decisions about their future. The experiences will also help to keep our talented youth here and help fill the need for a skilled workforce in the county. The Alliance believes career development equals workforce development which equals economic development for Berks County.

To help bring educators and businesses together, the Career Ready Berks Business Engagement Platform

has been developed. This online tool, available at careerreadyberks.org, is a digital platform for business and education to connect. Businesses can list the experiences they are able to offer to students, anything from career day speakers and field trips to job shadowing and semester internship opportunities. Students, parents, and teachers can search the platform for experiences and sign up directly online.

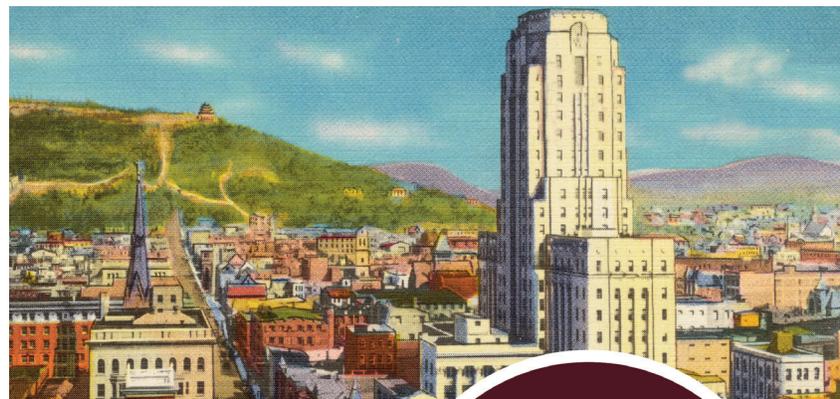
Workplace experiences benefit students in multiple ways. These experiences give students an early look into the workplace and help them make decisions for their future. They also allow students to develop and practice employability skills, essential for their future success. Additionally, workplace experiences open students’ eyes to the opportunities right here in Berks County. Students get to see firsthand the thriving businesses that are growing and developing right in

their backyards. The benefit to business is also very important. Opening a business to students allows the participants to be a part of the future of Berks County. The workforce pipeline can be filled if we work together to educate our students on the opportunities available to them for promising careers right here. Bringing a student into your business allows an employer to build their workforce from the ground up, train the students, and integrate them into the industry.

Working together, we can provide equitable access to career information and experiences to the students of Berks County. The future workforce is in good hands with the Career Ready Berks Alliance guiding the way.

Stacy Dunleavy

Career Readiness
Program Administrator
Berks County Intermediate Unit



As a community, we are charged to provide pathways to more than 70,000 Berks County students to help shape their career decisions.

**CAREER
READY
Berks**

<http://CareerReadyBerks.org>

Berks County School District Senior Year Internships

The concept of offering interested students a senior year internship experience is gaining greater and greater traction among Berks County school districts. Students typically spend two hours a day, five days a week for the semester or year, earning academic credit at a business site or internally in the school, investigating possible areas of career interest.

Sixteen of the 18 Berks county public school districts included the internship as an elective component in the senior year curriculum in 2018/2019 and 2019/2020. Five hundred sixty-eight (568) seniors chose an internship placement as part of their senior year curriculum the first semester, 2019/2020, representing 11.2% of the senior year cohort across the county. This number will grow as additional students select a placement second semester, spring 2020.

Scott Henderson TWIN VALLEY HS

Scott Henderson, Twin Valley senior, has an internship placement with Morgan Corporation in Human Resources. Morgan is the largest manufacturer of light and medium truck bodies in the nation.

Part of his internship finds Scott assisting in the hiring process of prospective employees. **Fatisha Quainoo**, Scott's mentor, states that he has "increased Morgan's social media response rate by 60%" during his time there first semester. Scott believes that his experience has helped him focus his plans for college, pursuing study in either human resources or accounting.



in the news

Alyssa Becker CONRAD WEISER AREA HS

Alyssa Becker is interning at the Larkin Veterinary Center in West Lawn. She is able to continue her passion for science with her love for animals. Hospital Manager, **Melissa Kaucher**, Alyssa's mentor, compliments Alyssa for her contributions to the business and her growth over the course of the semester.

