

DOCUMENT RESUME

ED J41 871

CE 060 422

TITLE Lehigh Valley Chamber Network Project 1990-91.  
 INSTITUTION Bethlehem Area Chamber of Commerce, PA.  
 SPONS AGENCY Department of Education, Washington, DC.;  
 Pennsylvania State Dept. of Education, Harrisburg.  
 Div. of Adult Basic and Literacy Education  
 Programs.  
 PUB DATE Jun 91  
 CONTRACT 98-1043  
 NOTE 70p.; For related documents, see CE 060 423-424.  
 PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC03 Plus Postage.  
 DESCRIPTORS Adult Basic Education; \*Adult Literacy; Agency  
 Cooperation; Basic Skills; Equivalency Tests; \*High  
 School Equivalency Programs; Literacy Education;  
 \*Networks; \*Regional Planning; School Business  
 Relationship; Sensitivity Training  
 IDENTIFIERS 353 Project; \*Chambers of Commerce; General  
 Educational Development Tests; Pennsylvania (Lehigh  
 Valley); Workplace Literacy

ABSTRACT

The Bethlehem Area Chamber of Commerce (Pennsylvania) developed a model network of nine Lehigh Valley Chambers of Commerce and two literacy coalitions to improve the literacy levels of a two-county area work force. A literacy coordinator conducted the following activities: (1) publicized program provider information; (2) encouraged company-based training; (3) conducted literacy assessments; and (4) arranged cooperative ventures between companies and providers. Half the project year focused on a corporate-sponsored free General Educational Development (GED) test. Agencies, companies, and providers pooled their resources to supply GED testing to deserving adults. Two replicable products were developed in the project: (1) a literacy sensitivity training session introduced human resource personnel, supervisors, and business managers to basic skills instruction; and (2) a GED Days manual described free GED testing and allowed for replication. Other project activities were as follows: 2 new worksite programs were established; 282 organizations participated in literacy activities; 2 literacy audits were conducted; 174 individuals received a free GED test; 200,000 GED brochures were distributed; and a GED project manual and a Literacy Sensitivity Training Seminar manual were distributed. The project emphasized regional planning, involving existing providers and other organizations. (Five appendices are included: organizational involvement; dissemination; literacy audit instruments; advertisement for the free GED testing project; and publicity.) (Author/NLA) (NLA)

\*\*\*\*\*  
 \* Reproductions supplied by EDRS are the best that can be made \*  
 \* from the original document. \*  
 \*\*\*\*\*

ED341871

LEHIGH VALLEY CHAMBER NETWORK PROJECT  
1990-91

Bethlehem Area Chamber of Commerce  
459 Old York Road  
Bethlehem, Pennsylvania 18018  
215-867-3788

Kenneth H. Oaks, President  
Richard L. Strain, Executive Director  
Joan K. Lipiec, Literacy Coordinator

Grant #98-1043  
\$25,800

U S DEPARTMENT OF EDUCATION  
Office of Educational Research and Improvement  
EDUCATIONAL RESOURCES INFORMATION  
CENTER (ERIC)

- This document has been reproduced as received from the person or organization originating it
- Minor changes have been made to improve reproduction quality

• Points of view or opinions stated in this document do not necessarily represent official OEI position or policy

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY



TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

The activity which is the subject of this report was supported in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education or the Pennsylvania Department of Education, and no official endorsement should be inferred.

E 060 422

## TABLE OF CONTENTS

Abstract.....	1
Introduction.....	3
Background and Rationale.....	3
Objectives.....	3
Time Frame.....	5
Staffing.....	6
Audience.....	8
Report Filing.....	8
Project Description.....	10
The Problem.....	11
Goal.....	11
Objective 1.....	12
Objective 2.....	15
Objective 3.....	16
Objective 4.....	19
Objective 5.....	22
Objective 6.....	24
Conclusions and Recommendations.....	25
Appendices	
Appendix A -Organizational Involvement	
Appendix B - Dissemination	
Appendix C - Literacy Audit Instruments	
Appendix D - Free GED Testing Project	
Appendix E - Publicity Materials	

## ABSTRACT

The Bethlehem Area Chamber of Commerce was awarded a grant to develop a model network of nine Lehigh Valley Chambers of Commerce and two literacy coalitions to improve the literacy levels of a two-county area workforce.

