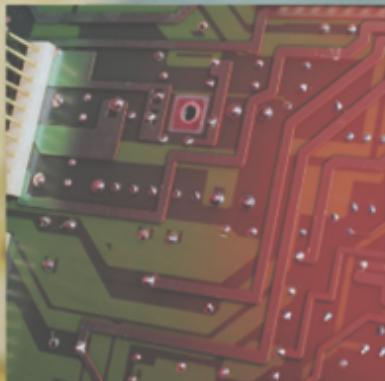


The Institute

Turning Information into Insight

YEAR IN REVIEW

2022



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 for Graduate Medical Education, University of Scranton, Wilkes University, and the business community

FROM THE LEADERSHIP...

THE INSTITUTE WAS FOUNDED ON THE BELIEF THAT GOOD DECISIONS ARE DRIVEN BY GOOD DATA. SINCE 2004, IT HAS BEEN OUR PUBLIC MISSION TO SERVE ORGANIZATIONS AND COMMUNITIES BY PROVIDING EMPIRICAL, OBJECTIVE RESEARCH THAT DRIVES DISCUSSION AND INFORMS DECISIONS.

OUR GOAL IS THAT INSTITUTE DATA AND RESEARCH ON A WIDE RANGE OF TOPICS WILL HELP POLICYMAKERS AND COMMUNITY LEADERS FROM THE PUBLIC, PRIVATE, AND NON-PROFIT SECTORS UNDERSTAND AND ADDRESS SOME OF THE REGION'S MOST CHALLENGING PROBLEMS.

EACH YEAR, THE ANNUAL REPORT GIVES US THE OPPORTUNITY TO THANK OUR GENEROUS COMMUNITY OF SUPPORTERS WHO CARE DEEPLY ABOUT THE REGION THEY CALL HOME. OUR WORK WOULD NOT BE POSSIBLE WITHOUT THESE UNDERWRITERS, ACADEMIC PARTNERS, STAKEHOLDERS, ADVISORY BOARD MEMBERS, TASK FORCE TEAMS, AND CLIENTS WHO ENTRUST US TO SOLVE PROBLEMS AND CREATE OPPORTUNITIES.

THESE PARTNERSHIPS HAVE HELPED INSTITUTE RESEARCH INITIATIVES POSITIVELY IMPACT THE REGION AND ITS RESIDENTS. OUR SUCCESSES ARE YOUR SUCCESSES AND IT IS YOUR COMMITMENT THAT WILL HELP ENSURE THAT DATA AND RESEARCH CONTINUE TO DRIVE DECISIONS THAT FUEL GREATER ECONOMIC VITALITY FOR BUSINESS, RESIDENTS, AND THE REGION AS A WHOLE. A HEARTFELT THANKS TO EACH OF YOU.

CALENDAR YEAR 2022 WAS A YEAR OF GROWTH AND CHANGE FOR THE INSTITUTE. THE ORGANIZATION EXPANDED ITS STAFFING, FORMERLY SHORTENED ITS NAME TO THE INSTITUTE, AND BECAME ITS OWN 501C3 WITH AN INAUGURAL BOARD OF DIRECTORS. IN 2022, THE INSTITUTE COMPLETED ITS STRATEGIC PLAN UNDER THE NEW ORGANIZATION AND ESTABLISHED AN UPDATED MISSION AND VISION ALONG WITH A NEW ASPIRATION.

OUR VISION: THE INSTITUTE AIMS TO ASSIST COMMUNITIES AND ORGANIZATIONS TO SUSTAIN THEMSELVES AND PROVIDE IMPACTFUL SERVICES BY INFORMING & EDUCATING.

OUR MISSION: THE INSTITUTE'S MISSION IS TO EMPOWER STAKEHOLDERS TO MAKE GOOD CHOICES BASED ON SOUND RESEARCH, DATA, AND BEST PRACTICES THAT IMPROVE QUALITY OF LIFE AND STANDARD OF LIVING FOR ALL IN NEPA.

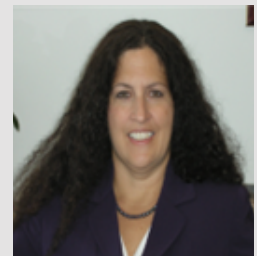
ASPIRATION: BECOME THE HUB FOR DATA, ANALYTICS, INNOVATION, AND COMMUNITY RESEARCH IN THE BROADER NEPA REGION.



CHARLIE KASKO
BOARD OF DIRECTORS
CHAIR



GREG CANT
ADVISORY BOARD
CHAIR



TERI OOMS
THE INSTITUTE
PRESIDENT & CEO

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MANY THANKS TO OUR 2022 ACADEMIC PARTNERS,
RESEARCH UNDERWRITERS, AND EVENT SPONSORS

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 FOR GRADUATE MEDICAL EDUCATION, UNIVERSITY OF SCRANTON & WILKES UNIVERSITY



Many Thanks



To Our 2022 Community-Based Underwriters
and Indicators Event Sponsors

Signature Underwriters

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

Main Event Sponsor

The Wright Center for Community Health
and Graduate Medical Education

Platinum Sponsors

Lackawanna College
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WVIA Public Media

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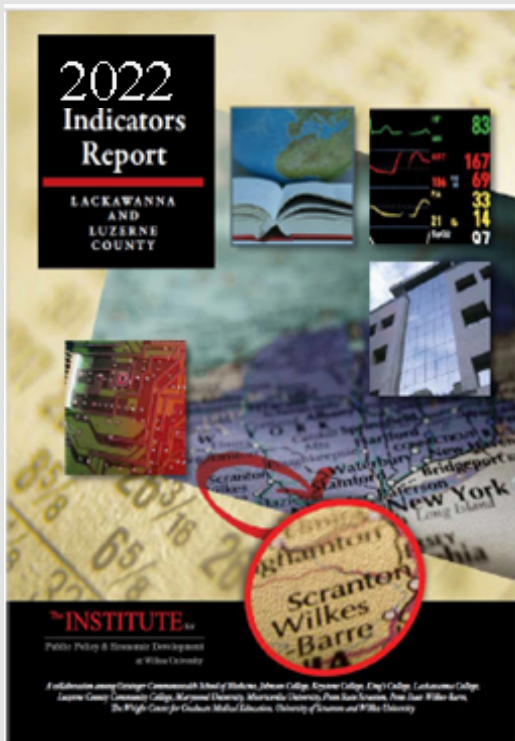
The Institute