The experience has helped solidify Alyssa's desire to pursue a career in animal sciences. "This experience has taught me a lot about how to handle animals and interact with their owners and has connected me with a wonderful network of professionals in the field."



Students Interacting with Business

The Students Interacting with Business program exemplifies the commitment Berks County businesses have to education. During September, October, November, and December, 35 businesses hosted some 4,300 Berks County ninth graders in groups of 40 or 80 for a “boots on the ground” experience at a business, learning about a specific business, career

and employment opportunities, and most importantly, about the soft skills employers look for and value in an employee.

Intentionally, the program is held early in the high school years, providing information and perspective as the students plan for the important middle years of high school. Since 2013, Berks County businesses have hosted over 26,000 students through this program.



Reading High School ninth graders learned about storm resistant windows and doors at Vivinco Windows in Morgantown.

Regional Berks-Schuylkill Construction Pre-Apprenticeship Program

The Hamburg Area School District has begun a pre-apprenticeship program for construction in conjunction with the Keystone Chapter of the Associated Builders and Contractors (ABC). The program focuses on students entering their senior year of high school who want to experience the construction industry for a possible career after high school.

Thirteen students from school districts along the I-78 corridor enrolled in fall 2019 with plans to continue into the second semester of 2020. The program provides students practical training across the spectrum of the construction industry, with the intent to make them attractive candidates for employment upon the completion of their senior year and graduation.

Our thanks to the businesses who participated in our 2019 program.

Alcon Research, Ltd.
 Berks County Agricultural Center
 Brenntag Northeast LLC
 Brentwood Industries
 Cambridge-Lee Industries LLC
 Carpenter Technology Corporation
 Custom Milling and Consulting
 DoubleTree by Hilton Hotel
 East Penn Manufacturing Co.
 Electro Space Fabricators
 EnerSys
 Good Life Companies
 Grosfillex
 Met-Ed, A FirstEnergy Company
 Misco Products Corporation
 Mitsubishi Chemical Advanced
 NAI Keystone
 New Castle Lawn & Landscaping
 Packaging Corporation of America
 Penn State Health St. Joseph
 Penske Truck Leasing
 Radius Corporation
 R.M. Palmer Company
 Seakeeper, Inc.
 Sealstrip Corporation
 SFS intec, Inc.
 Solo Laboratories
 Sunsweet
 Tower Health – RH&M
 UGI Energy Services
 UGI Utilities, Inc.
 Vivinco Windows
 Weidenhammer
 WORLD electronics

bbec in the news



BBEC Executive Director Dr. Solomon Lausch, SVSD Superintendent Dr. Cindy Mierzejewski, and Schuylkill Valley iBb participants Lisa Jacobson, Lauren Matthews, and Courtnie Maquire.

A record number of educators participated in the 2019 insideBERKSbusiness (iBb) program this summer. In conjunction with the Berks County Intermediate Unit (BCIU), the Berks Business Education Coalition (BBEC) placed 30 teachers at 23 businesses and organizations around Berks County during the five-day internship. The program – a partnership between the BBEC, BCIU, and Berks County school districts – is designed to expose educators to career pathways available to their students after graduation, allowing them to better prepare students for the modern workplace.

The iBb program culminated on Thursday, August 8, with a tour of the Boscov's Distribution Center in Exeter Township. **Deputy Executive Secretary Robert O'Brien** from the Pennsylvania Department of Labor & Industry was in attendance and spoke of the importance of connecting education and business to build and maintain Pennsylvania's workforce.

Following the tour, the educators and business partners attended an appreciation and recognition reception to mark the completion of the 2019 program.

inside Berks business: A Five-Day Learning Experience for Teachers



Deputy Executive Secretary Robert O'Brien (far left) joined local educators for a tour of Boscov's Distribution Center.

Our thanks to the participating businesses and organizations.