Through a part-time literacy coordinator, the chambers received support in publicizing program provider information; educating companies about the need for training; conducting literacy assessments; arranging joint events and cooperative ventures between companies and providers.

Nearly half of the project year focused on a Lehigh Valley-wide corporate-sponsored free GED test. Agencies, companies and providers pooled their resources to supply GED testing to deserving adults. Two replicable products were developed in the project. A literacy sensitivity training session was designed to introduce human resource personnel, supervisors and business managers to the need for basic skills instruction. In addition a GED Days manual was written to fully describe the free GED testing and to allow for replication.

At the close of the project, 282 organizations had participated in literacy activities; two new worksite programs had been established; two literacy audits had been conducted; 174 individuals received a free GED test, sponsored by area companies; 200,000 GED brochures had been produced and distributed; a GED project manual and a Literacy Sensitivity Training Seminar manual had been produced and distributed. Perhaps the most far-reaching consequence of the project was a

**movement toward regional planning, involving existing providers  
and other newly interested organizations.**

## **INTRODUCTION**

### **Background and Rationale**

In 1989-90 the Bethlehem Area Chamber of Commerce took a leadership role in business-education partnerships through its Section 353 workforce literacy project. The first of its kind, the project successfully organized a strong network of businesses, agencies and providers to improve the quality of the workforce.

The 1990-91 project was designed to achieve the next step by involving nine Lehigh Valley Chambers of Commerce in promoting basic skills training. It sought to improve the skills of the workforce through a regional approach to publicity, student recruitment and referral and on-site classes. It also expected that companies would have more information about their employees' training needs and provider services. It would further provide more opportunities for cooperation among providers.

The project strategy includes a literacy coordinator to serve as the nucleus of the activities, linking business people, educators and other organizations to each other to move toward a common goal.

### **Objectives**

The goal of this program was to organize a strong, active, regional network of 3000 businesses, unions, service organizations and basic skills providers, united to meet the

workforce needs of the Lehigh Valley. The regional network developed through the commitment of cooperating Chambers of Commerce, was to meet the following objectives:

- 1.0 Chamber of Commerce business members (3000+) will become knowledgeable about the basic skills needs of adults and the services available in the Lehigh Valley as evidenced by:
  - positive responses from a final report completed by the Executive Board and/or Director of each participating Chamber
  - a doubling of the number of companies participating in literacy-related activities such as information inquiries, committee seat, event participating, resource usage
- 2.0 Company involvement in workforce education/training programs will increase as evidenced by:
  - 25 companies securing basic skills training for their employees through referral to existing providers
  - 2 additional worksite programs established at companies
- 3.0 Local chamber resources to respond to literacy needs in the workplace will be increased through:
  - the establishment and periodic update of a small library of adult basic skills information and brochures at each participating Chamber
  - the development and implementation of a literacy sensitivity training package aimed at business managers, supervisors and human resource personnel
- 4.0 The knowledge and skill levels of Lehigh Valley adults (employed and unemployed) and their ability to secure training or certification will be increased through a regional GED awareness and testing campaign, through the:
  - production and distribution of at least 200,000 Lehigh Valley-specific GED brochures
  - a doubling of the number of adults (from 500 to 1,000) annually registering for the GED at the five Lehigh Valley testing centers
  - an increase of 50% in the number of adults annually receiving GED certification

5.0 Cooperation of Lehigh Valley chambers of commerce, other agencies and organizations, literacy coalitions and individual providers will be increased through:

-a joint meeting of the Lehigh and Northampton County Coalitions

-a joint business-literacy event

-the pooling of individual Rotary Club literacy-targeted funding into a single effort to enhance workforce literacy

6.0 The entire Valley's awareness of workforce literacy needs, programs, resources and activities will be increased through the production of a tabloid supplement to the Morning Call newspaper's readership of 200,000.

#### **Time Frame**

Activities for the project occurred between August 1989 and June 1990 in six phases. In the original plan, Phase I - Preparation Activities - was intended as a startup between July 1 and August 30. Phase II - GED Testing and Awareness Activities - would also begin July 1 and continue through December.