Turning Information into Insight

The Year in Review

Indicators Initiative 2022

May 2022 Hybrid Event



NEARLY 100 GUESTS ATTENDED INDICATORS 2022 IN PERSON AND ANOTHER 70 PARTICIPATED ONLINE. DR. LINDA THOMAS-HEMAK, PRESIDENT AND CEO OF THE WRIGHT CENTERS FOR COMMUNITY HEALTH AND GRADUATE MEDICAL EDUCATION—MAIN EVENT SPONSOR— WELCOMED ATTENDEES BOTH IN PERSON AND ONLINE.

THE EVENT INCLUDED THE INDICATORS AND TASK FORCE RESEARCH PRESENTATIONS. THE LAUNCH OF THE INSTITUTE'S NEW REGIONAL COMPETITIVENESS TASK FORCE WAS ALSO ANNOUNCED, WITH WVIA PUBLIC MEDIA PRESIDENT AND CEO CARLA MCCABE INTRODUCED AS THE INAUGURAL CHAIR!

SINCE THAT TIME, THE REPORT HAS BEEN DISTRIBUTED TO THE ENTIRE NORTHEAST DELEGATION OF BOTH FEDERAL AND STATE ELECTED OFFICIALS, INDICATORS SPONSORS, AND LOCAL GOVERNMENT. IT HAS ALSO BEEN SHARED WITH THE PUBLIC THROUGH SOCIAL MEDIA AND E-BLASTS.

THIS YEAR'S INDICATORS ALSO ADDRESSED THE INFLUENCE OF COVID-19 ON THE REGION, AND HOW IT WILL IMPACT TRENDS AND PATTERNS MOVING FORWARD. SOME OF THE INSTITUTE'S INSIGHTS ON COVID 19 RESEARCH WAS ALSO HIGHLIGHTED.

THIS YEAR'S TASK FORCE RESEARCH WAS PRESENTED IN VIDEO BY OUR TASK FORCE CHAIRS. THEIR PRESENTATIONS CAN BE VIEWED ON OUR YOUTUBE CHANNEL. THE STUDIES ARE LOCATED ON OUR WEBSITE AND SUMMARIZED ON THE NEXT PAGE.



Task Force Research

2022

PLANNING, LAND USE, TRANSPORTATION, AND INFRASTRUCTURE

THIS STUDY ARTICULATES THE BENEFITS OF REPURPOSING OLDER INDUSTRIAL BUILDINGS AND REDEVELOPING BROWNFIELD SITES AS ALTERNATIVES TO GREENFIELD DEVELOPMENT AS THEY RELATE TO SUSTAINABILITY, INFRASTRUCTURE, PUBLIC SERVICES, AND TRANSPORTATION.

JOBS, ECONOMY, AND ECONOMIC DEVELOPMENT

THIS STUDY EXAMINES REGIONAL, STATE, AND NATIONAL WORKFORCE PARTICIPATION DATA OVER TIME BY AGE AND GENDER (INCLUDING COVID IMPACTS), AND DRAWS UPON LITERATURE TO SHOW THE DYNAMICS OF THE DECISION TO PARTICIPATE IN THE WORKFORCE.

EDUCATION AND WORKFORCE DEVELOPMENT

THIS REPORT EXAMINES HOW DISRUPTIONS TO EDUCATION AND WORKFORCE HAVE IMPACTED STUDENTS, TEACHERS, AND EDUCATION AND WORKFORCE TRAINING INSTITUTIONS.

HEALTH AND HEALTH CARE

THIS REPORT EXPLORES THE IMPACTS OF SOCIAL ISOLATION ON HEALTH AND HOW THE COVID-19 PANDEMIC EXACERBATED SOCIAL ISOLATION AMONG VARIOUS SEGMENTS OF THE POPULATION, INCLUDING OLDER ADULTS, CHILDREN, AND FAMILIES.

HOUSING

THIS POLICY-ORIENTED REPORT DEFINES WORKFORCE HOUSING NEEDS AND EXPLORE SEVERAL METHODS OF PROVIDING QUALITY, UNSUBSIDIZED HOUSING THAT IS AFFORDABLE TO NEPA'S WORKING FAMILIES.

ENERGY

SHIFTING ENERGY PRODUCTION TO NON-FOSSIL FUEL ENERGY SOURCES HAS BEEN EMPHASIZED BY POLICYMAKERS AND BUSINESS LEADERS ALIKE IN ORDER TO MITIGATE GREENHOUSE GAS EMISSIONS. THE ENVIRONMENTAL AND ECONOMIC IMPACTS OF ELECTRICITY AND NATURAL GAS ARE RESEARCHED AND COMPARED TO ALTERNATIVES IN ORDER TO DETERMINE BEST PRACTICES.

The Institute

Turning Information into Insight

COMMUNITY-BASED RESEARCH INITIATIVES

COMMUNITY-BASED RESEARCH IS AT THE CORE OF THE INSTITUTE'S MISSION. THIS WORK, FUNDED BY OUR ACADEMIC PARTNERS AND STAKEHOLDERS, IS MADE AVAILABLE TO ORGANIZATIONS AND COMMUNITIES NEEDING RELIABLE RESEARCH, DATA, AND BEST PRACTICES TO MAKE SMART DECISIONS.

STUDIES ARE FOCUSED PRIMARILY ON NORTHEASTERN PENNSYLVANIA, BUT ALSO INCLUDE OTHER COUNTIES AND STATEWIDE PERSPECTIVES.

COMMUNITY-BASED RESEARCH UNDERWRITING DOLLARS SUPPORT THE INDICATORS INITIATIVE, TASK FORCE RESEARCH, THE QUARTERLY ECONOMIC TRACKER, CONTRIBUTION TO THE COST OF LIVING INDEX, SPECIAL PROJECTS RESEARCH, THE UNIVERSITY & COLLEGE STUDENT POLL, AND THE STUDENT INTERNSHIP PROGRAM.

