

MAKING **IDEAS** HAPPEN



ANNUAL REPORT **2014**





John P. Weidenhammer
Chairman, Berks Business Education Coalition

Looking Ahead

As we complete the 23rd year since the founding of BBEC, much has changed. We elected a new slate of officers to lead the Coalition and expand initiatives. What has not changed, however, is the mission of BBEC to foster collaboration, conversation, and understanding among the business and the education communities of Berks County. The Coalition continues on solid financial footing due to the ongoing support of our prime constituencies and the efforts of prior leadership toward ensuring adequate financial reserves.

Isaac Newton, in his letter to Thomas Hooke, said “If I have seen further than others, it is by standing upon the shoulders of giants.” Newton, of course was referring to the other scientists, philosophers and visionaries that had prepared the framework for his life and work. Likewise, the BBEC is successful today because of the work done by its founders. As your new chairman I cannot sufficiently thank the founders for their contributions. Marlin Miller and Paul Roedel retired as officers of BBEC at the end of 2013 respectively as chairman and treasurer. While many have consistently contributed to our success, Marlin and Paul deserve special mention. Our community has benefited from their efforts

and we share our gratitude for their insight and thoughtful leadership.

This year, BBEC continued two important programs targeted to Berks County ninth grade students. We organized visits to our five Berks County colleges and universities. Students obtained a first-hand exposure to college and learned that there is a place in post-secondary education for everyone. We also arranged visits to Berks businesses to expose students to the culture, expectations, and opportunities in the workplace. The overall object of both programs is to jump-start students’ thinking about their future and to consider their life path and plan.

We are fortunate to have a new, strong slate of officers guiding BBEC as well as a very capable executive director in Sol Lausch. New officers include: Jill Hackman Ed.D., vice chairman, Executive Director, Berks County Intermediate Unit; Jeff Rush, treasurer, Senior Executive Vice President, Fulton Bank; and, Al Ottinger, secretary, Quality Investment Castings, Inc. We thank John George for his service to the Coalition. John resigned after many years of service to assume his new role as Executive Director, Montgomery County Intermediate Unit. Good luck, John, in your new endeavor.

In 2014, we again worked with the Berks County Intermediate Unit to place Berks teachers with local busi-

nesses for a one week summer internship, providing participants with a real world look at today’s business environment and exposure to the skills being sought by local employers. We had 23 educators representing 13 school districts and Berks Catholic High School engaged at 14 businesses and organizations. Each teacher received a \$500 stipend from the Coalition.

We welcomed three new directors to our Board this past year: Jeannine O’Neill-Rohrbach, CPA, Corporate Comptroller, Brentwood Industries, Inc.; Khalid Mumin, Ed.D., Superintendent, Reading School; and, Jill Hackman, Ed.D., Executive Director, Berks County Intermediate Unit. We are delighted with their willingness to serve.

With a new Pennsylvania Governor we may see changes in the funding model for public education. BBEC will monitor changes at the state and advocate for fairness and equity. Additionally, we will explore our potential role in advocating for expanded pre-K learning options, particularly for at-risk students.

We are grateful for our financial supporters, including those contributing a portion of their EITC funds to BBEC.

One small step at a time BBEC is making a difference. Our important work could not be accomplished without the generous support and friendship of so many in our community.

John P. Weidenhammer



Pennsylvania School Performance Profile

Berks County School Districts 2013-2014 School Year

| SCHOOL DISTRICT | PERFORMANCE PROFILE |
|---|---------------------|
| Antietam School District | 70.5 |
| Boyetown Area School District | 87.2 |
| Brandywine Heights Area School District | 81.2 |
| Conrad Weiser Area School District | 81.2 |
| Daniel Boone Area School District | 81.8 |
| Exeter Township School District | 84.5 |
| Fleetwood Area School District | 79.0 |
| Governor Mifflin School District | 83.8 |
| Hamburg Area School District | 80.7 |
| I-LEAD Charter School | 33.5 |
| Kutztown Area School District | 83.7 |
| Muhlenberg School District | 72.9 |
| Oley Valley School District | 75.1 |
| Reading School District | 60.9 |
| Schuylkill Valley School District | 79.6 |
| Tulpehocken Area School District | 81.0 |
| Twin Valley School District | 80.9 |
| Wilson School District | 86.2 |
| Wyomissing Area School District | 83.8 |

2013-14 SCHOOL YEAR

The Pennsylvania Department of Education has developed the Pennsylvania School Performance Profile (PSP) for each public school and each publicly chartered school in Pennsylvania. Pursuant to Act 82 of 2012, the PSP became fully operational in December 2013.