In fact, project approval was not received until August 1st, thus delaying the preliminary activities which would lay the groundwork for cooperation among the Chambers. Fixed time slots for the free GED testing program required that efforts be devoted to it exclusively. Thus, Phases I and II of the time frame were essentially reversed.

Between August 1 and January 25, nearly every activity was directed toward the accomplishment of the valley-wide, corporate-sponsored free GED test, later known as "GED Days in the Lehigh Valley".

Phase III - Information Gathering and Exchange Activities -



was designed to acquire operational information about various chambers; network with state and national organizations; and determine the nature of activities/information best suited to each. Although planned for September and October of 1990, this phase was also affected by GED testing and postponed until February of 1991.

Phase IV - Network Building Activities - scheduled for November, December and January, was planned to acquaint companies with Valley literacy needs and programs, and to encourage their participation. Rather than winter, these activities occurred in early spring.

Phase V - Continued Development Activities - provided for a continuation of the previous phases through the end of April. This phase occurred on time and saw company visitations, audits, product development and coalition building.

Phase VI - Wrap-up Activities - Occurring during May and June, these were also conducted in a timely fashion. Here, products were field-tested or finalized and efforts devoted to how project activities might be continued.

### **Staffing**

The project was directed by Joan Lipiec, who served a second year as Literacy Coordinator. Ms. Lipiec brought ten years of literacy experience to the project, having served as a teacher, coordinator and director of adult basic and community education programs. Prior experience with education, corporations and consulting also gave her a strong background in publicity,

training, planning, evaluation and grantsmanship.

Gail Mrowinski assisted the coordinator through the GED testing phase of the project. Formerly a counselor for Private Industry Council, she was knowledgeable about literacy and GED programs and services. She was involved in all facets of the free GED testing project: screening, registration, administration, reporting and recognition ceremony.

From the previous year's project, an Audit Team had been selected and gained experience in on-site company audits. Members of the team who provided this service during 1990-91 included the Chamber's Literacy Coordinator; Ms. Mrowinski (above); Linda Martin, Literacy Program Coordinator for Pen Argyl School District; and Maureen Cort, Workforce Literacy Coordinator for Northampton Community College. The team designed assessment procedures, developed assessment instruments, interviewed employees and provided feedback for the preparation of reports.

Because the free GED test was such a large part of this year's project, GED Committee members (See Appendix D) were extensively involved beyond planning - in publicizing the testing and arranging for practice test sessions. Directors of the five GED Testing Centers assisted in planning and conducting the testing as a group, in contrast to their usual independent operation.

Involvement of the Rotary Clubs would not have been possible without the efforts of two Rotarians: Dr. Susan Schuehler, Dean of Continuing Studies at Moravian College

(Bethlehem Rotary) and Joseph Kornfeind, President of Coplay Rotary Club. Both personally visited all thirteen Rotary Clubs and solicited support for the proposal to fund production of GED brochures.

The staffs of the Allentown-Lehigh County, Bethlehem and Two Rivers Area Chambers of Commerce devoted a significant amount of their daily time for three months responding to GED telephone inquiries.

Finally, the Chamber's Executive Director and its Education Committee all served as sounding boards and barometers of the project's activities and effects.

#### **Audience(s)**

The objectives and activities of the project were ultimately designed to benefit workers who lacked basic skills. Any organization that might have impact on this portion of the workforce may find the project worthy of replicating. More specifically, the following organizations could adopt/adapt one or more project activities: literacy providers, literacy coalitions, chambers of commerce and jaycees, regional or state departments of education, Private Industry Councils, service clubs, large companies and small business organizations.

#### **Report Filing**

Copies of this report will be kept on file for five years at the following locations:

Division of Adult Basic and Literacy Education  
Pennsylvania Department of Education  
333 Market Street  
Harrisburg, Pennsylvania 17126-0333

ERIC/ACVE  
Ohio State University  
1900 Kenny Road  
Columbus, Ohio 43210

Advance Resource Center  
Pennsylvania Department of Education  
333 Market Street  
Harrisburg, Pennsylvania 17126-0333

Bethlehem Area Chamber of Commerce  
459 Old York Road  
Bethlehem, Pennsylvania 18018

## PROJECT DESCRIPTION

### The Problem

The Bethlehem Chamber of Commerce recognized that a skilled workforce is essential to the continued growth and development of the Lehigh Valley. Regional data paralleled national trends: increased number of women and Latinos entering the labor force--traditionally the undereducated and lower skilled.