IN ADDITION, OVER \$27,410 OF RESEARCH TIME WAS DEVOTED TO FULFILLING INFORMATION REQUESTS FROM LOCAL NON-PROFITS, GOVERNMENTS, ELECTED OFFICIALS, HIGHER EDUCATION INSTITUTIONS, HEALTH CARE, MEDIA, AND BUSINESS AND INDUSTRY. THE INSTITUTE ALSO APPLIED OVER \$20,450 IN RESEARCH TIME IN SUPPORT OF PROPRIETARY RESEARCH PROJECTS FOR OUR LOCAL NON-PROFITS.

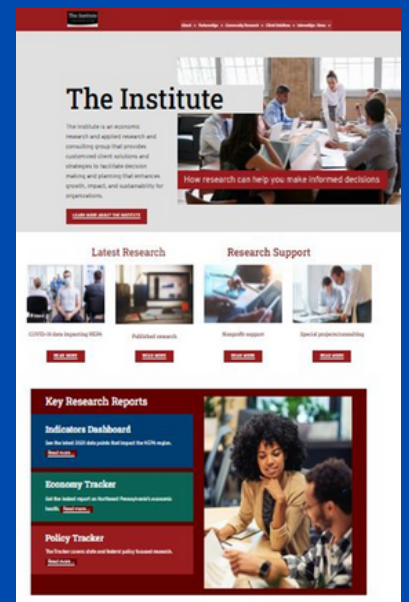
NEW! DATA DASHBOARD

IN 2022, OUR RESEARCH TEAM WAS EXCITED TO UNVEIL OUR NEW WEBSITE! NOT ONLY IS IT VISUALLY APPEALING AND USER-FRIENDLY, IT'S INTERACTIVE!

VISITORS CAN ALSO USE OUR [RESEARCH HUB](#) TO SEARCH AND SORT THROUGH OUR LIBRARY OF STUDIES (BY KEYWORD AND CATEGORY).

VISITORS CAN EXPLORE OUR [INDICATORS DASHBOARD](#) AS WELL. IT INCLUDES:

- REGIONAL DATASETS FOR LACKAWANNA AND LUZERNE COUNTIES, SEPARATED INTO 12 CATEGORIES
- GRANULAR DATA FOR SIX OF THE REGION'S CITIES
- PROFILES FOR 11 SURROUNDING COUNTIES



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Turning Information into Insight

BEHAVIORAL HEALTH NEEDS ASSESSMENT

GEISINGER HEALTH SYSTEM (GHS) COMMISSIONED A BEHAVIORAL HEALTH NEEDS ASSESSMENT IN NORTHEAST PA IN ORDER TO INFORM THEIR STRATEGIC PLAN FOR SERVICES AT THEIR NEW BEHAVIORAL HEALTH FACILITY CURRENTLY UNDER DEVELOPMENT IN MOOSIC, PA.

ONCE THE STUDY WAS COMPLETE, GEISINGER REALIZED THE MAGNITUDE OF NEED FOR SERVICES AND UNDERSTOOD THAT THIS VITAL INFORMATION COULD ASSIST OTHER ORGANIZATIONS WITH SERVICE DELIVERY. AS SUCH, THEY PERMITTED THE INSTITUTE TO PUBLISH THE STUDY.



MIND OVER MATTER IS A WVIA PROGRAM AND CHOSE TO HIGHLIGHT THE FINDINGS OF THE INSTITUTE'S BEHAVIORAL HEALTH NEEDS ASSESSMENT ON ONE OF THEIR SEGMENTS. THEIR HOST DISCUSSED THE FINDINGS WITH A PANEL OF EXPERTS, INCLUDING DR. DAWN ZIEGER OF GHS, WHO IS PREPARING THE BEHAVIORAL HEALTH ACTION PLAN ON BEHALF OF GHS

THE INSTITUTE REVIEW

YOUR INSIGHT INTO HEALTH, SOCIAL SERVICES, ECONOMIC, EQUITY, AND POLICY NEWS FROM THE LOCAL TO THE INTERNATIONAL LEVELS.



THE MOSES TAYLOR FOUNDATION AND THE INSTITUTE ALSO ENTERED INTO A PARTNERSHIP TO PRODUCE THE QUARTERLY POLICY TRACKER. THIS TRACKER FOCUSES ON PUBLIC POLICY BRIEFS TO IDENTIFY POTENTIAL LEGISLATIVE SOLUTIONS FOR REGIONAL AND STATEWIDE CHALLENGES.



The Institute

Turning Information into Insight

Student Polling

OUR RESEARCH TEAM REGULARLY POLLS STUDENTS AT OUR PARTNERING HIGHER EDUCATION INSTITUTIONS. POLLS CONDUCTED EACH SPRING ASSESS OPINIONS ABOUT THE REGION, AND INQUIRE ABOUT POST-GRADUATION PLANS. HERE ARE SOME OF THE LATEST FINDINGS:

- STUDENTS PLANNING TO REMAIN IN NEPA AFTER GRADUATION ASSIGN HIGH VALUE TO PROXIMITY OF FAMILY.'
- THOSE PLANNING TO DEPART THE AREA AFTER GRADUATION ARE LIKELIER TO VALUE DIVERSITY AND INCLUSIVENESS, AS WELL AS WIDE-RANGING ENTERTAINMENT, RECREATION, AND DINING OPTIONS.
- A STRONG CONNECTION EXISTS BETWEEN COMPLETION OF A REGIONAL INTERNSHIP AND THE DECISION TO REMAIN IN NEPA AFTER GRADUATION.

