

ANNUAL REPORT 2011

20



years of  
*growing*  
OPPORTUNITIES



A Partnership That Works



a message from Marlin Miller and Robert Runkle:



**Marlin Miller, Jr.**  
Chairman  
Berks Business  
Education Coalition



**Robert Runkle**  
Executive Director  
Berks Business  
Education Coalition



ANNIVERSARY

We are pleased to announce the twentieth anniversary of the Berks Business Education Coalition and celebrate the many accomplishments achieved through collaboration between business and education. From the beginning, the Coalition has focused on coordinating resources from business to improve student outcomes. The first major project of the Coalition targeted students in the academic middle and directed resources toward providing those students a more rigorous academic education infused with quality career exploration and preparation.

The current Career Pathways program documents the Coalition's continued focus on providing quality career development programs for Berks County students, and emphasizes the need to blend career education with quality academic instruction. The Coalition continues to provide career resources to member schools through programs such as BerksWorks, a web-based resource to connect students with employers for workplace learning, Keys2Work, an academic-based curriculum referenced to the needs of specific occupations, and a web portal called *Berks Career Pathways* for college and career resources on the web.

The Coalition also continues to provide resources to member schools in supporting a data-based continuous improvement model called *Performance Pathways*. Member schools are supported through a consortium provided by the Berks County Intermediate Unit and supported by the Coalition where schools receive on-going professional development on the use of data tools and the interpretation of student assessment data to modify curriculum and instruction. Many schools have documented significant improvement in student achievement through the utilization of this program.

Providing high quality professional development to teachers and administrators is crucial to a continuous improvement model. The Coalition is pleased to support member schools and the Berks County Intermediate Unit through facilitating the formation of a consortium and providing financial resources to implement a blended, virtual resource called *EduPlanet*. This Virtual Social Learning Institute is a web-based, multi-modal learning solution designed to build new knowledge and enhance best practices. The Institute is very important in

delivering high quality professional development to educators at a cost that is substantially below conventional professional development programs.

Communications among basic and higher education professionals continues to be a major focus of the Coalition. The facilitation of *Faculty Dialogues* and *Exchanges by the Coalition* continues to emphasize a smooth transition from high school to college through shared expectations between basic and higher education. The Coalition facilitates high school student visits to Berks County's colleges and universities each year to familiarize high school students with the planning steps students must take to prepare for post-secondary education. Approximately 2,000 students participated in this program during the 2011 school year.

We continue to salute our business partners for their support of the Coalition and believe that a sustained partnership with a focus on improving the educational outcomes for students will continue to make a difference in the educational attainment level of youth in Berks County.

# EDUPLANET21

Like many areas of expertise, the world of education requires its teachers and administrators to engage in rigorous, ongoing training in order to stay abreast of the best industry practices and relevant legislation.

Certain positions that would typically be required to complete Act 45 or Act 48 continuing professional education credits are currently affected by a two-year moratorium on mandatory training; still, these valuable programs must remain available, even in the face of the economic challenges that are a part of the current education landscape.

With school budgets shrinking across the state, the Berks Business Education Coalition recognized the importance of exploring and nurturing new initiatives that ensure affordable professional development opportunities remain available to Berks County educators. To that end, the Coalition provided financial support to the Berks County Intermediate Unit (BCIU), enabling the development and deployment of an online professional development solution.

BCIU's Office of Professional Development and Curriculum has partnered with Eduplanet21, an education company based in Mechanicsburg, PA, to create a convenient, innovative, and cost-effective online platform designed to deliver professional development training and to foster social communities of educators from across the state.

The Eduplanet21 platform is a scalable online course delivery system that encourages and facilitates "social learning" experiences among participants. Member organizations

can create custom course modules or customize courses provided by other participants, enabling intermediate units, school districts, and educators to collaborate and share resources with this powerful tool. BCIU will continue to provide traditional professional development opportunities, but will also expand its online training opportunities through the Eduplanet21 platform.

One of the challenges often associated with professional development is scheduling. To help ease the burden, the 24/7 availability of the Eduplanet21 platform also enables "blended" professional development, a combination of traditional classroom or one-on-one instruction that is supplemented with online instruction, making content delivery more flexible. By offering the curriculum online with embedded social networking features, Eduplanet21 provides the added benefit of extending the educational experience indefinitely.

