

The Institute

Turning Information into Insight

Save the Date! **Indicators 2025**

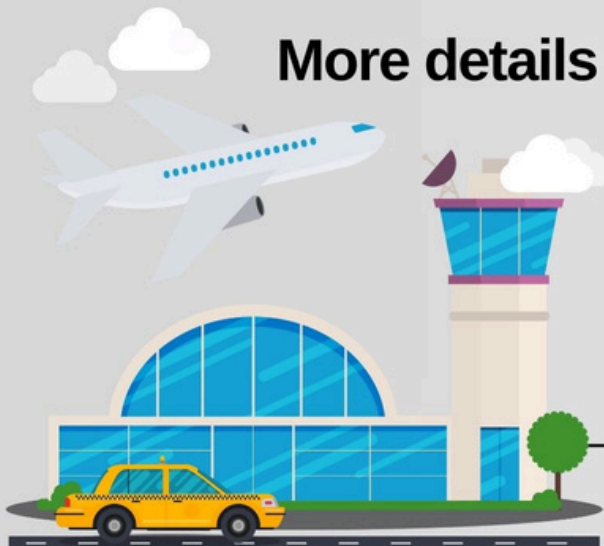
*Join The Institute at our 20th Annual
Indicators Event*

May 20, 2025

8:30 - 11:00 AM

**Wilkes-Barre Scranton
International Airport**

More details to follow.



In this issue:

- Special thanks to our supporters
- 2025 Task Force research preview
- Why Mapping Matters
- Overview of fall and winter publications
Client solutions
- Who we are

What's new at The Institute?

Our team at The Institute wishes you a Happy New Year! This winter, we have a lot to share:



Please join us in congratulating The Institute's Jill Avery-Stoss, who assumed the role of President in January! She has also joined the University of Scranton's Nonprofit Leadership Program. Teri Ooms will continue in her role as our Chief Executive Officer.

Jill Avery-Stoss joined the host of Keystone Edition Health, Tonyehn Verkitus - along with Don Seipel, President of St. Luke's Monroe Campus, and Carmela Fox, VP of Human Resources at Allied Services - to discuss the healthcare workforce shortage.



Teri and Jill participated in the Greater Scranton Chamber of Commerce's annual State of the Workforce Session.



We also received incredible support from the PPL Foundation, the Scranton Area Foundation and the Spitz Foundation!



MANY THANKS

*to our 2025 community-based underwriters
and Indicators event sponsors*

Signature Underwriters

- Andrew J. Sordoni
Foundation
- Sordoni Family
Foundation

Contributing Underwriters

- Geisinger Health System
- The Luzerne Foundation
- PPL Electric Utilities

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- The Wright Center

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Foundation

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Chamber of Commerce

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- Wilkes-Barre/Scranton
International Airport

Task Force Video Sponsor

- WVIA Public Media

Celebrating 20 years of Indicators!



Now accepting Indicators 2025 sponsorships!

Main Event Sponsor (1 available), \$3,500 -

- Speaking role at event
- 2-page spread in event program
- All other Platinum level benefits
- Recognition on pre-orientation lead slide
- Recognition as presenter at event
- Full page in program
- Recognition in newsletter to over 1,000 community & business leaders
- Recognition in all event materials including slide deck
- Website and social media recognition and link
- 6 tickets to event*

Gold Sponsor, \$1,000

- Recognition in event program
- 1/2 page ad in program
- Recognition in newsletter to over 1,000 community & business leaders
- Recognition on all event materials including slide deck
- Website and social media recognition
- 4 tickets to event*

Silver Sponsor, \$750

- 1/4 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition in all event materials including slide deck
- Website and social media recognition
- 2 tickets to event*

Bronze Sponsor, \$500

- 1/8 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition in all event materials including slide deck
- Website and social media recognition
- 1 ticket to event*

Individual Donor Sponsor, \$250

- Recognition in event program
- Individual donor name listing in program
- Task Force Sponsors, \$5,000 (up to 5 per task force)
- Logo on task force study publication and in task force video
- 1/2 page ad in program
- Recognition in newsletter to over 1,000 community leaders
- Recognition in all event materials including slide deck
- Website and social media recognition
- 2 tickets to event*

For more information, contact Teri Ooms at ooms@institutepea.org or 570-408-4950.

Take a Sneak Peak!

Here is what you can expect from our Task Forces in 2025

Planning, Land Use, Transportation, and Infrastructure

Infrastructure as a Means of Combatting Rising Temperatures and Their Adverse Impacts

This study will begin with an overview of climate change in Pennsylvania and the potential health impacts of rising temperatures on various segments of the population.

Health and Health Care

Revitalizing Mental Health and Behavioral Health Care in NEPA

This research will explore challenges and potential solutions associated with the need for high-quality, accessible, and equitable mental health and behavioral health care in Northeastern Pennsylvania.