THE FALL POLL ASSESSES STUDENTS' OPINIONS ABOUT PUBLIC POLICY ISSUES AND CIVIC ENGAGEMENT. NEARLY 900 STUDENTS PARTICIPATED – FROM ALL CLASS YEARS AND A VARIETY OF MAJORS. PART-TIME AND GRADUATE STUDENTS ARE WELL REPRESENTED IN THE DATA. AMONG THE FINDINGS:

- HEALTH CARE, THE COST OF EDUCATION, GOVERNMENT CORRUPTION, AND JOBS AND ECONOMIC DEVELOPMENT ARE DEEMED BY STUDENT RESPONDENTS TO BE THE MOST IMPORTANT PUBLIC POLICY ISSUES, WHILE POLICIES RELATED TO NATIONAL DEBT WERE RATED LEAST IMPORTANT.
- STUDENTS LARGELY FEEL THAT THE UNITED STATES IS NOT MOVING IN THE RIGHT DIRECTION. PERCEPTIONS OF PENNSYLVANIA'S TRAJECTORY, HOWEVER, ARE NOT AS CLEAR.
- AN OVERWHELMING MAJORITY OF STUDENTS ARE REGISTERED TO VOTE, AND OVER 77.3 PERCENT OF STUDENTS WERE AT LEAST SOMEWHAT LIKELY TO VOTE IN THE NOVEMBER 2022 ELECTION.

Student Internships

SEVENTEEN STUDENTS COMPLETED RESEARCH INTERNSHIPS THROUGHOUT 2022.

AMONG THEM, SEVEN ATTENDED THE UNIVERSITY OF SCRANTON, FOUR ATTENDED MISERICORDIA UNIVERSITY, AND THREE ATTENDED WILKES UNIVERSITY.

THEIR LEVELS OF EDUCATION RANGED FROM UNDERGRADUATE TO PHD STATUS, AND THEIR ACADEMIC PROGRAMS INCLUDED HEALTHCARE ADMINISTRATION, NURSING, POLITICAL SCIENCE, BUSINESS ADMINISTRATION, ECONOMICS, STATISTICS, PSYCHOLOGY, AND GOVERNMENT, LAW & NATIONAL SECURITY.

TOGETHER, THEY COMPLETED 1,990 HOURS OF WORK.

ONE HUNDRED PERCENT EITHER AGREED OR STRONGLY AGREED:

- STAFF MEMBERS WERE AVAILABLE TO HELP AND ANSWER QUESTIONS.
- THEY WOULD RECOMMEND THE INTERNSHIP EXPERIENCE TO A FRIEND.
- THEY IMPROVED THEIR RESEARCH SKILLS THROUGH THE INTERNSHIP.
- THE INTERNSHIP WAS RELATED TO THEIR MAJORS OR FIELDS OF STUDY.
- THEY FELT ADEQUATELY TRAINED OR PREPARED TO COMPLETE THEIR ASSIGNMENTS.

WHAT WAS MOST HELPFUL, OR WHAT DID YOU LIKE MOST, ABOUT COMPLETING AN INTERNSHIP REMOTELY?

"I WAS ABLE TO SET MY OWN HOURS AND WORK INDEPENDENTLY WHILE MAINTAINING A RELATIONSHIP WITH MY SUPERVISOR IN CASE I NEEDED ASSISTANCE."

~FORMER INTERN

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Turning Information into Insight

In the Community

conferences and presentations

AACOM – STATE OF THE REGION
SCRANTON ROTARY – STATE OF THE REGION
WOMEN IN PHILANTHROPY – ADVOCACY SUMMIT
SKILLS IN SCRANTON – STATE OF THE WORKFORCE
MISERICORDIA UNIVERSITY - PANDEMIC EFFECT ON WOMEN
THE LACKAWANNA COUNTY HOUSING COALITION - HOUSING
REGIONAL STATE OF THE UNION BRIEFING FOR SENATOR CASEY
UNIVERSITY OF SCRANTON - 2022 UPDATES TO THE LIVING WAGE STUDY
SCRANTON AREA FOUNDATION PRESS CONFERENCE – ANNOUNCEMENT OF THE ASPEN INSTITUTE LEADERSHIP ACADEMY
CITY OF SCRANTON – PLENARY SPEAKER FOR CITY'S LISTENING SESSIONS RELATED TO ECONOMIC DEVELOPMENT STRATEGY



BOARD ENGAGEMENT INCLUDES ORGANIZATIONS SUCH AS:

- AHEC
- APPLESEED FOUNDATION
- CIRCLE 200
- DIAMOND CITY PARTNERSHIP
- GREATER WYOMING VALLEY CHAMBER OF BUSINESS & INDUSTRY
- LUZERNE COUNTY HEAD START
- STEM ECOSYSTEM
- UNITED WAY WYOMING VALLEY
- VOLUNTEERS IN MEDICINE
- THE WRIGHT CENTER GME BOARD OF DIRECTORS

TERI OOMS IS SERVING ON THE REGIONAL EXECUTIVE STRATEGIC COUNCIL AND THE GRADUATE MEDICAL EDUCATION BOARD AT THE WRIGHT CENTER.

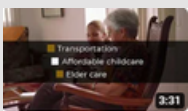
SHE IS ALSO SERVING ON THE NEPA WORKFORCE LEADERSHIP ACADEMY ADVISORY COUNCIL.

JILL AVERY-STOSS PARTICIPATED ON LACKAWANNA COUNTY'S MULTICULTURAL OUTREACH TASK FORCE FOR VACCINE MESSAGING AND DISTRIBUTION (KICK COVID-19 COMMUNITY CORPS).



In the media

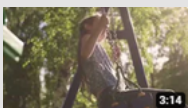
online, on television, and print



THE INSTITUTE MADE 64 PRINT IMPRESSIONS IN 2022, INCLUDING ARTICLES AND QUARTERLY OP-EDS PUBLISHED BY REALCLEAR PENNSYLVANIA. AS A RESULT OF THIS PARTNERSHIP WITH REALCLEAR, THE INSTITUTE'S ARTICLES WERE REPRINTED IN THE PHILADELPHIA INQUIRER, PITTSBURGH TRIBUNE REVIEW, AND THE FAIRFIELD SUN TIMES.



FURTHERMORE, WVIA ASSISTED THE INSTITUTE WITH THE PRODUCTION OF THREE DATA VISUALIZATION VIDEOS TO HELP EXPLAIN CRITICAL ISSUES IN NORTHEASTERN PENNSYLVANIA - WORKFORCE, HOUSING, AND CHILD ABUSE AND NEGLECT.