With generous financial support from the Coalition, BCIU was able to provide one year of Eduplanet21 membership and access to an initial suite of professional training modules to all 18 Berks County public school districts. Among the first offerings were learning paths for BCIU's 2011-2012 Leadership Series, Common Core training, Leading with Data training, and more. Districts were granted access to the platform in early March 2012.

Through its support of innovative programs like BCIU's Eduplanet21 initiative, the BBEC continues to play a vital role in maintaining a vibrant education community in Berks County.

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Schools today are facing challenges like they have never seen before. Severe budget cuts, accountability for performance, and the need for sustained professional development for teachers are driving the need for systemic change in our K-12 educational system. Educational leaders are being challenged to find innovative, less expensive, more efficient ways to operate. Over the past several years, the Berks Business Education Coalition has consistently provided the vision, leadership, and innovative thinking needed to help us create and implement consortiums where educators can collaborate and implement solutions together to solve these problems.

”

**Jeff Colosimo**  
President/CEO  
Eduplanet21, Inc.





# bbec RETROSPECTIVE

TWENTY YEARS OF SERVICE TO EDUCATION

## 1994-95

Grants from the Ben Franklin Institute (\$15,000) and VF Corporation (\$10,000) funded the implementation of career education in the schools.

**School-To-Work became the focus** with work-based learning as a critical component.

A **Job Incentives Program** was conducted; 43 students were interviewed, and numerous high school students received employment under the program. Students had to meet four industry-recommended criteria for eligibility.

The National Alliance of Business honored the Berks Business Education Coalition as one of their **Local Coalitions of the Year at its National Conference in 1997.**

## 1998-99

The BBEC was one of 50 sites nationwide to be awarded a **“Learning for the 21st Century Grant”** in the amount of \$50,000. The funds were utilized to develop curriculum and plan for public engagement of the process.

## 1992-93

In 1989, twenty-three Berks County business leaders determined that education was one of the most important issues affecting ongoing economic development. At the same time, Berks County superintendents and principals decided to chart a new course for the non-college bound student. A series of meetings with leaders of business and education resulted in a partnership around an initiative called **Project 2000 PLUS (Pupils Learning Useful Skills)**. Under this program, students had the opportunity to experience a rich academic program integrated with technical skills and workplace-related experiences.

From this mutual interest, **the Berks Business Education Coalition was formed**, and retired Carpenter Technology CEO and President, Paul R. Roedel, was named as its chairman. The Coalition incorporated as a 501 (c)(3) corporation, formed a board of directors of 24 business and education leaders, and adopted bylaws. The board elected Dr. Edward L. Phillips as its executive director in November 1992.

Funding from the Pew Charitable Trust, Perkins Federal Funds, and a grant from the Southern Regional Education Board, amounting to \$1.25 million over three years, helped to train teachers in applied academics, organize curriculum, develop articulation agreements, and prepare marketing tools. A sum of \$240,000 was allocated for curriculum development, teacher planning, and hiring of consultants to train staff.

1996-97

## 2000-02

A website, **[www.berkscareerpathways.com](http://www.berkscareerpathways.com)**, was developed to promote Career Pathways to parents, students and educators. Over \$80,000 in local funds was committed for the development and implementation of the website.

The BBEC and the Berks Career and Technology Center were awarded a second \$50,000 grant from the Utility Business Education Coalition to continue their efforts in curriculum and staff development toward the **Career Pathways initiative.**

Marlin Miller, Jr. was elected chairman of the Berks Business Education Coalition, replacing Paul Roedel, who became the treasurer of the Coalition.

# TIVE EDUCATION

## 2003-05

A \$200,000 grant from the Marlin Miller, Jr. Foundation provided licensing for **25,000 students for two years to access high quality virtual curriculum** in grades 8-12.

The **Career Resource Guide** was made available to all Berks County school districts, and a copy of the guide was posted to the Pathways website.

## 2008-09

The Coalition received a \$50,000 grant from the Regional Career Education Partnership program and participated with the Lehigh Valley Workforce Investment Board in receiving a \$65,000 grant to enhance the Career Pathways program.