The profiles are smartly organized and present an array of useful information for the interested, discerning reader. The Pennsylvania School Performance Profile website is readily accessed and easy to navigate.

Each school's profile is presented as a score ranging from 0 to 100. A score of 70 or higher is satisfactory. The score is the cumulative calculation of seven weighted indicators. Two indicators, academic achievement and a measure of academic growth constitute 80% of the score. Other indicators, including cohort graduation rate, attendance rate, and a measure of closing the achievement gap for historically underperforming students, constitute the remaining 20% of the profile score.

The information at right is for the 18 Berks County school districts and the I-LEAD Charter School in Reading. The district "performance profile" is the mean average of the building level scores for each of the schools in the district.

FIND OUT MORE AT:
paschoolperformance.org



2014

Ninth graders from Muhlenberg Middle School donned protective gear as they toured and interacted with employees at Carpenter Technology.

YEAR IN REVIEW



Students Interacting with Business



This program should be in every school in the country, not just the county. It is a prime example of people and groups connecting toward prosperity and leadership. This program is one of the quadruple winners. It's a winner for the school. It's a winner for the businesses. It's a winner for the community. But most especially, it's a winner for the students.



Dr. C.J. Rhoads
CEO
HPL Consortium, Inc.



As students enter high school, the reality that adulthood looms in just a few short years begins to set in. But they are still only 14 or 15 years old, with all the insecurity and fledgling surety that marks these years.

For the adults in their lives, these can be challenging times but opportunities present also. We have the responsibility as parents, as teachers, and as community members to provide guidance, insight and a foundation for a satisfying adulthood.

Keeping with its founding charge 23 years ago, the Berks Business Education Coalition focuses much of its energy on supporting programs which foster career exploration. This past September 23-26, 2014 the Berks Business Education Coalition facilitated the second annual *Students Interacting with Business* program. More than 4,000 ninth and tenth graders from 15 of the 18 Berks County school districts and the I-LEAD Charter School engaged in a set of activities throughout the course of one week to learn first-hand about how a business operates and about the attributes an employer looks for in a prospective employee.



Boyertown Area Senior High School tenth graders visited Sealstrip Corporation on Students Interacting with Business day.

The weeklong event is truly a community-wide endeavor: 18 morning assemblies, each presented by a business professional; 70 site visits to one of 21 businesses, in groups ranging from 30-80 students;

65 professionals leading 100 afternoon review sessions; and hundreds of teachers, counselors, administrators and business employees engaged otherwise to make each day happen.

SIWB

Students Interacting with Business

STUDENTS INTERACTING WITH BUSINESS SEPT. 22-26, 2014

PARTICIPATING SCHOOLS

Antietam Middle-Senior High School
 Boyertown Area Senior High School
 Brandywine Heights High School
 Conrad Weiser High School
 Daniel Boone Area High School
 Fleetwood Area High School
 Governor Mifflin Senior High School
 Hamburg Area High School
 I-LEAD Charter School
 Kutztown Area Senior High School
 Muhlenberg High School
 Oley Valley High School
 Reading Intermediate High School
 Schuylkill Valley High School
 Tulpehocken Junior-Senior High School
 Twin Valley School District

PARTICIPATING BUSINESSES

Alcon Research, Ltd.
 Brentwood Industries
 Cabela's
 Cambridge-Lee Industries LLC
 Carpenter Technology Corporation
 East Penn Manufacturing Co.
 EnerSys
 Met-Ed, A FirstEnergy Company
 National Penn
 Penske Truck Leasing Co.
 Pottstown Medical Center
 Quadrant EPP USA, Inc.
 Reading Eagle
 Reading Electric
 Reading Health System
 Remcon Plastics
 Sealstrip Corporation
 SFS intec, Inc.
 St. Joseph Medical Center
 UGI Energy Services
 UGI Utilities, Inc.