- | | |
|--------------------------------------|--|
| Alcon Research, Ltd. | Mitsubishi Chemical |
| Animal Rescue League of Berks County | Advanced Materials |
| Berks Community Health Center | Pennsylvania German Cultural Heritage Center |
| Berks County Conservation District | Penske Truck Leasing Co. |
| Berks Nature – The Nature Place | Reading Fightin Phils |
| Crowne Plaza Reading | Safe Berks |
| East Penn Manufacturing Co. | Solo Laboratories |
| Family Guidance Center | Tower Health |
| Gage Personnel | United Way of Berks County |
| Hawk Mountain Sanctuary | Weidenhammer |
| Liberty Environmental, Inc. | White Star Tours & Travel Center |
| Met-Ed, A FirstEnergy Company | Wyomissing Animal Hospital |

World Affairs Council of Greater Reading Outreach

The World Affairs Council of Greater Reading (WAC) holds monthly luncheon and breakfast programs with speakers on topics relevant to international affairs. Program attendance is open to high school and college students at a significantly reduced rate. During the 2018/2019 program year, students and faculty chaperones constituted just over 50% of the total audience participation.

Luncheon and breakfast topics have included U.S. Immigration Policy, Negotiations with North Korea, Cuba at a Crossroads, and Vaccination and Global Health. German Counsel General **David Gill** presented in June about, “The Transatlantic Relationship in an Era of Great Competition.”



Pictured above are Berks Catholic High School students and their advisor, **Jo Moon**, standing with historic reenactor, **Hallie Vaughn**, portraying Alice Paul, early woman’s suffragette. The breakfast program was held in September on the occasion of the 100th anniversary of women gaining the right to vote in the United States. This event is one of a series of three programs WAC is holding during 2019/2020.



Governor Mifflin students visiting Kutztown University.

Higher Education Campus Visits

The Higher Education Campus Visits program brings students, primarily ninth graders, onto the campuses of Albright College, Alvernia University, Kutztown University, Penn State Berks, and the Reading Area Community College. For most it is their first time setting foot on a college campus and for some it will be the only time.

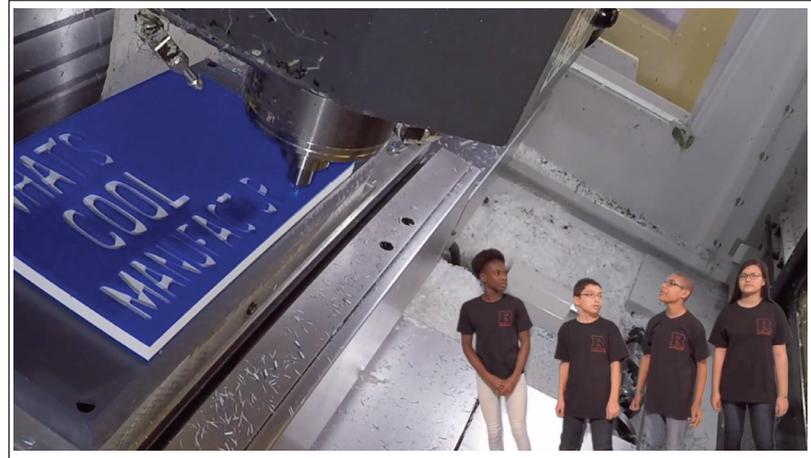
The students learn about a particular institution and participate in a campus tour. The broader message is the same for all, the culture and expectations that are common to every post-secondary education pursuit.

Through the now 16th year of the program, more than 34,000 students have participated, gaining insight and perspective as they traverse through their high school years.

What's So Cool About Manufacturing?



Sweet Street Desserts hosted students from Antietam last year.



Students from Reading Northeast explored Reading Plastic for their video project in 2018.

The Manufacturing Resource Center (MRC) serves the needs of manufacturing-based businesses in Lehigh, Berks and Schuylkill Counties. As a part of its mission, MRC has directed student awareness of career opportunities in manufacturing over the past seven years through the innovative, “What’s So Cool About Manufacturing” program.