Companies, on the other hand, are capitalizing on improved technology and management practices. Business leaders in the Lehigh Valley promote total quality improvement ("Quality Valley USA") and World Class Manufacturing as strategies for remaining or becoming internationally competitive. Typically their training programs are constrained by limitations in employees' basic skills.

Yet businesses and workers continue to remain largely unaware of the imminent need for literacy education and the means for securing it. Companies also lack information on employee skill levels and educational attainments.

Literacy service providers have had insufficient resources, personnel, visibility and contacts to successfully approach the business community. The Chamber project sought to create linkages between company/worker needs and existing instructional programs. It further endeavored to conduct a large-impact activity and products with wide applicability.

During 1989-90, the Bethlehem Chamber conducted a year of successful literacy networking. While these activities were

primarily limited to its membership area, it became increasingly apparent that the need existed valley-wide. Other Chambers, with support, could assist in providing similar services.

This year's project, then, planned to meet a regional need with a regional effort and position. The Literacy Coordinator would be available to all nine Chambers and their membership for assistance. The Chambers, in turn, would promote specific activities initiated by the Coordinator.

### **Goal**

The goal of this project is to organize a strong, active, regional network of 3000 businesses, service organizations and basic skills providers, united to meet the workforce needs of the Lehigh Valley.

## Objective 1.0

Chamber of Commerce business members will become more knowledgeable about the basic skills needs of adults and the services available in the Lehigh Valley (as evidenced by positive responses from the Director of each participating Chamber; and a doubling of the number of companies participating in literacy-related activities such as information inquiries, committee seat, event participation, resource usage).

Nine Chambers of Commerce serve what is typically regarded as the Lehigh Valley. They include:

- \*Allentown-Lehigh County
- \*Bethlehem  
Emmaus  
Hellertown-Lower Saucon
- \*Nazareth  
Northampton
- \*Slate Belt
- \*Two Rivers  
Whitehall

Of these, four (noted with \*) have paid staff ranging from a part-time director to a director and eight staff members. The remainder operate with volunteer officers from their membership. Information was collected from Chambers regarding the nature of their organization and membership as well as the kind of services they might desire from this project (See Appendix A "Chamber Network Project Questionnaire).

Seven of the nine became actively involved in promoting literacy at various levels. The three largest Chambers- Allentown, Bethlehem and Two Rivers (Easton) - were extensively involved in Commercial Driver's License Awareness Training (See

Appendix A) and the free GED testing project later described in the report. The Northampton and Hellertown Chambers initiated literacy presentations for businesspeople in their respective service areas.

Although not located in the Lehigh Valley, contact with the Schuylkill County Chamber also resulted in a literacy presentation to its Leadership Training program.

The Hellertown Chamber devoted time and manpower to distributing GED brochures and is considering application for a PDE adoption grant and/or a cooperative effort with local education agencies to install adult basic education classes locally.

The Nazareth Chamber, as well as those previously mentioned, carried newsletter articles on workforce literacy, CDL and GED training.

Appendix A provides a listing (Tables 2 and 3) and summary (Table 1) of companies participating in project activities. A comparison of 1989-90 and 1990-91 data shows a 71% increase in business involvement.

Impact of the project was felt on a much larger scale as well. Summaries of project activities were published in Pennsylvania's "Focus" newsletter and the American Council on Education's "GED Items" newsletter. These resulted in inquiries from nineteen states and Canada, involving twenty-eight different programs. A summer issue of the Business Council for Effective Literacy's newsletter is expected to generate additional



requests.

Other local groups requested and received presentations on project activities as listed in Appendix B, Table 5.

In summary, response to the project was widespread and positive. Lehigh Valley Chamber of Commerce business members have, and will continue, to become more knowledgeable about basic skills needs and services. The objective stated the number of companies participating would double. Retrievable data indicates an increase of 71%. While this falls short of the objective, we are certain that the intent was exceeded.