**More than 200 career educators received training on incorporating Pennsylvania's Career Education and Work Standards into the curriculum.**

The Coalition, in partnership with the Berks County Community Foundation and the Greater Reading Chamber of Commerce established a program called **BerksWorks, a web-based tool to connect students with employers for internships and other workplace experiences.** Almost 4,000 employers are listed in the database, and more than 92 job postings were listed in the first year.

The Coalition, in partnership with the Berks County Intermediate Unit and member school districts, formed a consortium to support member schools in advancing student academic achievement.

The Berks County Intermediate Unit utilized a federal grant of \$85,000 in partnership with the Coalition and the Lehigh Valley Workforce Investment Board to develop model curriculum and standards assessments in core subjects. In addition, career education and work standards were integrated into the core curriculum wherever appropriate.

**The Coalition funded the creation of a series of Middle School Planner booklets to support teachers in career education at the middle school level.**

## 2006-07

The Coalition received a \$100,000 Regional Career Education Partnership Grant from the Pennsylvania Department of Labor and Industry to enhance Berks County's program.

The Career Pathways strategic team researched and recommended "**Career Cruising, a web-based career and college search tool** for all school districts; the Coalition funded the initiative.

The Career Pathways strategic team also developed a plan to revise the Berks Career Pathways website to include resources for college and career searches, and created a portal to many college and career resources on the web.

Carpenter Technology Corporation donated more than \$300,000 over two years under the Educational Improvement Tax Credit program to support academic improvement initiatives, in-

cluding curriculum acquisition, technology infrastructure enhancement, and data-based school improvement.

The Coalition received a follow-up \$75,000 grant from PA Labor and Industry in 2007 to continue to enhance the Career Pathways program.

Educational Improvement Tax credits from area employers, exceeding \$280,000, benefited more than 7,500 Berks County students in 2007.

**More than 75 classrooms received new technology to enhance instruction, and approximately 90 teachers received intensive professional development through the generous donations of Berks County employers.**

## 2010-11

The Coalition supported the implementation of "Keys to Work" in member schools as a tool to assist schools in **ensuring that students graduate career-ready.**

**The Coalition funded the development of Elementary School Planners** to support elementary teachers in delivering career education.

The Coalition expanded its role in fostering connections between basic and higher education through the facilitation of **Faculty Dialogues between high school and college faculty.**

The Coalition continued to facilitate high school student visits to the five Berks County colleges. More than 2,000 students have participated in two years.

# bbec goals and objectives 2011

## goal:

**To support member schools, employers, and community-based organizations in providing quality K-12 career development programs for students in Berks County.**

- The Coalition will facilitate a revision and utilization of the Career Pathways self assessment protocol to assist districts in planning professional development for career services.
- The Coalition will support the Greater Reading Chamber of Commerce and Industry and member districts in the continued utilization and enhancement of BerksWorks.
- The Coalition will facilitate the revision of the BerksWorks website and additional marketing materials for program enhancement.

## goal:

**To support member schools in their efforts to facilitate the improvement of student academic performance.**

- The Coalition will support member schools and the Berks County Intermediate Unit in the implementation of Pennsylvania's Common Core State Standards.
- The Coalition will support the utilization of a benchmarking and evaluation protocol to assist districts in the implementation and evaluation of the Performance Pathways initiative.



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In a day when so many people seem to be talking past each other, the Berks Business Education Coalition brings together top leadership from those critical partners to talk to each other. This open line of communication between the parties is beneficial to all of us who understand the importance of a competitive workforce in our global economy.”

**Ed McCann, COO**  
Berks County Workforce Investment Board

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The research pertaining to school improvement is clear. With the support of the Berks Business Education Coalition, every school district in Berks County has been able to implement a model, whereby teachers and administrators regularly use student performance data to guide modifications to instruction and curriculum. This continuous improvement model supported by the BBEC has demonstrated measurable student progress in Berks County.

