

*“Turning Information into Insight”*

## Indicators Forum 2019

May 9th, 8:30-11:30am

Mohegan Sun Pocono

1280 Highway 315, Wilkes-Barre, PA

[Click Here](#)

to

Register

Registration Includes networking, breakfast, presentations & Indicators Report.

Cost is \$50.00

### With special presentations:

Education & Workforce Development; Energy; Jobs, Economy & Economic Development; Health & Health Care; Housing; and Planning, Land Use, Transportation & Infrastructure

### In this Issue:

- Indicators Information
- Special Thanks to Sponsors
- Overview of Task Force Projects
- Overview of Current Institute Projects
- Highlight on Impact of Higher Education
- The Institute Review
- New Website Announcement
- Client Services

### Be Informed and Empowered

Be informed on the economic data and trends that affect the region's future.

Learn how the region is progressing on the economy & critical quality of life issues.

Empower yourself and your organization with regional data and knowledge for good decision-making in 2018 and beyond.



*The only event of its kind in the region.*

*A collaboration among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center, University of Scranton, and Wilkes University*

## Many Thanks to Our Community-Based Research Underwriters and Indicators 2019 Event Sponsors!

### Signature Underwriters

Andrew J. Sordoni Foundation  
Luzerne County  
PPL Electric Utilities  
Sordoni Family Foundation

### Contributing Underwriters

Borton-Lawson  
Commonwealth Health Systems  
Geisinger Health System  
Mohegan Sun Pocono

### Supporting Underwriters

Berkshire Asset Management  
BlackOut Design  
Greater Hazleton CANDO  
Highmark Blue Cross Blue Shield  
Navient  
NET Credit Union  
Sanofi Pasteur  
UGI Utilities  
Wells Fargo Foundation

### Event Sponsors

Prudential Retirement Services  
Power Engineering  
Corporation  
NET Credit Union  
The Scranton Plan  
Peoples Security Bank

### Interested in becoming an event sponsor? Here are the options and benefits:

#### Platinum Sponsor, \$2,500

- Recognition on banner at event
- Recognition by presenter at event
- Full ad in program
- Recognition in newsletter to over 1,000 community & business leaders
- Recognition on event poster
- 6 tickets to event

#### Gold Sponsor, \$1,000

- Recognition on task force page in program
- 1/2 page ad in program
- Recognition in newsletter to over 1,000 community & business leaders
- Recognition on event poster
- 4 tickets to event

#### Silver Sponsor, \$750

- 1/4 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition on event poster

#### Bronze Sponsor, \$500

- 1/8 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition on event poster

#### Individual Sponsor, \$250

- Recognition on event poster
- Individual donor name listing in program

**Sponsorship deadline—March 31, 2019**

Join our growing list of sponsors! To learn more, contact Susan at [magnotta@institutepea.org](mailto:magnotta@institutepea.org).

**Sneak Peek: What to Expect from the Task Force Presentations at the Annual Indicators Event**

**Health & Health Care:** A white paper focuses on the importance of collecting detailed, systematic, and longitudinal health data. It identifies a specific ‘wishlist’ of datasets for research, and explores other states and countries’ best practices for collecting and disseminating health data. A health score card aligns issues against resources in order to identify gaps and propose recommendations for closing those gaps.

Additionally, a study on food insecurity and food literacy in the region includes an examination of socioeconomic, cultural/linguistic, and knowledge/educational barriers to healthy food choices. The study also includes an analysis of regional food deserts and case studies of potential interventions.

**Jobs, Economy & Economic Development:** A 2019-2025 labor market assessment evaluates the size of the labor market and projected number of jobs due to both expansion and replacement demand in the region. This data is compared against regional degree completions in order to ascertain areas of potential workforce shortage.

**Education & Workforce:** Strategy development is based on the labor market assessment referenced above. It covers career awareness and exploration, education, and training for youth and incumbent workers. Furthermore, it encompasses career change, entrepreneurship, vocational rehabilitation, and other programs and services.