THE INSTITUTE HAS BEEN ACTIVE ON FACEBOOK, TWITTER, AND LINKEDIN AS WELL. THE NUMBER OF FOLLOWERS HAS REACHED 1,431 AND GROWS BY THE QUARTER.

THE INSTITUTE WAS FEATURED ON WBRE/WYOU'S NEWSMAKERS AS WELL AS SEVERAL EPISODES OF WVIA'S KEYSTONE EDITION

2022 Clients



Research in Action

Developing the Workforce

THE OBJECTIVES OF THE WILLIAM G. MCGOWAN CHARITABLE FUND AND THE INSTITUTE ARE WELL ALIGNED IN THE WAYS THEY CONTRIBUTE TO SOCIETAL NEEDS.



William G. McGowan
Charitable Fund

IN 2022, AFTER WORKING WITH THE WILLIAM G. MCGOWAN CHARITABLE FUND ON NEPA RISE FOR OVER ONE YEAR, THE INSTITUTE NOW SERVES AS THE EVALUATION AND LEARNING TEAM FOR ALL MCGOWAN PROJECTS. THIS MEANS THE INSTITUTE WILL NOW HELP TO INFORM AND GUIDE THE FUND'S PHILANTHROPY THROUGH THE USE OF IN-DEPTH SOCIO-ECONOMIC PROFILES OF THE COMMUNITIES ACROSS THE U.S. THAT THE FUND SERVES. THE DATA WILL HELP THE FUND AND LOCAL STAKEHOLDERS BETTER UNDERSTAND THE DYNAMICS AT PLAY IN THEIR COMMUNITIES AND WHERE THE INVESTMENT IS NEEDED.

THE MCGOWAN FUND INVESTS IN LEARNING AND EVALUATION TO ENHANCE ITS PROGRAMMING - SO THOROUGH LIFE CHANGING OUTCOMES OCCUR. THIS PROCESS IMPROVES THE CHANCES OF SUSTAINED OUTCOMES FOR INDIVIDUALS. IT ALSO HOPES TO REPLICATE AND SCALE PROGRAMS IT ALREADY FUNDS.

THE GREATER WYOMING VALLEY CHAMBER OF COMMERCE HAS USED LABOR MARKET DATA AND CAREER LADDERS RESEARCH FOR HIGH-DEMAND INDUSTRIES TO BUILD LINKEDIN LEARNING COURSE PATHWAYS FOR PROJECT PIVOT. FEEDBACK FROM SURVEYS DEVELOPED BY THE INSTITUTE HELPED GUIDE THE COURSE OF THE PILOT PROGRAM. THE INSTITUTE IS ALSO DEVELOPING AN EVALUATION AND RETROACTIVE SURVEY OF INCLUSIVE BUSINESS RESOURCES OFFERED THROUGH ANOTHER PILOT PROGRAM, CONNECT INCLUSIVE. ADDITIONALLY, THE CHAMBER REGULARLY USES GENERAL REGIONAL DATA TO IDENTIFY REGIONAL ISSUES AND RECOMMENDED SOLUTIONS TO DEVELOP GRANT APPLICATIONS, NEW INITIATIVES, AND PARTNER PROGRAMS.

"THE INSTITUTE'S DATA INSIGHTS AND REPORT AND EVALUATION SERVICES ARE THE FOUNDATION FOR EVERY ECONOMIC AND WORKFORCE DEVELOPMENT PROJECT WE DEVELOP. WE TRUST THAT OUR PILOT EFFORTS ARE BACKED BY REAL, CURRENT DATA THAT IS SPECIFIC TO OUR REGION AND WELL INFORMED BY THEIR RECOMMENDATIONS."



SHANIE MOHAMED
DIRECTOR OF ECONOMIC DEVELOPMENT
GREATER WYOMING VALLEY CHAMBER OF COMMERCE

Generating Economic Impact

THE DATA/RESEARCH PROVIDED BY THE INSTITUTE ASSISTED LACKAWANNA COLLEGE IN APPLYING FOR AND RECEIVING FUNDS THROUGH THE REDEVELOPMENT ASSISTANCE CAPITAL PROGRAM (RACP). THE COLLEGE SUCCESSFULLY SUBMITTED TWO APPLICATIONS AND WAS AWARDED A TOTAL OF \$4,000,000 IN FUNDING TO SUPPORT THE CONSTRUCTION OF THE CENTER FOR TECHNOLOGY INNOVATION. THESE DOLLARS WILL SUPPORT RENOVATIONS TO A SIX STORY STRUCTURE AT 401 ADAMS AVENUE IN SCRANTON, THAT WILL ALLOW THE COLLEGE TO EXPAND UPON CURRENT DEGREE PROGRAMS AND OFFER NEW PROGRAMMING.



LACKAWANNA COLLEGE WILL ESTABLISH A NEW EDUCATION AND TRAINING CENTER TO ADDRESS THE WORKFORCE DEVELOPMENT NEEDS OF NORTHEASTERN PENNSYLVANIA RESIDENTS AND BUSINESSES. THE CENTER FOR TECHNOLOGY INNOVATION (CTI) WILL BE AN EDUCATIONAL FACILITY CENTRALLY LOCATED IN SCRANTON, PENNSYLVANIA. THE BUILDING IS CURRENTLY IN DISREPAIR AND REQUIRES EXTENSIVE RENOVATION PRIOR TO USE. COMPLETED, THE CTI WILL BE A CUTTING-EDGE, TECHNOLOGY-BASED EDUCATION AND TRAINING CENTER FOR THE REGION'S RESIDENTS AND A SITE FOR EMPLOYERS TO TRAIN THEIR WORKFORCES. THE CTI WILL ALSO PROVIDE AFFORDABLE DEGREE AND CERTIFICATE PROGRAMS IN ROBOTICS AND AUTOMATION; CYBERSECURITY; ADVANCED AUTOMOTIVE TECHNOLOGY; AND OTHER PRIORITY TECH FIELDS ALONGSIDE THE COLLEGE'S HEALTH SCIENCE DEGREE AND CERTIFICATE PROGRAMS.