Housing

Infill Development as a Solution to the Housing Crisis

The potential for infill housing will be explored in this report from an economic perspective, and it will encompass findings from The Institute's earlier study of blight in Northeastern Pennsylvania. Alternative housing arrangements, such as nonprofit housing, increased density, multi-family units, accessory dwelling units, modular housing, etc., will be addressed as well.

Education and Workforce Development

Closing the Achievement Gap: Addressing Vulnerabilities in the Region's Youth

This research will offer a profile of the region's young population including demographic, social, economic, academic, and health-related characteristics. This information, along with review and analysis of existing programs and policies, will help identify inequities and vulnerabilities (such as violence and exposure to gang activity) and potential solutions.

Jobs, Economy, and Economic Development

Addressing Challenges, Opportunities, and Other Driving Forces of Economic Mobility

To understand the impact of the region's average annual pay as it relates to economic mobility, a comparative study between Northeastern Pennsylvania and areas with similar economic conditions will be conducted. This report will incorporate regional data analysis and primary data collection to understand economic strengths and gaps in the region as they relate to economic mobility and identify ways to increase opportunities to support regional upward movement for all community members.

Energy

Alternatives to Electricity Amid an Anticipated Shortage

This report will address gaps in access to electricity anticipated by 2030, and it will explore topics such as modular nuclear and renewables, as well as identify solutions for filling the access gap in NEPA.

Catch up on the latest policy and economy news!

[Read the Q4 Economy Tracker here!](#)

[Read the Q3 Economy Tracker here!](#)

[Read the Q4 Policy Tracker here!](#)

[Read the Q3 Policy Tracker here!](#)

Have you seen the latest editions of our quarterly Economy and Policy Trackers?

The fourth quarter edition of the Economy Tracker includes an update on remote work as well as post-COVID unemployment, a cost of living update, and a feature on childcare costs in the region.

The third quarter edition features an occupational outlook for Northeast Pennsylvania, as well as articles on crime and economic health, housing affordability, and a new maps feature.

The fourth quarter edition of the Policy Tracker covers voter turnout at the state and county levels.

The third quarter edition addresses policy surrounding 'forever chemicals,' Keystone Scholars, and more!

The Public Policy and Civic Engagement Student Poll Brief is also out now!

Learn about:

student perceptions of the country and the Commonwealth
top public policy issues
awareness of current events
voter registration and participation
...and more!

[Access the
brief here](#)

The Institute needs your support!

Data-driven decisions are essential for enhancing the vibrancy of the region and ensuring its long-term economic prosperity. That's why we hope you will contribute to our community-based research. Consider joining our growing list of underwriters.

To learn more, contact Teri at ooms@institutepea.org.

Client Solutions

Arts & Culture Studies
Asset Maps
Community Needs Assessments
Comprehensive Plans
Economic and Demographic Profiles
Economic and Tax Impact Studies