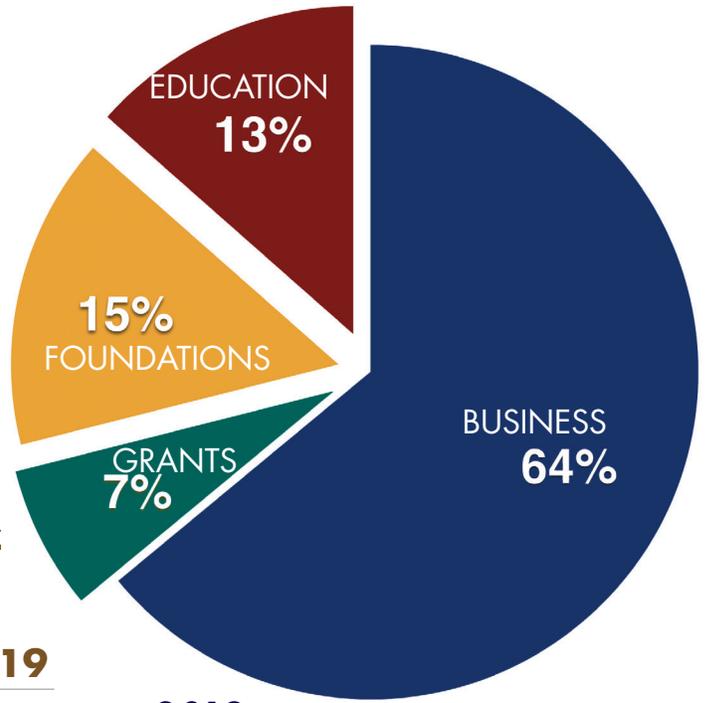
Teams of middle school students go into a participating manufacturing facility to interview and film for three hours. The team then edits the work into a three-minute video with lots of expert guidance and critique to assist them. Everything culminates in a “big splash” awards night in March with hundreds of people in attendance.

Now in year four in Berks County, each of the 24 public middle schools have participated in 2019 matched equally with 24 businesses. Amid lots of interest, support, and excitement, awards night is scheduled for March 3, 2020.



2019-20 SCHOOL TEAMS	COMPANY PARTICIPANTS
Antietam Middle Senior HS	Sealed Air
Boyertown MS East	American Crane & Equipment Corp.
Boyertown MS West	Appeeling Fruit
Brandywine Heights MS	Electro-Space Fabricators, Inc.
Conrad Weiser MS	East Penn Manufacturing Co.
Daniel Boone MS	Viwinco
Exeter Township Jr. HS	American Polarizers, Inc.
Fleetwood Area MS	Sunsweet Growers Inc.
Governor Mifflin MS	R.M. Palmer Company
Hamburg Area MS	RADIUS Corporation
Kutztown Area MS	SOLO Laboratories
Muhlenberg MS	Packaging Corporation of America

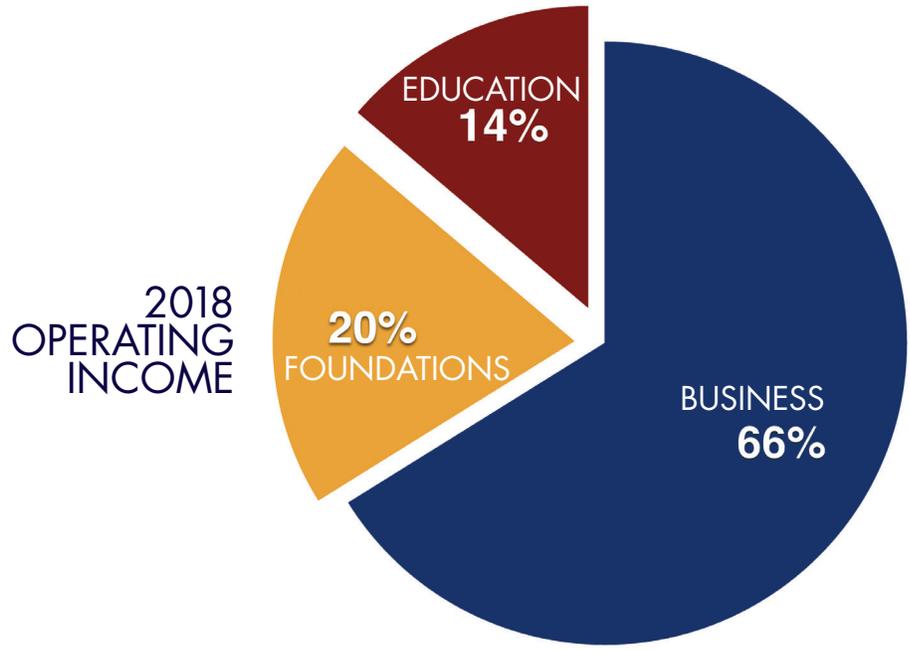
SCHOOL TEAMS	COMPANY PARTICIPANTS
Oley Valley MS	DeLux Dental Laboratory
Reading Central MS	Misco Products Corporation
Reading Northeast MS	L&H Signs, Inc.
Reading Northwest MS	Palram Americas
Reading Southern MS	Novipax LLC
Reading Southwest MS	Sweet Street Desserts, Inc.
Tulpehocken Area Jr./Sr. HS	Eagle Metals, Inc.
Twin Valley MS	Heyco Metals, Inc.
Wilson Southern MS	WORLD electronics
Wilson West MS	Berks Packing Company, Inc.
Wyomissing Area Jr./Sr. HS	Carpenter Technology Corp.



