



Inside Berks Business

For most teachers and counselors, summer means spending some sunny days at the beach or cool evenings in the mountains. For 29 Berks County educators, the summer of 2009 might have included those fun pastimes, but it also included a learning experience they will not soon forget.

Teachers and counselors from 13 school districts got an inside look at 18 local businesses by participating in the insideBERKSbusiness program. The participating teachers represented a broad spectrum of areas, including art, business, elementary education, family and consumer science, gifted, math, science, social studies, and technology.

As part of the program requirements each educator created a PowerPoint presentation that describes his or her inside-BERKSbusiness experience. The

presentations also indicate the skills that students must have to be successful in the workplace and include a description of how career awareness activities will be integrated into lesson plans.

The Coalition participated in the inside Berks business Seminar on August 7, 2009.

This event was hosted by East Penn Manufacturing.

Remarks by East

Penn representatives included founder DeLight Breidegam. The afternoon activities included a recognition and presentation at the Berks County Intermediate Unit.



inside **BERKS** business:

A five-day learning experience for educators

For more information about Inside Berks Business please contact the Berks Business Education Coalition at 610-372-6114 or by email at

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Wall Street Initiative Funds Curriculum Effort

Berks County received funding through the Lehigh Valley Workforce Investment Board under a federal Wall Street West grant initiative to expand the County's Career Pathways initiative. The funding was received by the Berks County Intermediate Unit with additional support from the Berks Business Education Coalition to write curriculum in English, Mathematics and Science. The curriculum writing workshops, facilitated by staff from Performance Pathways and the Berks County Intermediate Unit were attended by 40 teachers from 12 County

School Districts.

The workshops were conducted to develop common end-of-year assessments and standards-based curriculum in the core disciplines identified previously. In addition, Career Education and Work Standard activities were integrated into each curriculum developed. The curriculum was imported into a web-enabled database to promote the sharing of this resource with teachers throughout the County.

The Wall Street Grant provided \$65,000

toward this initiative. The balance of the expenses for the workshops was funded by the Berks Business Education Coalition.



BerksWorks for Interns

BerksWorks is a website developed by a partnership of the Berks Business Education Coalition, the Berks Community Foundation, the Greater Reading Chamber of Commerce and Industry and Penn State University Berks Campus. The site offers both high school and college students the opportunity to connect with employers to obtain internships, part-time jobs, and job shadowing experiences. Students can post resumes online for employers to view and can respond to employer postings offering internships and part-time jobs.

Students can search in their field of interest and select the employer contact that most interests them. Employers are encouraged to log on to the site at



www.berksworks.org and register. They are encouraged to list their company profile and contacts including any opportunities they may have for internships or other work-based educational experiences.

BerksWorks currently has over 3900 registered employers, 450 registered students and over 100 job postings. Internships open many doors for students including demonstrating to future employers that they have the experience and training to succeed. Take advantage of this great opportunity. Check out BerksWorks and get to work!

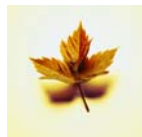
More information can be found about
BerksWorks at:
www.berksworks.org

Faculty Dialogue Promotes Further Education

The Berks Business Education Coalition, through the cooperation of the Higher Education Council of Berks County and the Berks High School Principals, has facilitated a discussion among college and high school faculty on strategies that each can recommend to improve the transition process for students moving from high school to college. The first meeting was hosted by Penn State Berks Campus in February. The meeting was

attended by over 70 high school and college faculty. The focus of the first evening was to identify topics for discussion and to begin an ongoing dialogue on the steps that can be taken to improve the transition process for students moving into college. The evening concluded with table discussions with faculty from similar subject areas discussing curriculum and course requirements.

Another dialogue will be held on September 14, 2009 hosted by Albright College. This meeting will continue the discussion in subject similar academic groups, and move toward recommendations for implementation. The dialogue is an outgrowth of a Higher Education/Basic Education Steering Committee facilitated by the Berks Business Education Coalition.



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