## **Objective 2.0**

Company involvement in workforce education/training programs will increase (as evidenced by 25 companies securing basic skills training for their employees through referral to existing providers; and two additional worksite programs established at companies.

Group presentations and followup, informational articles and personal contact formed the strategies for interesting companies in workforce training programs. The GED testing project also identified companies with employees desiring basic skills training.

Tables 2 and 3 in Appendix B itemize the nature and extent of company participation in training programs. Table 2 shows a total of eight companies which either referred their employees to existing providers or arranged for site classes. Table 3 documents small business classes held by Northampton Community College on college premises, involving fifty-two businesses.

During the spring of 1991, two organizations sought to conduct literacy audits with a portion of their workforce. The City of Bethlehem believed English as a Second Language and basic skills deficiencies existed within its two departments- Parks/Recreation and Public Works. General information was collected from the Personnel Director and ten supervisors from the departments. Results indicated that, while needs existed, they were isolated. Furthermore, on-site instruction would not be well-received nor attended by employees.

Victoria Vogue, a powder-puff manufacturer with approximately 100 employees, also had identified ESL and basic deficiencies among its plant staff. After meeting with the Human Resource Director, supervisors, Employee Council and Group Leaders, a formal assessment was scheduled and conducted. A three-person team of literacy specialists interviewed thirty employees to determine specific areas for training. Employees also completed questionnaires relative to training needs. The assessment focused on oral and written communication skills and computation. Instruments used in the assessment are found in Appendix C.

Finally, Sure-Fit Products, a slipcover manufacturer with 430 employees, has indicated ESL training needs. At the time of this writing, investigation of the need is underway.

It is expected that classes will be established at both manufacturing sites, thereby meeting the objective.

### Objective 3.0

Local chamber resources to respond to literacy needs in the workplace will be increased through 1) the establishment and periodic update of a small library of adult basic skills information and brochures at each participating chamber; and 2) the development and implementation of a literacy sensitivity training package aimed at business managers, supervisors and human resource personnel.

Of the seven participating Chambers, only four have offices in which materials could be housed. As a result, the most appropriate method for establishing libraries was deemed to be a central location at the Bethlehem Chamber of Commerce. Here, research papers; examples of other literacy projects; government and private publications; videotapes and brochures were maintained. Participating chambers used any of these documents on a loan basis. Most popular were the CDL and literacy videotapes. The three largest Chambers received quantities of GED brochures to disseminate. In addition, the flyer "GED Services in the Lehigh Valley" (See Appendix E) was disseminated on a widespread basis at the close of the project.

The Literacy Sensitivity Training Seminar was developed to meet the second portion of the objective. It capitalizes upon the literacy sensitivity training conduct by ProJeCt of Easton and the AFL-CIO for union counselors. ProJeCt assisted in the development and field-testing of the package.

The manual, available from sources listed in the Report

Filing Section, outlines a short seminar - one to two hours- targeting human resource specialists, business owners and company supervisors. It seeks to create an awareness for the symptoms and consequences of functionally illiterate employees. It further suggests strategies for meeting needs. Sections included in the package are:

- Introduction (background and history)
- Seminar Overview (purpose, target audience, format, facilities & equipment, materials)
- Conducting the Seminar (presentation, video, group discussion, questions & answers)
- Handouts.

The package was disseminated to four states and other organizations on request. The Literacy Coordinator and other providers will use the seminar as the needs arises.

The requirements of this objective have been met.

#### Objective 4.0

The knowledge and skill levels of Lehigh Valley adults (employed and unemployed) and their ability to secure training or certification will be increased through a regional GED awareness and testing campaign (through the production and distribution of at least 200,000 Lehigh Valley-specific GED brochures; a doubling of the number of adults annually registering for the GED at the five Lehigh Valley testing centers); and an increase of 50% in the number of adults annually receiving GED certification).

The Lehigh Valley united to offer area residents a chance to take the GED test for free. During the week of November 10-17, 1990, 174 men and women, ranging in age from 17 to 67, were sponsored by members of three area chambers of commerce in this one-time special event.