”

**John J. George, Ed.D.**  
Executive Director  
Berks County Intermediate Unit



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OPPORTUNITIES

**goal:**

**To support member schools in their efforts to increase the interest in and pursuit of post-secondary education for all students in Berks County.**

- The Coalition will facilitate dialogue between basic and higher education faculty to enhance the transition for students from high school to post-secondary education.
- The Coalition will facilitate high school student visits to colleges in Berks County.
- The Coalition will facilitate faculty exchanges among high school and college faculty on strategies to improve the college readiness of high school students.

**goal:**

**To provide for the viability and sustainability of Coalition programs and services.**

- The Coalition will pursue grant opportunities in consort with its mission and in support of member schools and employers.
- The Coalition will facilitate communication among its members and promote membership through the enhancement of the BBEC's communication tools, including the website, newsletters, and annual report.



# Looking Forward

The Berks Business Education Coalition was founded in 1992 on the premise that business and education must work in partnership to advance ongoing economic development and to improve results for students in Berks County. Leaders from business and education established the mission of “coordinating the resources of business toward selective initiatives that will improve the outcome for students in Berks County” 20 years ago, and that mission is still valid today.

The early years of the Coalition focused on establishing trust between the business and education communities. That trust has given rise to numerous initiatives directed at improving the academic and career development of youth. For example, Berks County was one of the first counties in the Commonwealth to embrace “Career Pathways,” a restructuring of the K-12 curriculum to include career exploration and preparation organized around broad career paths. Employers and educators continue to provide both school and workplace instruction to ensure that students make appropriate career decisions and exit high school prepared for both more education and a meaningful career.

The Coalition has also fostered the development of consortia to enhance academic achievement. Member school districts and the Berks County Intermediate Unit have partnered with the Coalition to enhance curriculum and incorporate resources from many sources on the web. In addition, this partnership has fostered an initiative called, “Performance Pathways,” where educators analyze student assessment data and modify curriculum and instruction based upon that analysis to improve student achievement. Member schools that have utilized a purposeful focus on student data have documented improved student performance and continue benchmarking student achievement through this process.

The Coalition is also pleased to support the Berks County Intermediate Unit in the deployment of a Virtual Social Learning

Institute called EduPlanet21. The Institute is a web-based, multi-modal learning solution designed to build new knowledge and enhance best practices. The Institute is very important in delivering high-quality professional development to educators at a cost that is substantially below conventional professional development programs.

The Coalition continues to facilitate student visits to the five Berks County colleges each year. More than 1,500 high school students visited colleges in Berks County last year and received valuable information from college staff on the important steps they need to take to be prepared for college. Faculty dialogues and exchanges have been conducted between high school and college faculty over the past year to share resources, assignments, and expectations to improve the college readiness of high school graduates. This process is ongoing, and the Coalition is pleased to support this important initiative.

Basic and higher education is experiencing the effects of declining state revenues. School districts and colleges require creative approaches to education to maintain quality instruction at a time when budgets are strained to the breaking point. Partnerships between business and education are vital to quality education in a period of financial stress and uncertainty.

The Berks Business Education Coalition will continue to advocate for resources to support education in Berks County, and will facilitate, wherever appropriate, the formation of consortia in support of continuous improvement in the preparation of college- and career-ready youth in Berks County.

Providing high-quality career direction, academic preparation, and connections to post-secondary education have been the primary goals of the Coalition. Looking forward, the Coalition will continue its focus on supporting member schools in their quest for excellence and will coordinate the resources of the private sector, wherever possible, to strengthen and enrich the educational process.