“

This experience really helps the students to realize how they should be preparing in order to be successful in the world of work. It's very beneficial for them to hear firsthand what an employer is looking for when they are going to hire someone.

”



Beth Burnham
 Career Counselor
 Muhlenberg School
 District

2014 YEAR IN REVIEW

continued

“

This summer I had the opportunity to “intern” at Weidenhammer Systems Corporation. I worked with staff who represented many aspects of Weidenhammer Systems including educational software, business/ technology consulting, cloud services, application development, and network infrastructure.

As a result of my experience, I wanted to bring into my classroom skills that would not only help my students be better scholars, but help them to develop competencies that will lay the groundwork for their future.

One indispensable skill, brought up more than one time at Weidenhammer, that every teacher can work to develop ... the positive impact of a quality handshake. When meeting a prospective employer or client, a warm greeting with a firm handshake is the basis of a positive first impression.

”

Brandy Solomon

7th Grade Science Teacher
Boyetown Junior High East



inside Berks business

This long standing program, presented jointly by the Berks Business Education Coalition and the Berks County Intermediate Unit, places Berks County educators in a weeklong summer internship program with participating businesses and organizations.

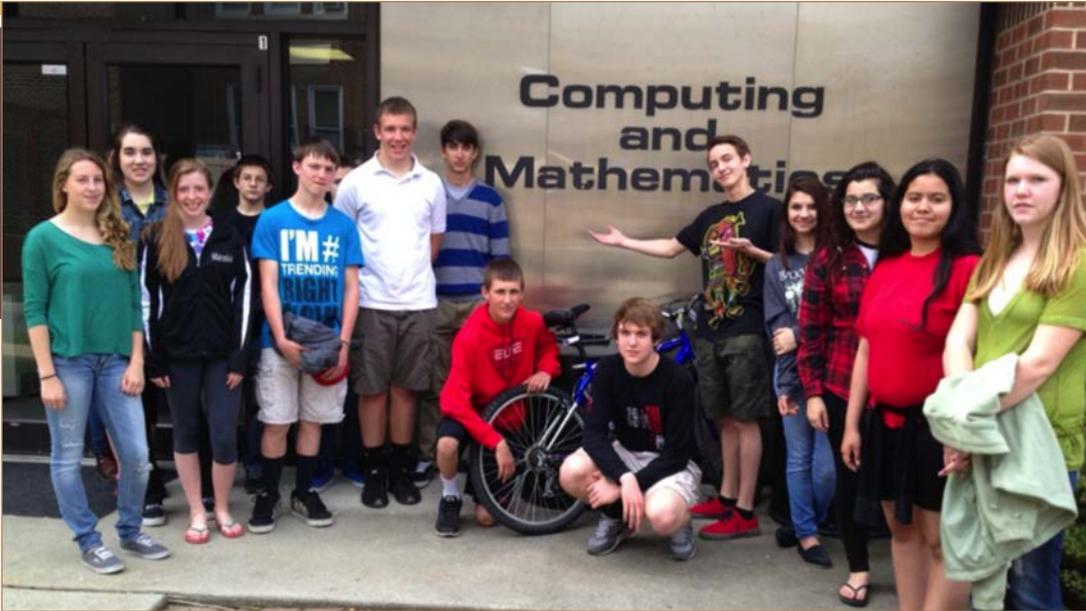
Through this program the educators gain enhanced awareness of workplace expectations outside of education and they take with them specific knowledge which they can translate directly into classroom instruction.

BASD Science Teacher Brandy Solomon with Weidenhammer employees at their Wyomissing location.

Twenty-three educators, representing 14 school districts and Berks Catholic High School, participated in the program this year at 14 businesses. Experiences ranged through the nuts and bolts of manufacturing, the health care system, media communications, information technology, to raptor conservation. Special thanks to the businesses and organizations who participated this year.

Participating Businesses and Organizations

| | |
|-----------------------------------|----------------------------------|
| Berks TV | Packaging Corporation of America |
| Centro Hispano Daniel Torres | Penn Werner Hotel |
| East Penn Manufacturing Co., Inc. | Quadrant EPP USA |
| EnerSys | Reading Eagle |
| Hawk Mountain Sanctuary | Reading Fightin Phils |
| Lynx Computer Technologies | Reading Health System |
| Met-Ed, A FirstEnergy Company | Weidenhammer Systems Corporation |



Students from Schuylkill Valley High School toured Albright College, including the Center for Computing and Mathematics.