**Planning, Land Use, Transportation & Infrastructure:** A follow-up to the 2016 Transit Analysis further explores route-planning considerations. The study focuses on route-planning best practices that are currently in place in peer regions with higher public transit use. Frequency, hours of operation, and route design are compared with local services to identify potential areas of improvement. Further, commuter data examines activity of workers in several regional employment hubs—downtown Scranton, downtown Wilkes-Barre, Pittston-area industrial parks, and Humboldt Industrial Park. The analysis explores workforce characteristics and home locations of workers traveling to the aforementioned locations, along with comparison to existing transit routes in order to determine the number or proportion of workers in those locations who live in close proximities to direct bussing to their workplaces.

**Housing:** A study of the region’s aging housing stock includes a profile with detailed data on the age and conditions of housing, an explanation of the issue’s importance and implications across a variety of areas of public policy interest—particularly health, social services, and the economy. Socioeconomic data is reviewed to show how homeowners’ financial statuses are related to housing conditions. Best practices relating to aging housing stock are included as well.

**Energy:** This economic impact report was supported by the Appalachian Regional Commission (ARC) for the primary purpose of helping to identify recent Northeast Pennsylvania coal impacts in order to increase the competitiveness of applications seeking ARC POWER funds. Economic and workforce development organizations can now use the data in the study when applying for ARC POWER funds which support economic growth in coal-mining counties and communities along the region’s coal supply chain.

**Quarterly Economic Tracker, Winter 2018**  
**The region’s latest economic data and trends**

[Access the QET Here](#)

In this issue of the QET there are articles on local economic resiliency, the impact of automation, the magnitude of local student debt, green industries, and our regular features.

**Quarterly Economic Tracker**  
Winter 2018

**In PA, One in Five Adults Has Student Debt**

| Category                       | Percentage |
|--------------------------------|------------|
| PA Adults with Student Debt    | 20%        |
| PA Adults without Student Debt | 80%        |

**IN THIS ISSUE:**

| Article Title             | Author      |
|---------------------------|-------------|
| Local Economic Resiliency | John P. ... |
| Automation                | ...         |
| Local Student Debt        | ...         |
| Green Industries          | ...         |
| Regular Features          | ...         |

## Interested in learning more about our work? *Read about some of our latest projects...*

### **AllOne ACCE Evaluation**

Led by the AllOne Foundation, the Autism Collaborative Centers of Excellence facilitates service delivery to families and individuals with Autism Spectrum Disorder. The Institute serves as the evaluator for this program. Information on intervention and service volume, demographic details, and indicators such as key milestones inform analysis and outcomes. Site visits and surveys of clients, staff, and other stakeholders guide the research.



### **Appalachian Regional Commission (ARC) Economic Impact Analysis**

ARC is a United States federal-state partnership that works with the people of Appalachia to create opportunities for self-sustaining development and improved quality of life. The Institute studied factors impacting the greater region's economic growth as it pertains to loss of coal and coal supply chain businesses. [Read the report here.](#)

### **Geisinger Initiatives**

Geisinger's 4Ride Program is a coordinated public transportation effort. The Institute is studying whether access to transportation positively influences social determinants of health—perhaps by reducing emergency room visits and hospital re-admissions, assisting the regular use of prescriptions, improving medical appointment attendance, and enhancing patient-perceived quality of life and serving as the external evaluator.



### **Healthy Moms Program Evaluation**

The Wright Center is launching the Healthy Moms Initiative to support new and expecting mothers battling opioid addiction. The Institute's role is to evaluate the program, gathering data and reporting outcomes. Analysis will inform grant reports, and ultimately shape best practices and policies to be shared with other community organizations.

### **Leadership Wilkes-Barre Impact Analysis and Program Evaluation**

Leadership Wilkes-Barre operates five signature programs, for which participants submit assessments before, immediately after, and six months after completion. The Institute analyzes survey responses to measure improved participant success in terms of personal growth and civic engagement, as well as the overall value of the programs.

**Moses Taylor Foundation Census Education**

Appropriate Census counts facilitate not only sufficient congressional representation, but also adequate funding for education, housing, infrastructure, social and health services, and more. That’s why The Institute is assisting the Moses Taylor Foundation in an effort to educate the public about the Census and subsequently enhance participation. Information in multiple languages and reading levels will be distributed throughout the community via digital and hard copy.