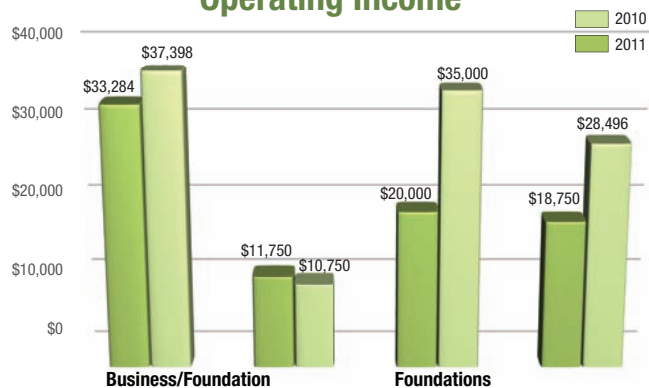




## Operations

	2011	2010
<b>OPERATING INCOME:</b>		
Business/Foundations	33,284	37,398
Education	11,750	10,750
Interest on Savings	375	211
Foundations	20,000	35,000
Program Operating Support	18,750	28,496
<b>TOTAL OPERATING INCOME</b>	<b>\$84,159</b>	<b>\$111,855</b>
<b>OPERATING EXPENSES:</b>		
Salaries and Benefits	73,799	69,726
Other Operating Supplies and Expenses	29,728	34,084
<b>TOTAL OPERATING EXPENSES</b>	<b>\$103,527</b>	<b>\$103,810</b>
<b>OPERATING GAIN (LOSS)</b>	<b>(\$19,368)</b>	<b>\$8,045</b>

### Operating Income



# financial report

FINANCIAL STATEMENT - CALENDAR 2010 & 2011

## Programs

	2011	2010
<b>PROGRAM FUNDING:</b>		
Business (Ed Impvt Tax Credit Contrib.)	14,000	17,000
State and Federal Funding	59,090	72,958
<b>TOTAL PROGRAM FUNDING</b>	<b>\$73,090</b>	<b>\$89,958</b>
<b>PROGRAM EXPENDITURES:</b>		
Career Education Partnership Project	65,609	84,265
Wall Street West		3,496
<b>TOTAL PROGRAM EXPENDITURES</b>	<b>\$65,609</b>	<b>\$87,761</b>
Program Gain (Loss)	7,481	2,197
<b>Total Gain (Loss)</b>	<b>(\$11,887)</b>	<b>10,242</b>

## Financial Position

Total Assets - Cash and Investments	\$289,220	\$307,340
Less Assets Deferred for Future Program Projects	(\$220,816)	(\$248,171)
<b>Assets/Equity available for Operations</b>	<b>\$68,404</b>	<b>\$59,169</b>

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The BBEC has made a positive contribution to improving collaboration between the higher education and K-12 communities for the benefit of student preparedness for college. Albright faculty have found the faculty “Dialogue” events and exchanges to be rewarding and productive, opening a window through which each side of the educational equation learns more about the practices, expectations, and assumptions of the other. Conversations between two- and four-year higher education institutions have also proven useful.”

**Joseph M. Thomas, Ph.D.**  
Dean, Undergraduate Studies  
Albright College



# membership list

- Albright College
- Alvernia College
- Antietam School District
- Automotive Services, Inc.
- Berks Career & Technology Center
- Berks County Community Foundation
- Berks County Intermediate Unit
- Bills Khakis, Inc.
- Boyertown Area School District
- Brandywine Heights Area School District
- E. J. Breneman, Inc.
- Brentwood Industries
- C.H. Briggs Hardware Company
- Carpenter Technology Corporation
- Community Banks
- Connors Investor Services, Inc.
- Conrad Weiser Area School District
- Daniel Boone Area School District
- Diocese of Allentown
- East Penn Manufacturing Company, Inc.
- J. C. Ehrlich Company, Inc.
- Elge Precision Machining
- EnerSys, Inc.
- Exeter Township School District
- Fleetwood Area School District
- Fulton Bank/Great Valley Division
- Giant Food Stores, LLC
- Governor Mifflin School District
- Greater Reading Chamber of Commerce & Industry
- Hamburg Area School District
- Mr. Thomas Handwerk Herbein + Company
- Hofmann Industries
- Mr. J. F. Horrigan, Jr.
- Kutztown Area School District
- Kutztown University
- M&T Bank
- Met-Ed, a First Energy Company
- Muhlenberg School District
- National Penn Bank
- Oley Valley School District
- Pace Institute
- ParenteBeard LLC
- Penn State Berks
- Penske Truck Leasing Co.
- Performance Sports Apparel, Inc.
- Quadrant Engineering Plastic Products
- Reading Area Community College
- Reading Electric
- Reading Hospital & Medical Center
- Reading School District
- Reading Muhlenberg Career & Technology Center
- Mr. David W. Rohrbach
- Mr. Philip Rowe, Jr.
- Mr. Rolf Schmidt
- Schuylkill Valley School District
- SFS intec, Inc.
- Stevens & Lee
- Susquehanna Bancshares, Inc.
- Tulpehocken Area School District
- Twin Valley School District
- UGI Utilities, Inc.
- Verizon
- Weidenhammer Systems Corporation
- Wilson School District
- Wyomissing Area School District

