

The Institute

Turning Information into Insight

Economic, Impact, Health,
Social, and Education
Research, Evaluation, and
Consulting

Indicators Forum 2020 *

The Indicators event has been rescheduled!

June 17th 8:30 am—11:30 am

Mohegan Sun Pocono

1280 Highway 315, Wilkes-Barre, PA

[Click Here](#)

to

Register

The only event of its kind in the region.

In this Issue:

- Indicators Information
- Special Thanks to Sponsors
- Overview of Task Force Projects
- Overview of Current Institute Projects
- U.S. Census Initiatives
- Client Services
- Polling Center
- Institute Partners Podcasts
- Community Based Research
- Research Underwriting Opportunities

Registration includes networking, breakfast, presentations & Indicators Report.

Cost is \$55.00 (\$60 on site)

With special presentations:

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

** The Institute is complying with the Governor's orders regarding events and has postponed Indicators until June 17th. Should we not be in a position to gather at that time, we will hold the event virtually. The Institute is also committed to developing a program of research to identify the affects of the COVID-19's affect on our region's economy and communities. More information to follow.*

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 or Graduate Medical Education, University of Scranton, and Wilkes University

Many Thanks to Our 2020 Community-Based Research Underwriters and Indicators 2020 Event Sponsors!

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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

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- 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

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- 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

Join our growing list of sponsors! To learn more, contact Susan at magnotta@institutepea.org.

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

Health & Health Care: This study will explore data on child abuse and neglect from a variety of public and private data sources, with the purpose of better understanding the scope of the problem and available resources. The report will also explore the broader public health implications of child abuse and neglect, identify shortages or gaps in services, and describe best practices or models to effectively prevent child abuse and neglect and mitigate its consequences.



Housing: Although data show that housing affordability in the region is good compared to other metro areas, housing security is still out of reach for some households. To better understand this housing divide, the task force will analyze the regional housing market along with other socio-economic indicators (wages, debt, etc.) with a focus on those who struggle to afford housing. The analysis will consider issues such as homelessness, transitional housing issues, and housing needs of those leaving incarceration. Inventory, affordability trends (HUD data), and geographic patterns will be evaluated and used to identify recommendations for meeting regional housing needs.

Planning, Land Use, Transportation & Infrastructure: As industrial parks continue to grow and the region's warehousing industry cluster matures, what are the implications on land use and transportation? In light of this growth in transportation-centric industry and decentralization of employment, what kind of transportation infrastructure and land use planning tools are necessary for continued growth and sustainability? The report will consider the full build-out state of planned regional economic development projects in order to identify points of traffic congestion and consider impacts on transit utilization and bicycle/pedestrian infrastructure, as well as freight movement via road, rail, and air.

This research will include a congestion component evaluating predominant commute patterns, road counts, and pass-through truck traffic. It will consider planning and zoning, and identify opportunities for adaptive reuse and infill development in urban core to reduce congestion and meet demands of existing and planned land use patterns.

Jobs, Economy & Economic Development; Education & Workforce: Task forces will jointly develop a series of short research briefs on the following:

- Skills shortages
- Labor Demand
- Industrial Automation
- Rethinking the Senior Worker
- Adapting to the Millennial Worker & Beyond
- Comparative Analysis of Job Opportunities and Higher Education Completions
- Rethinking The Trades – Regional Opportunities
- Soft Skills & the Workforce



Have you seen the NEPA Moves website?

The Scranton Area Community Foundation recognizes that transportation barriers limit access to affordable housing, employment, educational and cultural opportunities, and quality health care in Northeastern Pennsylvania (NEPA). In conjunction with the Federal Reserve Bank of Philadelphia, the foundation launched NEPA Moves in 2017. Together with more than 90 community leaders (including The Institute!), they are working to improve equitable access to transportation, foster economic growth, and enhance opportunity throughout the region.

[Visit the Website Here](#)

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

AllOne Foundation

The Institute is conducting a program evaluation for the organization's autism program. The Autism Collaborative Centers of Excellence (ACCE) was formed to enhance the service delivery system and minimize the service gaps for individuals with Autism Spectrum Disorder (ASD) and their families living in Northeastern and North Central Pennsylvania.



An assessment of Basic Agency Services programs across Appalachia explores processes, costs, and outcomes. The analysis includes recommendations for operational efficiencies and effectiveness.

Capital Area Head Start

Researchers conducted a needs assessment to support federal funding and help refine services in Dauphin, Perry, and Cumberland Counties.



The Institute is assisting CEO with a research and planning grant from the Robin Hood Foundation. The Mobility Labs project is designed to identify local factors influencing poverty and economic mobility, and to create/realign structures and systems to address those factors.