Under the leadership of the Chamber's Literacy Coordinator, a valley-wide committee of business, education and service representatives planned for eight months.

Sixteen companies and one foundation contributed nearly \$3000 to fund testing of the candidates (See Appendix A, Table 2). The Pennsylvania Department of Education loaned test booklets and GED Testing Service supplied answer sheets and scoring. Following a large press conference, several newspapers featured articles and one, the Morning Call, periodically ran a quarter-page ad with a response tear-off as a community service. Promotional flyers were distributed to thousands through employers, the local Private Industry Council and three Job

### Service offices.

Five testing centers and their staff spent two months responding to inquiries and finally conducting testing. Nine instructional programs swelled to bursting with candidates desiring to improve basic skills. Area bookstores and libraries were inundated with requests for GED preparation books. Six agencies volunteered staff and space to conduct seven practice test sessions. The three area chamber staffs answered phones, provided information and pre-screened potential applicants.

A GED brochure was developed in conjunction with the project containing information about the test, local centers and instructional programs. Eleven Rotary Clubs interested in promoting literacy contributed \$5000 to fund printing of 200,000 brochures that would outlive the project.

As a culminating event, the project honored 124 graduates (71.3% pass rate) at a special recognition ceremony on January 24, 1991. More than 400 graduates, families and friends, local officials, providers and sponsors were addressed by Pennsylvania's First Lady Ellen Casey. Scholarships were awarded to high scorers by Moravian College and Northampton Community College.

In addition to the materials located in Appendix D, a detailed project manual ("GED Days in the Lehigh Valley") was developed to assist other areas in replicating a free GED testing program. It has been sent to twenty-six organizations in eighteen states and Canada in response to their inquiries (see

Appendix B, Table 4).

The objective specified a doubling of the number of adults registering for the test. At this time, comparison data exist for 1989 and 1990, although 1991 figures should eventually be reviewed. Table 6 in Appendix D shows a seventeen percent increase overall in Pennsylvania. It would seem, then, that the doubling goal of the project was overly ambitious. In fact, when considering data for just the Lehigh Valley, there was a twenty-seven percent increase - ten percent higher than the state's level - for the same two years.

The project was unable to secure data on the number of adults annually receiving certification. However, if using a pass rate norm of 70 percent, it would yield 513 completers in 1989 and 653 in 1990. This is a twenty-seven percent increase for one year. To be fair in determining impact, 1991 figures (not currently available) must be considered.

The entire project enjoyed an unprecedented level of support and cooperation. Its original goals - 1) to test a large number of individuals at no cost and 2) to increase public awareness of the availability of the test and instruction - were met. In addition, the need for additional GED instruction as a result of this program yielded cooperation of two existing providers and a new agency, the Allentown YWCA, to form a new class with United Way funding.



## Objective 5.0

Cooperation of Lehigh Valley Chambers of Commerce, other agencies and organizations, literacy coalitions and individual providers will be increased through a joint meeting of the Lehigh and Northampton County Coalitions; a joint business/literacy event; the pooling of individual Rotary Club literacy-targeted funding into a single effort to enhance workforce literacy.

As can be seen in the previous objective, cooperation among businesses and other organizations reached great heights during the GED project.

This beginning undoubtedly sowed the seeds for later efforts to form a regional consortium. Concerned about the future of literacy upon project termination, the Bethlehem Chamber's Education Committee enlisted the help of Dr. John Christopher, PDE, to bring the Lehigh County and Northampton County Coalitions together to discuss mutual issues. Lehigh University offered to host these meetings.

Dr. Christopher took the concept a step further in proposing a five-county consortium. On two separate occasions, twenty-one representatives from sixteen provider organizations (See Appendix A for consortium roster) met to plan for consolidation of funding and administration. The Chamber's Literacy Coordinator, as a neutral yet involved party, was elected by the group to organize, chair and facilitate these meetings. While substantial progress was made, the group was forced to postpone further consolidation efforts until the Department of Education could

establish official guidelines. It was the Chamber's hope that this consolidation could continue the work of the project. Also, as a result of these cooperative efforts, Lehigh University is considering the establishment of a literacy institute for research and teacher education services.