**Northeast Sight Services Needs Assessment**

A comprehensive needs assessment will help Northeast Sight Services better assist people with low vision. The Institute is deploying surveys and conducting interviews with clients as well as social service and medical professionals. Once the qualitative and quantitative data is gathered, the research team will develop a set of strategic recommendations for improved visual accessibility in Luzerne, Pike, and Wayne Counties.

**Regional Talent Report**

The Institute prepared a talent report much like the recently-issued version that covers Lackawanna and Luzerne Counties. The content developed on behalf of Penn’s Northeast will be notably more expansive, however. It will encapsulate Lackawanna, Luzerne, Pike, Wayne, Monroe, and Schuylkill Counties—thereby providing a more comprehensive overview of the regional workforce.



**United Way of Wyoming Valley Home Visitor Market Study**

By examining existing services and measuring the demand for home visiting health and social care throughout Wyoming Valley, the Institute will produce a statistical report that outlines an effective approach to meeting community need. This effort will help ensure that collaboration among regional providers satisfies service and volume requirements.

**Client Solutions**

Market & Feasibility Studies

Indicators- Indexes

Community Needs Assessments

Housing Studies

Economic Development Strategies

Economic and Tax Impact Studies

Survey Research

Industry Studies

Workforce Studies

Education Studies

Policy Analysis

Site Selection Research

Economic and Demographic Profiles

Grant and Program Evaluation Support

Research Validation and Peer Review

Tourism Strategic Plans

Comprehensive Plans

Asset Maps



## The Economic Influence of Higher Education

In a December review of the region's leaders in higher education, Teri Ooms, The Institute's Executive Director, highlighted the impact these schools make throughout Luzerne County.



[Read the Entire Piece Here](#)

### Have you seen our new publication?

With the support of the Moses Taylor foundation and the Scranton Area Community Foundation the **Institute Review** is now reaching the inboxes of all our loyal subscribers. Twice per month, be on the lookout for this insight into economic, equity, health, social service, and policy news at the local, national, and even international levels.



### **We Have a New Website Too!**

We're excited to unveil our new and improved website.



Visit us at

<https://institutepa.org/>

### **Are You Interested in a Partnership?**

Do you feel a personal connection to the culturally-rich northeast? Would you like to further invest in the region? If so, we invite you to join our growing list of generous community of supporters. Your underwriting will help the Institute provide our community with data and research that promotes informed decision-making and leads to greater economic vitality for the area.

**Your partnership will contribute to:**

**Task Force Research**

**Indicators Report**

**Quarterly Economy Tracker**

**Regional College Student Poll**

**Regional College Internship Program**

Please contact Susan Magnotta at [magnotta@institutepa.org](mailto:magnotta@institutepa.org) to discuss the possibilities!

## Community-Based Research

Access the latest regional research on the Institute's website. [www.institutepa.org](http://www.institutepa.org)

### Regional Indicators Data & Research

Indicators data tracks the region's progress over time. They include economy, healthcare, environment, education and infrastructure measures. <https://institutepa.org/perch/resources/indicators18.pdf>

### Task Force Research

Recent and archived research studies identify and address the region's challenges. This research is a driving force behind many important economic development and community revitalization initiatives, which produce positive outcomes for our area.

<https://institutepa.org/indicators.php>

### Quarterly Economic Tracker

This quarterly electronic publication explores the region's economic and business trends.

<https://institutepa.org/economy-tracker.php>

### Polling Program

Better understand the subject matter interests, public policy views, and civic engagement of our local college students and future leaders.

<https://institutepa.org/polling-program.php>

## Who We Are

The Institute is dedicated to empowering business and community leaders with researched-driven strategies for informed decision-making.

We conduct community-based, empirical research to identify the opportunities and challenges unique to our region, and offer innovative solutions for the problems facing our communities. **This research is funded by generous academic partners and sponsors who share our vision for a strong regional economy and vibrant communities.**

## Thank you to our 2018 Research Underwriters!

The Institute would like to sincerely thank our generous stakeholders who share our vision for a strong regional economy and healthy communities. Your support makes our work possible!