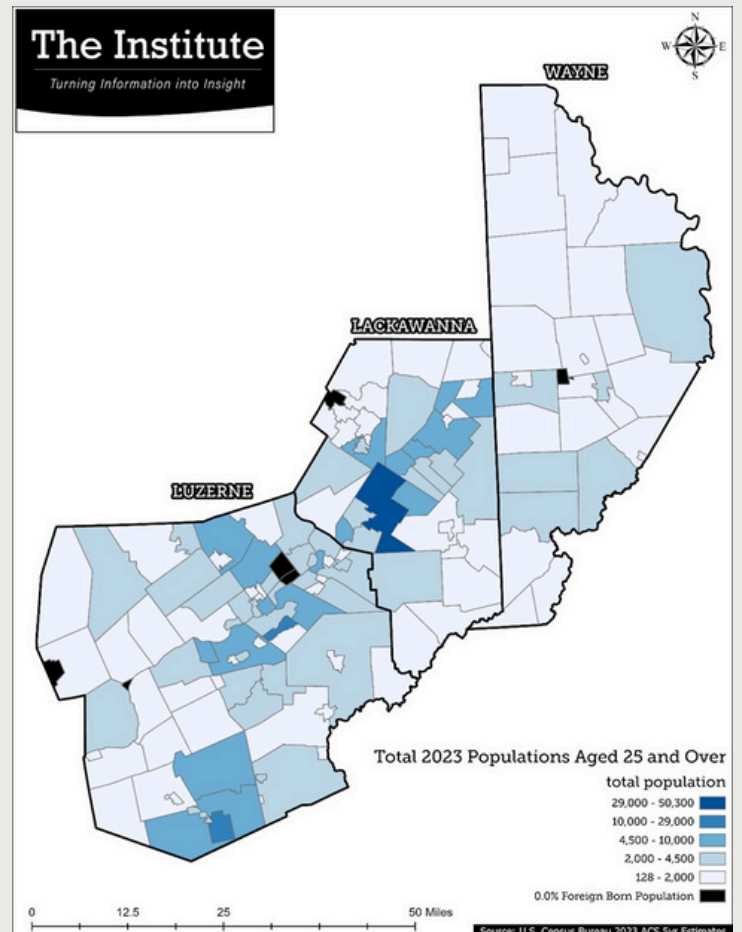
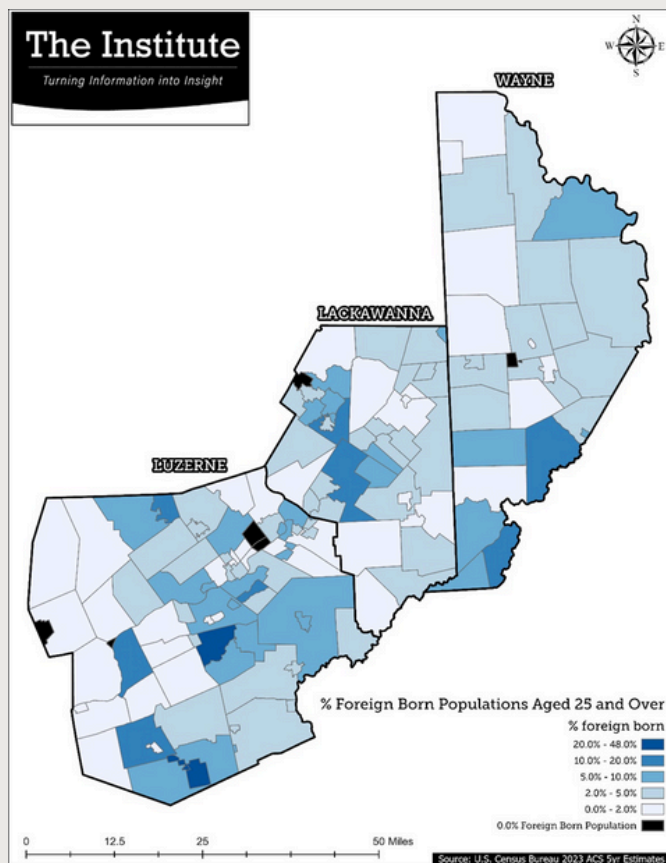
Economic Development Strategies
Education Studies
Grant and Program Evaluation Support
Housing Studies
Survey Research
Indicators- Indexes
Industry Studies

Market and Feasibility Studies
Policy Analysis
Research Validation and Peer Review
Site Selection Research
Tourism Strategic Plans
Workforce Studies

Why Mapping Matters

Maps bring significant value to the interpretation of data. They are especially important when information must be shared with an emphasis on its spatial meaning. These visual tools aid in the identification of patterns and relationships between datasets and geography.

Maps are useful for illustrating population density, for example. In The Institute's study area encompassing Lackawanna, Luzerne, and Wayne Counties, Scranton City, Wilkes-Barre City, and Hazleton City have the largest populations aged 25 and over (50,263, 28,590, and 19,655, respectively). Starrucca Borough, Jeddo Borough, and Prompton Borough contain the smallest populations (128, 129, and 142, respectively).



West Hazleton Borough (47.7 percent) and Hazleton City (44.5 percent) are homes to the largest percentages of foreign-born residents aged 25 and over.

Adding overlays to these maps can reveal insights related to income and health disparities, access to public transportation and other resources, migration trends, and more!

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.

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://www.institutepa.org/dashboard/>

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://www.institutepa.org/research-hub/>

Quarterly Economy Tracker
This quarterly electronic publication explores the region's economic and business trends.
<https://www.institutepa.org/economy-tracker/>

Policy Tracker
This tracker covers state and federal policy focused research and aims to educate and inform the reader about the challenges, opportunities, and potential non-partisan solutions.
<https://www.institutepa.org/policy-tracker/>

Polling Program
Better understand the subject matter interests, public policy views, and civic engagement of our local college students and future leaders.
<https://www.institutepa.org/polling-center/>

Thanks to our 2025 Research Underwriters!
(current as of February 15, 2025)

Sincere thanks to 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
Sordoni Family Foundation

Contributing Underwriters

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The Luzerne Foundation
PPL Electric Utilities

Supporting Underwriters

BlackOut Design
EMPOWER
Greater Hazleton CANDO
KMLA Group
Moses Taylor Foundation
Marty Wolff Business Solutions
Peoples Security Bank & Trust
PNC
Rosenn Jenkins & Greenwald LLC
UGI Utilities

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The Wright Center for Graduate Medical Education
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Join our growing list of research underwriters!
To learn more, contact Teri at ooms@institutepa.org.