# board members

**Richard Bashore**  
Reading Electric

**Dr. Dion Betts**  
Boyertown Area  
School District

**James Connors**  
Connors Investor  
Services, Inc.

**John D. Craig**  
EnerSys, Inc.

**Dr. Paul Eaken**  
Fleetwood Area  
School District

**Dr. Thomas Flynn**  
Alvernia University

**Philip Fromuth**  
Diocese of Allentown

**Brian Hard**  
Penske Truck  
Leasing Company

**Ellen Horan**  
Greater Reading  
Chamber of Commerce  
& Industry

**Steven P. Keifer**  
Hamburg Area  
School District

**Dr. Solomon Lausch**  
Schuylkill Valley  
School District

**William Long, Sr.**  
M&T Bank

**Sallie Miksiewicz**  
East Penn  
Manufacturing

**Dr. Rudy Ruth**  
Wilson School District

**Jeffrey Rush**  
Fulton Bank,  
Great Valley Division

**Roger Schmidt**  
E. J. Breneman, Inc.

**Rolf Schmidt**  
Performance Sports  
Apparel

**Steve Schumacher**  
Med-Ed a First Energy  
Company

# bbec

## officers

CHAIRMAN  
**Marlin Miller, Jr.**  
Former Chairman & CEO  
Arrow International, Inc.

VICE CHAIRMAN  
**Dr. John J. George**  
Executive Director  
Berks County  
Intermediate Unit

TREASURER  
**Paul R. Roedel**  
Former CEO & President  
Carpenter Technology  
Corporation

SECRETARY  
**Alan Ottinger**  
PA Precision  
Cast Parts, Inc.

EXECUTIVE DIRECTOR  
**Dr. Robert Runkle**  
Berks Business  
Education Coalition

**Bruce G. Smith**  
National Penn Bank

**John Weidenhammer**  
Weidenhammer  
Systems Corporation

**Dr. Anna Weitz**  
Reading Area  
Community College

**Chester M. Winters**  
Worldnet Technology

## directors emeritus

**Carolyn H. Holleran**  
Jerlyn Foundation

**John F. Horrigan, Jr.**  
(retired)  
Horrigan  
American, Inc.

**Dr. James E. Morrell**  
(retired)  
Muhlenberg  
School District

**Dr. Gust Zogas**  
(retired)  
Reading Area  
Community College



## staff

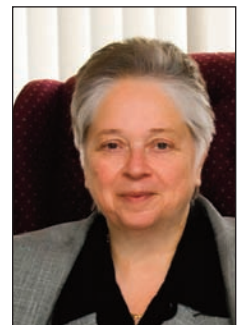
**Robert Runkle** – Executive Director  
**Pat Swavely** – Office Administrator

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Because the Berks Business Education Coalition (BBEC) is the only regional organization that regularly engages area business CEO's, school district superintendents and college presidents in common discussions on educational improvement issues, the organization is able to provide support for efforts that can have broad and practical impact. The members' diverse perspectives result in better understanding among business and education leaders of each other's needs and challenges. The shared goal is always to work together to strengthen educational systems in order to improve students' performance and eventual preparation for the workforce.

”

**Anna D. Weitz, D.Ed.**  
President  
Reading Area Community College



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Eduplanet21 and social learning meet three objectives of the OPDC. The first is to provide ongoing, job-embedded, and collaborative professional development opportunities for Berks educators. The second is to take Leadership Series concepts, which in the past were only available to school administrative teams, and deliver those same concepts to teachers in an efficient and cost-effective manner.

Finally, through Eduplanet21, Berks educators are able to be part of a global professional learning network in which they can share ideas and resources; this community also provides a great opportunity to learn best practices in curriculum, instruction, and assessment from educators around the world.

”

**Connie Skipper**  
Program Administrator  
Office of Professional Development and Curriculum  
Berks County Intermediate Unit



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OPPORTUNITIES



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