College Visits

2014 marked the ninth year that BBEC, Albright College, Alvernia University, Kutztown University, Penn State University/Berks, and Reading Area Community College joined together to bring ninth grade students from across the county onto their campuses to learn directly about the culture and expectations of post secondary education. Two thousand six hundred students from 13 of the 18 public school districts participated, receiving specific information about enrollment criteria, touring a campus, and not least, enjoying lunch in a collegiate setting. Each participating district provided for the cost of transportation and teacher chaperones. The colleges and universities arranged programs specific to their campuses, and the BBEC and the colleges and universities provided the funding for the lunches.

The higher education campus visits complement the *Students Interacting with Business* program. Together the two programs provide students a direct set of site based experiences, during the first of their final four years of secondary education, gaining insight, into the expectations before them upon leaving high school.

Choices Program

In May 2014, the Greater Reading Chamber of Commerce and Industry partnered with the Reading School District to bring the nationally recognized *Choices Program* to the 1,200 eighth graders of the Reading Intermediate High School. Working in teams of two, nearly 100 volunteers engaged students in two fast paced, 45-minute sessions, exploring the immediate and long term consequences of decisions made now as they approach their high school years.

One of the most telling exercises was how quickly a 16-year-old ran out of money before month's end when he dropped out of school to the allure of minimum wage employment. Another exercise, *Time of Your Life*, placed students on a time line, birth to age 80, with discussion about what lies ahead for them in the stages of life, making the point graphically, that their actions now will lay the foundation for the rest of their lives.

Four months later, these same eighth graders experienced another reality check when they participated in the BBEC-sponsored *Students Interacting with Business* program for ninth graders.



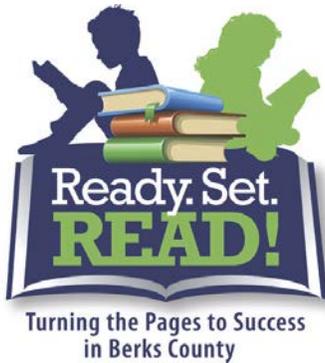
Our students really enjoyed the college visits on February 28. The information provided at each university and the exposure to the campus and dining hall was a valuable experience for our students. Thank you for providing such a worthwhile program.



Dr. Timothy Dietrich
Associate High School
Principal, Governor Mifflin
Senior High School

Congratulations to the Greater Reading Chamber of Commerce and Industry, and in particular, Gail Landis, vice president of Government and Community Relations, for spearheading this initiative and bringing the *Choices Program* to Reading.

continued on page 8



2014
YEAR IN
REVIEW

Ready . Set . READ!

The United Way of Berks County has undertaken an ambitious program to bring 90% of all students county-wide to grade level in reading by 2023. The program engages trained, volunteer tutors to provide planned, supplemental reading instruction to identified first, second, and third grade students.

In 2014, more than 300 volunteers worked with nearly 450 students in 25 elementary schools within 10 school districts in the second year of the program. United Way reports, “School administrators, teachers, parents, and students have all shared their excitement around the initiative, noting improved reading skills and the strength of the bond formed between the tutor and student.”

Kudos to the United Way of Berks County for this fine program.