2019 OPERATING INCOME

FINANCIAL REPORT

OPERATIONS	2018	2019
Operating Income:		
Business	77,700	76,900
Education	16,200	16,200
Foundations	23,600	18,600
Grants		8,500
Interest on Savings	76	1,603
Total Operating Income	\$117,576	\$121,803
Operating Expenses:		
Salaries and Benefits	94,054	94,348
Other Operating Supplies & Expenses	25,217	28,772
Total Operating Expenses	\$119,271	\$123,120
Operating Gain (Loss)	(\$1,695)	(\$1,317)



2018 OPERATING INCOME



- | | | | |
|---|-----------------------------------|---|-----------------------------------|
| Albright College | Custom Milling and Consulting | Kutztown Area School District | Reading School District |
| Alcon Research Ltd. | Customers Bank | Kutztown University | R. M. Palmer Company |
| Alvernia University | Daniel Boone Area School District | M&T Bank | Schuylkill Valley School District |
| Antietam School District | Diocese of Allentown | Marlin Miller Jr. Family Foundation | Seakeeper, Inc. |
| Berks Career & Technology Center | DoubleTree by Hilton Hotel | Met-Ed, A FirstEnergy Company | Sealstrip Corporation |
| Berks County Agricultural Center | East Penn Manufacturing Co., Inc. | Meridian Bank | SFS intec, Inc. |
| Berks County Intermediate Unit | Electro Space Fabricators | Misco Products Corporation | Solo Laboratories |
| Berks County Workforce Development Board | EnerSys | Mitsubishi Chemical Advanced Materials | Sunsweet |
| Brenntag Northeast LLC | Exeter Township School District | Muhlenberg School District | Tompkins Vist Bank |
| Brentwood Industries | First Energy Foundation | NAI Keystone | Tower Health |
| Boyertown Area School District | First Priority Bank | Newcastle Lawn & Landscaping | Tulpehocken School District |
| Brandywine Heights Area School District | Fleetwood Area School District | Oley Valley School District | Twin Valley School District |
| Cacoosing Family Charitable Foundation | Fulton Bank | Packaging Corporation of America | UGI Energy Services |
| Cambridge-Lee Industries LLC | Gage Personnel | Penn State Berks | UGI Utilities, Inc. |
| Carpenter Technology Corporation | Good Life Companies | Penn State Health St. Joseph | Viwinco Windows |
| Catherine V. & Martin W. Hofmann Foundation | Governor Mifflin School District | Penske Truck Leasing Co. | Weidenhammer |
| CNH—Case New Holland | Greater Reading Chamber Alliance | Radius Corporation | Wells Fargo Foundation |
| Conrad Weiser School District | Grosfiller | Reading Area Community College | White Star Tours |
| | Hamburg Area School District | Reading Muhlenberg Career & Technology Center | Wilson School District |
| | Herbein+Company Inc. | | WORLD electronics |
| | Jerlyn Foundation | | Wyomissing Area School District |
| | | | Wyomissing Foundation |

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www.berksbec.org

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COLLABORATE

bbec

**BERKS BUSINESS
EDUCATION COALITION**

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