### **Signature Underwriters**

Andrew J. Sordoni Foundation  
Luzerne County  
PPL Electric Utilities  
Sordoni Family Foundation

### **Contributing Underwriters**

Borton-Lawson  
Commonwealth Health Systems  
Geisinger Health System  
Mohegan Sun Pocono

### **Supporting Underwriters**

Berkshire Asset Management  
BlackOut Design  
Greater Hazleton CANDO  
Highmark Blue Cross Blue Shield  
Navient  
NET Credit Union  
Sanofi Pasteur  
UGI Utilities  
Wells Fargo Foundation

### **Academic Partners**

Geisinger Commonwealth School of Medicine  
Johnson College  
Keystone College  
King's College  
Lackawanna College  
Luzerne County Community College  
Marywood University  
Misericordia University  
Penn State Scranton  
Penn State Wilkes-Barre  
The Wright Center  
University of Scranton  
Wilkes University

**Locations in:**  
**Scranton and Wilkes-Barre, PA**  
**[www.institutepa.org](http://www.institutepa.org)**  
**570.408.9850**

---

### **Staff**

*Teri Ooms – Executive Director*

[ooms@institutepa.org](mailto:ooms@institutepa.org)

*Andrew Chew – Senior Research & Policy Analyst*

[chew@institutepa.org](mailto:chew@institutepa.org)

*Christopher Ritter—Research Analyst*

[ritter@institutepa.org](mailto:ritter@institutepa.org)

*Kara McGrane – Research Assistant*

[mcgrane@institutepa.org](mailto:mcgrane@institutepa.org)

*Jill Avery-Stoss—Research, Data & Intern Coordinator*

[averystoss@institutepa.org](mailto:averystoss@institutepa.org)

*Susan Magnotta – Director of Community Outreach*

[magnotta@institutepa.org](mailto:magnotta@institutepa.org)

*Joseph Gallo – Research Assistant*

[gallo@institutepa.org](mailto:gallo@institutepa.org)

---

*Follow us on Twitter, Facebook & LinkedIn*



## **Advisory Board**

**Chairman - Patrick Leahy, Ed.D., Wilkes University**

**Vice-Chairman – Frank Joanlanne, Borton Lawson**

Heather Acker — Gentex Corporation  
Ron Beer , MHA, FACHE – Geisinger Health System  
Thomas Botzman, Ph.D. — Misericordia University  
Don Brominski, UGI Utilities  
Tracy L. Brundage, Ph.D. — Keystone College  
Terry Casey — Chancellor Financial Group  
John Cefaly — Cushman & Wakefield  
Thomas Curra — WVIA Public Media  
Robert Durkin — Greater Scranton Chamber of Commerce  
Dale Jones, Ph.D. — Penn State University Wilkes-Barre  
Charles Kasko — Simplex Homes  
Thomas E. Lawson — Borton-Lawson  
Katie Leonard, Johnson College  
Thomas Leary — Luzerne County Community College  
Robert Luciani — Prudential Retirement Services  
Mary Persico, IHM, Ph.D. — Marywood University  
Rev. Scott Pilarz, S.J. — University of Scranton  
Alana Roberts, PPL Utilities  
Eugene Roth — Rosenn, Jenkins, & Greenwald, LLP  
John J. Ryan, C.S.C., Ph.D. — King’s College  
Steven Scheinman, MD — Geisinger Commonwealth School of Medicine  
Bill Sordoni — Sordoni Construction  
Matthew Sordoni — Sordoni Construction  
Linda Thomas-Hemak, M.D. – The Wright Center  
Marleen Troy, Ph.D., — Wilkes University  
Wico van Genderen—Greater Wilkes-Barre Chamber of Business & Industry  
Lucyann Vierling — Wayne Pike Workforce Alliance  
Mark Volk — Lackawanna College  
Marwan Wafa — Penn State University Scranton  
Tara Mugford Wilson, Power Engineering Corporation  
John T. Yudichak — Pennsylvania State Senate