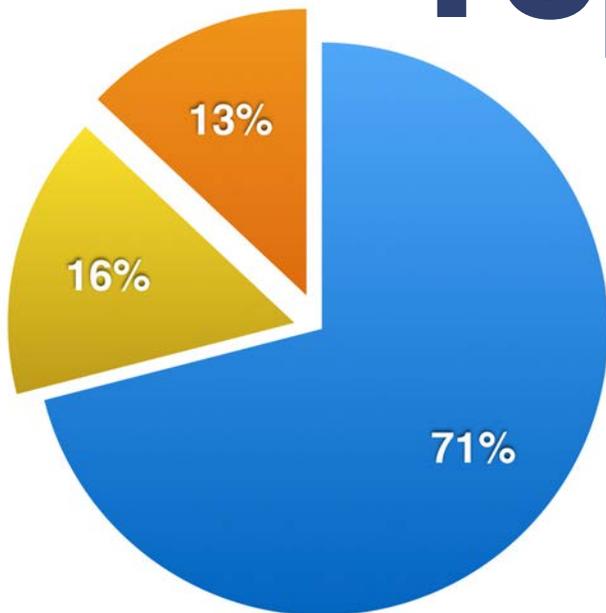
ALSO IN 2014

- BBEC engaged with the YMCA of Berks County, the Olivet Boys and Girls Club and the Reading Recreation Commission to develop programs focused specifically on seventh grade at the four middle schools in the Reading School District. Structured in part on an adopt-a-school model, the ultimate goal is to enroll at least half of the seventh graders in each school in a program offered by one of the three organizations.

- The Berks Business Education Coalition, Greater Reading Chamber of Commerce and Industry, the Greater Reading Economic Partnership, and the Berks County Workforce Investment Board jointly sponsored a second annual symposium on education, November 20, 2014 at Stokesay Castle. Attended by 200 people, the focus was on ideas for internships and apprenticeships.
- BBEC developed a working relationship with the World Affairs Council (WAC) of Reading with the intent to engage more students in the monthly programs, including sessions with the program speakers in a school setting prior to the WAC noon programs.
- BBEC initiated paths for direct communication with staff at the Hawk Mountain Sanctuary in northern Berks County. The Sanctuary is a world class center for raptor (birds of prey) research and presents superb opportunities for science-based field trips and small group study for Berks County students.

financial report

Financial Statement –
Calendar 2013 and 2014



- Business
- Education
- Foundations

2013
OPERATING
INCOME

OPERATIONS

Operating Income:

| | | |
|-------------------------------|------------------|------------------|
| Business | 80,800 | 67,800 |
| Education | 18,000 | 16,600 |
| Foundations | 15,000 | 17,610 |
| Interest on Savings | 17 | 60 |
| Total Operating Income | \$113,817 | \$102,070 |

Operating Expenses:

| | | |
|-------------------------------------|------------------|------------------|
| Salaries and Benefits | 77,620 | 78,082 |
| Other Operating Supplies & Expenses | 29,897 | 30,578 |
| Total Operating Expenses | \$107,517 | \$108,660 |

Operating Gain (Loss)

2013 **2014**

| | | |
|---------------------|--------|--------|
| Business | 80,800 | 67,800 |
| Education | 18,000 | 16,600 |
| Foundations | 15,000 | 17,610 |
| Interest on Savings | 17 | 60 |

\$113,817 **\$102,070**

| | | |
|-------------------------------------|--------|--------|
| Salaries and Benefits | 77,620 | 78,082 |
| Other Operating Supplies & Expenses | 29,897 | 30,578 |

\$107,517 **\$108,660**

\$6,300 **(\$6,590)**

PROGRAM EXPENDITURES

| | | |
|---|-----------------|-----------------|
| Direct Payment to Schools inside BERKS business | 27,078 | 15,983 |
| Ninth Grade College Visits | 11,500 | 11,500 |
| Other | 5,087 | 3,152 |
| Total Program Expenditures | \$46,015 | \$30,635 |

Financial Position

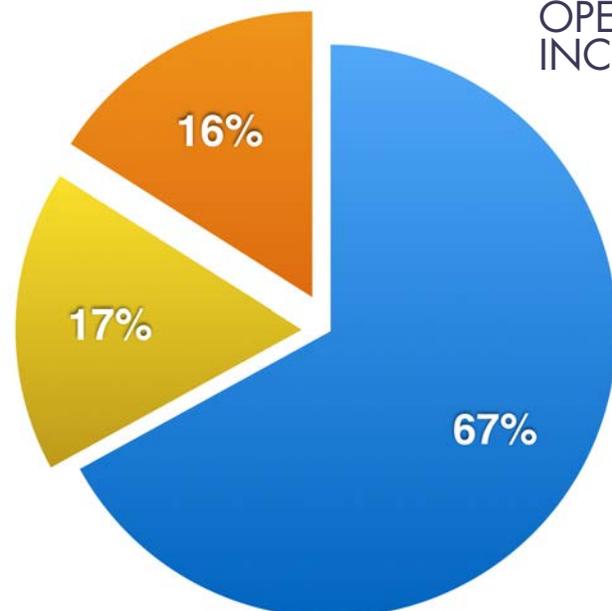
| | | |
|----------------------------|-----------|-----------|
| Total Liability and Equity | \$202,255 | \$175,523 |
|----------------------------|-----------|-----------|