Student Surveys and economic modeling allows The Institute to assess the college's direct, indirect, and induced impact on the region.

Plymouth Township

Researchers are conducting an income survey designed to meet U.S. HUD guidelines for CDBG and USDA RUS funds for storm water and sewer improvements.

Studio BE

The Institute designed a mindfulness tool to determine impact and outcomes regarding corporate mindfulness meditation as it relates to emotional, mental, and physical well-being and workplace productivity. Analytics then inform program effectiveness and outcomes.

An economic impact report revealed the influence of the organization's clinic and graduate medical education programs in the regionally and nationally. The Institute also provides quantitative research services to assess the efficacy of the Healthy Mom program (addressing opioid use disorder in pregnant women).



The 2016 Regional Living Wage Study was updated and presented at a working event coordinated and sponsored by the University of Scranton. Over 100 community leaders convened to discuss the study's findings and identify ways to enhance livability throughout the area. [Check out the study here.](#)

Census Time Has Arrived!

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. The Foundation has led the charge regionally to ensure that all are counted in NEPA.

Information in multiple languages and reading levels is available via digital and hard copy on a monthly basis. The materials are distributed to health care centers, libraries, schools, an array of regional nonprofit organizations, and other community stakeholders. Over 5,000 pieces of information are distributed monthly.

[Click here to learn more about the Census](#) and how it affects infrastructure, health care, economic development, social services, housing programs, and health care.

¿A QUIÉN LE IMPORTA EL CENSO?

¡Deberias!

El gobierno federal utiliza los datos del Censo de EE. UU. Para determinar la cantidad de fondos que recibirá un estado para los programas de servicio social, así como la cantidad de representación que su área tendrá en el gobierno.

¡Si no está incluido en el Censo, su comunidad y su vecindario podrían verse afectados negativamente!



Furthermore, Census Accelerate—an initiative of the U.S. Census Bureau’s [Census Open Innovation Labs](#)—has launched the ‘**Get Out the Count**’ video challenge. It is the “first-ever video prize competition to reward the most engaging, impactful and informative videos about the 2020 Census—with a total of \$50,000 in cash prizes.”

Whether students or pros, all content creators are encouraged to participate. Will you help us spread the word?

[Learn more here!](#)

The [Moses Taylor Foundation](#) had the vision in early 2019 to develop a regional movement that would educate and inform the region about how the U.S. Census affects everyone everyday in an effort to ensure all in NEPA are counted.

Client Solutions

- Market & Feasibility Studies
- Indicators- Indexes
- Community Needs Assessments
- Housing Studies
- Economic Development Strategies
- Economic and Tax Impact Studies

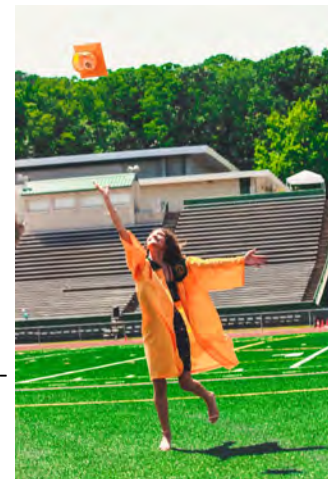
- Survey Research
- Industry Studies
- Workforce Studies
- Education Studies
- Policy Analysis
- Site Selection Research
- Arts & Culture Studies

- Economic and Demographic Profiles
- Grant and Program Evaluation Support
- Research Validation and Peer Review
- Tourism Strategic Plans
- Comprehensive Plans
- Asset Maps

The Fall Poll has been released!

A total of 1,896 students from the region's 13 partnering institutions participated in the 2019 Public Policy & Civic Engagement fall survey. The poll concluded that the **top three most important national public policy issues are healthcare policy, the cost of education, and jobs and economic development.** Policies related to national debt were rated least important.

An overwhelming majority of students are registered to vote, and are very likely to vote in the 2020 elections. **Students felt reasonably well-informed about current events,** crediting the internet, television, and word of mouth over podcasts, smartphone apps, or newspapers. Other themes include students' perceptions of the direction of the country and Pennsylvania, along with political activism.



[Read the Full Brief Here!](#)

The Institute Develops Podcast Presence!



Teri Ooms, Executive Director of The Institute, appeared on [tecBRIDGE](#) Radio in December. She joined host Mary Wolff to discuss the importance of the 2020 Census, economic and workforce development, and the economy. Then in early 2020 she joined Dr. Katie Leonard on [Tech Talk with Jonson College](#), and discussed the skills gap in the region and beyond.

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 to discuss the possibilities!

Community-Based Research

Access the latest regional research on the Institute's website. 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 2020 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!

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

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Misericordia University
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