Research in Action

Supporting Community Health and Well-Being

A MENTAL HEALTH NEEDS ANALYSIS HAS INFORMED MULTIPLE PRESENTATIONS INTERNALLY TO GEISINGER AND EXTERNALLY TO THE COMMUNITY. THE REPORT GUIDED THE MIND OVER MATTER SERIES ON WVIA WITH THE GOAL OF REDUCING STIGMA AND INCREASING ACCESS TO MENTALHEALTH CARE. FURTHERMORE, IT SUPPORTS THE PENDING REQUEST TO ADD 10 SITES TO INCREASE ACCESS TO MENTAL HEALTH SERVICES FOR MEDICAID RECIPIENTS IN NEPA.

THE IMPORTANCE OF LEGALIZING FENTANYL TEST STRIPS WAS IDENTIFIED WITHIN THIS ASSESSMENT AS WELL. SIX MONTHS AFTER PUBLICATION OF THE REPORT, FENTANYL TEST STRIPS WERE LEGALIZED. THE STUDY DID NOT DIRECTLY SHAPE THIS LEGISLATIVE ACTION, BUT IT UNDERSCORES THE IMPORTANCE OF SOUND RESEARCH IN THE IDENTIFICATION OF GOOD PUBLIC POLICY.

THIS VERY RESEARCH ALSO ADDED VALUE TO THE CITY OF SCRANTON'S LAUNCH OF A MENTAL HEALTH CRISIS RESPONSE EFFORT, THROUGH WHICH SOCIAL WORKERS JOIN POLICE WHEN RESPONDING TO PERTINENT 911 CALLS.

"THE INSTITUTE'S CONTRIBUTION WITH THE MENTAL HEALTH NEEDS ASSESSMENT HAS BEEN INCREDIBLY HELPFUL TO THE PUBLIC AND OUR ORGANIZATION AS WE HAVE BEEN DEVELOPING GROWTH STRATEGIES AND PROGRAMS."

Geisinger

DAWN ZIEGER
VICE PRESIDENT OF BEHAVIORAL HEALTH
GEISINGER

SENATE BILL 115, CO-SPONSORED BY LISA BAKER (R-20) RECOGNIZES MUTUAL AGREEMENT IN THE REQUIREMENTS OF THE PROFESSIONAL LICENSURE OF NURSES AND RECIPROCITY OF LICENSE TRANSFER BETWEEN MEMBER STATES. IT WAS PASSED IN LATE 2021.

THE FOLLOWING MAY, THE INSTITUTE RELEASED A PUBLIC HEALTH REPORT WITH RECOMMENDATIONS THAT ALIGN WITH THIS LEGISLATION. THE RESEARCH BOLSTERS THE IMPORTANCE OF SUPPORTING SUCH MEASURES.

THE INSTITUTE HAS ASSISTED THE WILKES-BARRE HEALTH DEPARTMENT WITH DATA ON POPULATION DEMOGRAPHICS SUCH AS AGE AND SEX, AS WELL AS HEALTH INDICATORS FOR USE IN GRANT REPORTS AND APPLICATIONS AND THE SAFE AND HEALTHY COMMUNITIES GRANT RENEWAL. THE DATA HAS ALSO HELPED SECURE SUPPLEMENTAL FUNDING ALLOCATIONS FOR COMMUNITY GARDENS, HEAD START, AND MATERNAL HEALTH SERVICES.

THE WBHD HAS USED THE INDICATORS REPORT AND ECONOMY TRACKER AS WELL AS SPECIFIC REQUESTS TO INFORM PROGRAMMING DECISIONS AND FUNDING REQUESTS. THE DEPARTMENT HAS ALSO PARTNERED WITH THE INSTITUTE FOR PROGRAM EVALUATION AND NEEDS ASSESSMENTS. SOME OUTCOMES INCLUDE SOUND DECISIONS MADE BASED ON REAL DATA FROM THE COMMUNITY, SUCCESSFUL FUNDING REQUESTS, AND PROGRAM IMPROVEMENTS AND RESPONSIVENESS TO PARTICIPANT NEEDS.

"THE WILKES-BARRE CITY HEALTH DEPARTMENT HAS BEEN THE BENEFICIARY OF CRITICAL STATISTICAL INFORMATION PROVIDED BY THE INSTITUTE. THE DATA HAS AIDED US IN OUR EFFORTS TO EXPAND OUR PREVENTATIVE PUBLIC HEALTH MISSION FOR THE CITY OF WILKES-BARRE AND SURROUNDING AREAS. THE ORGANIZATION OFFERS ECONOMIC AND POLICY TRACKERS THAT ARE INVALUABLE RESOURCES TO ALL SECTORS OF BUSINESS AND GOVERNMENT IN THEIR EFFORTS TO GROW AND PROSPER. OUR DEPARTMENT IS PROUD TO BE PART OF THE INSTITUTE'S CLIENT ROSTER OF GOVERNMENT, NON-PROFITS, FOUNDATIONS, CORPORATE, ARTS, AND ECONOMIC DEVELOPMENT ORGANIZATIONS THAT HAVE ENHANCED THEIR IMPRINT ON THE NORTHEASTERN PA LANDSCAPE DUE TO THE PARTNERSHIP WITH THE INSTITUTE FOR PUBLIC POLICY AND ECONOMIC DEVELOPMENT."

HENRY. A. RADULSKI, MS
DIRECTOR OF HEALTH
WILKES-BARRE CITY HEALTH DEPARTMENT

Research in Action

MENTORSHIP IN ACTION

IN THE SPRING 2022 SEMESTER, CHIEF RESEARCH OFFICER ANDREW CHEW SERVED AS A MENTOR TO TWO GROUPS OF MASTER'S DEGREE STUDENTS STUDYING BIOMEDICAL SCIENCE AT GEISINGER COMMONWEALTH SCHOOL OF MEDICINE. AS PART OF THEIR COMMUNITY HEALTH RESEARCH COURSE, STUDENTS DEVELOPED, PLANNED, AND EXECUTED ORIGINAL RESEARCH PROJECTS.