2013 **2014**

| | | |
|---|--------|--------|
| Direct Payment to Schools inside BERKS business | 27,078 | 15,983 |
| Ninth Grade College Visits | 11,500 | 11,500 |
| Other | 5,087 | 3,152 |

\$46,015 **\$30,635**

\$202,255 **\$175,523**



2014
OPERATING
INCOME



MISSION:

The mission of the Berks Business Education Coalition is to develop and coordinate resources within the business and education communities to promote initiatives which improve the competencies of students and enhance their aspirations for continuing education.

GOALS:

- I. Promote career awareness and development programs for students in Berks County.
- II. Support member schools in the effort to improve basic academic performance.
- III. Promote appropriate, differentiated interest in pursuit of post secondary higher education.
- IV. Facilitate continuing dialogue between, with, and among K-12 and higher education.
- V. Provide for the viability and sustainability of coalition programs and services.

MEMBERSHIP LIST

Albright College
 Alvernia University
 Antietam School District
 Berks Career & Technology Center
 Berks County Community Foundation
 Berks County Intermediate Unit
 Berks County Workforce Investment Board
 Berks Technical Institute
 Brentwood Industries
 Boyertown Area School District
 Brandywine Heights Area School District
 Carpenter Technology Corporation
 Connors Investor Services Inc.
 Conrad Weiser Area School District
 Customers Bank
 Daniel Boone Area School District
 Diocese of Allentown
 East Penn Manufacturing Co., Inc.
 E. J. Breneman, Inc.
 EnerSys
 Exeter Township School District

First Energy Foundation
 First Priority Bank
 Fleetwood Area School District
 Fulton Bank
 Giant Food Stores
 Governor Mifflin School District
 Greater Reading Chamber of Commerce and Industry
 Greater Reading Economic Partnership
 Hamburg Area School District
 Catherine V. & Martin W. Hofmann Foundation
 Kutztown Area School District
 Kutztown University

M&T Bank
 Marlin Miller Family Foundation
 Muhlenberg School District
 National Penn
 Oley Valley School District
 Penn State Berks College
 Penske Truck Leasing Co.
 Quadrant EPP USA
 Quality Investment Castings, Inc.
 Reading Area Community College
 Reading Electric
 Reading Muhlenberg Career & Technology Center
 Reading School District
 Reinsel Kuntz Leshner

Riverview Bank
 Rolf D. Schmidt
 Schuylkill Valley School District
 Susquehanna Bank
 Tompkins VIST Bank
 Tulpehocken School District
 Twin Valley School District
 UGI Utilities, Inc.
 Weidenhammer Systems Corporation
 Wells Fargo
 Wilson School District
 Wyomissing Area School District

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Reading Electric

James M. Connors
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John D. Craig
EnerSys, Inc.

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Dr. Richard Faidley
Boyertown Area School District

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Alvernia University

Dr. Philip J. Fromuth
Diocese of Allentown

Dr. Randall Grove
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Brian Hard
Penske Truck Leasing Company

Ellen T. Horan
Greater Reading Chamber of Commerce & Industry

Steven P. Keifer
Hamburg Area School District

William Long, Sr.
M&T Bank

Marlin Miller, Jr.
Norwich Ventures, Inc.

Dr. Khalid Mumin
Reading School District

Jeannine O'Neill Rohrbach
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bbec

2014

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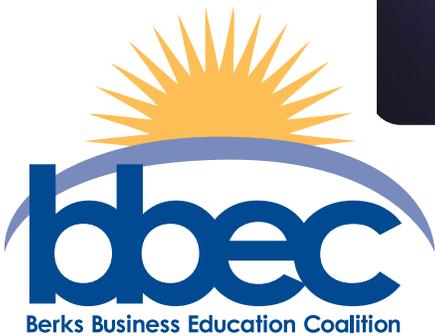
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happen**



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