ANDREW PROVIDED SUPPORT TO STUDENTS AS THEY DEVELOPED THEIR RESEARCH QUESTIONS AND METHODOLOGIES AND PROVIDED FEEDBACK ON WORK IN PROGRESS. ONE GROUP COMPLETED RESEARCH ON THE LINK BETWEEN SOCIOECONOMIC FACTORS AND FOOD ACCESS; THE OTHER GROUP STUDIED THE IMPACTS OF THE COVID-19 PANDEMIC ON HEALTHCARE WORKFORCE.

"THE MEDICAL STUDENTS AT GEISINGER COMMONWEALTH SCHOOL OF MEDICINE ARE ENGAGED IN IMPROVING THE HEALTH AND WELL-BEING OF OUR POPULATIONS IN NORTHEASTERN PA. WITH THE SUPPORT OF THE INSTITUTE, OUR FUTURE DOCTORS CAN BE MENTORED IN RESEARCH USING THE DATA RELEVANT TO OUR COMMUNITIES, ALLOWING THEM TO PARTICIPATE DIRECTLY IN THE RESEARCH PROCESS. THE INSTITUTE HELPS OUR STUDENTS LEARN RESEARCH METHODS AND CREATE ANALYTICAL PLANS. THIS GETS THEM ACCUSTOMED TO USING THE RESOURCES MOST RELEVANT TO OUR REGION AND SETS THEM UP FOR SUCCESS THROUGHOUT THEIR CAREERS HERE."



JULIE BYERLEY, MD, MPH
PRESIDENT AND DEAN
GEISINGER COMMONWEALTH SCHOOL OF MEDICINE

EXECUTIVE VICE PRESIDENT
CHIEF ACADEMIC OFFICER
GEISINGER

Sparking Entrepreneurship

A BRIEF AUTHORED BY THE INSTITUTE JUSTIFIED THE NEED FOR FUNDING FROM THE AMERICAN RESCUE PLAN ACT (ARPA) TO SUPPORT ENTREPRENEURIAL PROGRAMMING. IT PRECIPITATED THE AWARD THAT LAUNCHED TECHCELERATOR. EIGHT PARTICIPANTS ARE SUCCESSFULLY ENGAGED IN THE PROGRAM.

"A COLLABORATIVE EFFORT BETWEEN LACKAWANNA COUNTY, THE GREATER SCRANTON CHAMBER OF COMMERCE, AND BEN FRANKLIN TECHNOLOGY PARTNERS OF NORTHEASTERN PA RECENTLY LAUNCHED A NEW ENTREPRENEURIAL PROGRAM-TECHCELERATOR AT LACKAWANNA COUNTY. TECHCELERATOR IS ADMINISTERED BY TECBRIDGE, AND THE GOAL IS TO INSPIRE ENTREPRENEURS WITH EARLY-STAGE, TECH-BASED IDEAS TO START A SMALL BUSINESS IN LACKAWANNA COUNTY. BUSINESSES THAT COMPLETE THE PROGRAM REQUIREMENTS WILL RECEIVE \$10,000 IN GRANT FUNDING TO OFFSET THEIR START-UP COSTS."

BRIANNA FLOROVITO
IGNITE PROGRAM MANAGER
GREATER SCRANTON CHAMBER OF COMMERCE



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TERI IS RESPONSIBLE FOR ALL FACETS OF RESEARCH, ORGANIZATIONAL STRATEGY, AND MANAGEMENT. SHE IS AN ACTIVE PRINCIPAL INVESTIGATOR IN ALL INSTITUTE RESEARCH. TERI HAS BEEN NATIONALLY RECOGNIZED AS A LEADER IN REGIONAL ECONOMIC DEVELOPMENT, AND SHE SHE TURNED THAT SKILL INTO A RESEARCH INSTITUTE TO HELP OTHER REGIONS DEVELOP AND PROSPER. HER STRATEGIC SKILLS HAVE ALLOWED THE INSTITUTE TO EXPAND ITS SERVICES TO THE PRIVATE AND NON-PROFIT SECTORS FOR RESEARCH AND ANALYSIS IN COMMUNITY HEALTH NEEDS ASSESSMENTS, STRATEGIC PLANNING, MARKET AND FEASIBILITY STUDIES, AND ECONOMIC IMPACT ANALYSIS. THIS LEADERSHIP HAS EXPANDED THE INSTITUTE'S WORK TO OTHER STATES. UNDER TERI'S DIRECTION, THE INSTITUTE HAS COMPLETED OVER 100 CLIENT AND COMMUNITY BASED STUDIES. THESE STUDIES HAVE RESULTED IN NEW JOBS, NEW PROGRAMS, SUSTAINED INITIATIVES, AND NEW LEGISLATION THROUGHOUT PENNSYLVANIA AND IN NEW YORK. TERI ALSO SERVES ON A NUMBER OF LOCAL AND REGIONAL NON-PROFIT BOARDS. SHE IS A CUM LAUDE GRADUATE OF THE UNIVERSITY OF SCRANTON WITH A BS IN PUBLIC ADMINISTRATION AND AN MBA IN FINANCE.

CHEW'S MOST IMPORTANT PRIORITY IN HIS ROLE IS TO ENSURE THAT THE INSTITUTE PRODUCES RESEARCH AND ANALYSIS PRODUCTS THAT ARE OF EXCELLENT QUALITY, SCIENTIFICALLY RIGOROUS, AND USEFUL IN CREATING POSITIVE OUTCOMES FOR THE INSTITUTE'S CLIENTS AND THE COMMUNITY AS A WHOLE. HE IS WELL-VERSED A VARIETY OF RESEARCH AND ANALYTIC METHODOLOGIES AND HAS EXTENSIVE EXPERIENCE IN QUALITATIVE, QUANTITATIVE, AND MIXED METHODS RESEARCH WITHIN A VARIETY OF SOCIAL SCIENCE , PUBLIC POLICY, AND URBAN PLANNING CONTEXTS. ANDREW IS A MAGNA CUM LAUDE GRADUATE OF MUHLENBERG COLLEGE, WITH A BACHELOR'S DEGREE IN POLITICAL SCIENCE. HE HOLDS A MASTER OF CITY AND REGIONAL PLANNING DEGREE FROM RUTGERS UNIVERSITY, AND IN 2017 HE EARNED HIS PLANNING CREDENTIALS FROM THE AMERICAN INSTITUTE OF CERTIFIED PLANNERS (AICP).



JILL ASSISTS WITH PROJECT MANAGEMENT, FUNDRAISING, AND OTHER EXECUTIVE LEADERSHIP FUNCTIONS OF THE ORGANIZATION. AFTER STUDYING ENGLISH AND WOMEN'S STUDIES AT PENN STATE UNIVERSITY, JILL EMBARKED ON A DECADE-LONG JOURNEY OF COUNSELING AND ADVOCATING FOR VICTIMS OF SEXUAL AND DOMESTIC VIOLENCE. FOLLOWING HER NONPROFIT CAREER, JILL DIRECTED HER ATTENTION TO ONLINE CONTENT CREATION AND EDITING. SHE PRODUCED HUNDREDS OF ARTICLES, PRESS RELEASES, AND OTHER COPY ON A WIDE ARRAY OF TOPICS. THIS WORK ALSO INCLUDES THE DEVELOPMENT OF EDUCATIONAL MATERIALS, SUCH AS BENCHMARK-ALIGNED PASSAGES AND ASSESSMENT ITEMS FOR HIGH-SCHOOL AND UNIVERSITY-LEVEL CURRICULA. JILL'S PRIMARY OBJECTIVE IS TO CONTRIBUTE TO PRODUCTIVE AND PROACTIVE COMMUNITY IMPACT. HER BACKGROUND AND KNOWLEDGE OF UNDERSERVED POPULATIONS ARE IDEALLY SUITED TO THE REGION'S DEVELOPMENT NEEDS.

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A RECENT GRADUATE OF WILKES UNIVERSITY, JOLENE EARNED HER DOCTORATE OF EDUCATION DEGREE IN EDUCATIONAL LEADERSHIP STUDIES. JOLENE ALSO EARNED A MASTER'S DEGREE IN ORGANIZATIONAL MANAGEMENT AND A BACHELOR'S DEGREE IN ENGLISH. JOLENE ALSO HOLDS CERTIFICATES IN DIVERSITY, EQUITY, AND INCLUSION IN THE WORKPLACE AND POST-CRISIS LEADERSHIP FROM THE UNIVERSITY OF SOUTH FLORIDA MUMA. CURRENTLY, JO ALSO SERVES AS AN ADJUNCT AT LACKAWANNA COLLEGE. PRIOR TO HER TIME AT THE INSTITUTE, SHE WORKED AS THE WILKES UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER PROGRAM COORDINATOR. JOLENE BEGAN HER PROFESSIONAL CAREER IN THE COMMERCIAL INSURANCE INDUSTRY, WORKING IN THE REGULATORY COMPLIANCE SECTOR FOR NINE YEARS. JO IS ALSO AN ACTIVE MEMBER OF THE NORTHEASTERN EDUCATIONAL RESEARCH ASSOCIATION AND WAS INDUCTED IN 2020 INTO KAPPA DELTA PI, THE INTERNATIONAL HONOR SOCIETY IN EDUCATION.

AFTER GRADUATING FROM DICKINSON COLLEGE IN 2016 WITH A BACHELOR'S DEGREE IN ECONOMICS AND POLITICAL SCIENCE, MARK BEGAN HIS CAREER IN WORKFORCE DEVELOPMENT WITH EDSI, A NATIONAL WORKFORCE DEVELOPMENT AND TALENT SOLUTIONS COMPANY. FOR THE LAST SIX YEARS, MARK SERVED AS A DATA ANALYST AT PENNSYLVANIA CAREERLINK LUZERNE AND SCHUYLKILL COUNTY. IN 2022, MARK GRADUATED WITH A MASTER'S IN PUBLIC POLICY AND PUBLIC ADMINISTRATION FROM AMERICAN UNIVERSITY. IN ADDITION TO HIS PROFESSIONAL WORK, MARK IS DEEPLY INVOLVED IN COMMUNITY ORGANIZING.



SARAH BEGAN HER CAREER AT THE INSTITUTE AS A RESEARCH INTER IN SPRING 2020. SHE THEN JOINED THE STAFF IN APRIL 2021. SARAH HAS SINCE PARTICIPATED IN AN ARRAY OF PROJECTS, WITH VALUABLE CONTRIBUTIONS RANGING FROM POLICY RESEARCH AND SURVEY ANALYSIS TO SECONDARY DATA CAPTURE AND REPORT WRITING. SARAH GRADUATED FROM MISERICORDIA UNIVERSITY IN 2020 WITH A BACHELOR OF SCIENCE DEGREE IN STATISTICS AND MINORS IN MANAGEMENT AND MATHEMATICS.

HAVING STUDIED ANTHROPOLOGY AND INTERNEED AT THE ANTHRACITE HERITAGE MUSEUM, ETHAN HAS A STRONG UNDERSTANDING OF COMMUNITY ENGAGEMENT METHODOLOGIES AS WELL AS A PRACTICAL SENSE OF PUBLIC RESEARCH. IN ADDITION TO HIS PUBLIC RESEARCH EXPERIENCE, ETHAN HAS CONDUCTED A SUBSTANTIAL AMOUNT OF ARCHAEOLOGICAL AND HISTORICAL RESEARCH. ETHAN IS A RECENT GRADUATE OF INDIANA UNIVERSITY OF PENNSYLVANIA WITH MAJORS IN ANTHROPOLOGY AND HISTORY. HE ALSO HAS CERTIFICATES IN PUBLIC HISTORY AND FOUNDATIONS OF INTERPRETATION. CURRENTLY, ETHAN IS ENROLLED AT PENNWEST UNIVERSITY AND IS PURSUING HIS MASTER'S DEGREE IN INFORMATION AND LIBRARY SCIENCE.



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