The second portion of the objective, a joint business-literacy event, will come to fruition in October of 1991. The local chapter of the American Society of Training and Development, in conjunction with the three largest chambers, has planned a "Workplace Excellence Expo" to feature literacy and other training for area companies. The Bethlehem Chamber's Literacy Coordinator has been active in planning and publicizing the event and will also serve as ASTD's "Train America's Workforce" consultant.

Accomplishment of the last portion of the objective, pooling Rotary funds, was described in the previous section.

All components of the objective are deemed to have been achieved.

**Objective 6.0**

The entire Valley's awareness of workforce literacy needs, programs, resources and activities will be increased through the production of a tabloid supplement to the Morning Call newspaper's readership of 200,000.

It was not possible to complete this objective due to the extended amount of time devoted to the GED project. The objective was deleted midyear with the approval of the Pennsylvania Department of Education.

## CONCLUSIONS AND RECOMMENDATIONS

By all stated measures, the project has achieved and exceeded its intentions. Its activities have resulted in a strong, active, regional network of businesses, service organizations, and basic skills providers, united to meet the workforce needs of the Lehigh Valley.

The GED project, which encompassed half of the year, is perhaps the best example of this cooperative effort. Its limited focus, clear-cut areas for involvement, and obvious benefit to all participants are major factors in its success.

It would also appear that the Chamber's role and the staff position devoted to literacy were pivotal factors. The local Chamber of Commerce, because of its standing with the business community, can exert a leadership role in improving the basic skills of the workforce. Of vital importance is the neutral position which this organization must have. Any sponsoring agency must not be a competitor for funding of direct services to students.

The project also pioneered activities and products. The free GED testing was the first of its kind in Pennsylvania - and the first nationally sponsored by a Chamber of Commerce. The resulting manual, sent across the country, could spark similar projects nationwide.

The second product, the Literacy Sensitivity Training Seminar, also broke new ground. Its assumption was that key

company personnel must be trained to become more aware of the literacy needs of their workers.

Finally, the cooperative programming - evidenced by consortium efforts and a three-agency GED class - anticipate a regional approach to literacy planning.

Future direction should include:

- 1) continued efforts to establish a neutral leadership role for literacy;
- 2) dissemination of project products/activities on a wider scale;
- 3) encouragement of other chambers to adopt/adapt the project.

**APPENDIX A**  
**Organizational Involvement**

LEHIGH VALLEY CHAMBER NETWORK PROJECT  
Local Chamber Information

Chamber \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Membership \_\_\_\_\_

Director, Title \_\_\_\_\_

Board President \_\_\_\_\_ Company \_\_\_\_\_

Major Companies \_\_\_\_\_ Employees \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Staffing \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Committees \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Publications \_\_\_\_\_ Deadline \_\_\_\_\_

\_\_\_\_\_

Other Information \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Desired Services \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Meetings (Date, Person, Outcome)**

---

---

---

---

---

---

---

---

---

---

**Publications/Materials Disseminated**

---

---

---

---

---

---

---

---

---

---

**Presentations/Events**

---

---

---

---

---

**Other**



**COMMERCIAL DRIVERS:**

*Read This To Keep Your Job*

**Bethlehem Area Chamber of Commerce, Hellertown-Lower Saucon  
Chamber of Commerce, Nazareth Area Chamber of Commerce,  
Northampton Area Chamber of Commerce, Slate Belt Chamber  
of Commerce, Two Rivers Area Chamber of Commerce  
and**

**Northampton Community College**

will offer a free two-hour Commercial Drivers' License awareness program.

Saturday, May 4th, 1991, 9:00-11:00 a.m.  
Northampton Community College, Room CC220  
3835 Green Pond Road, Bethlehem, PA

- **Learn More About CDL Testing and Recertification**  
All drivers now holding a Class 2, 3 and 4 license must be relicensed by April, 1992.
- **Take a Practice Test**  
All drivers will have to take a knowledge test. An evaluation test will be offered to assist drivers in determining what training is required in order to pass the exam.
- **Ask Questions!**  
A Certified CDL examiner will be available to answer specific questions.

CALL 861-5579 FOR MORE INFORMATION

**REGISTRATION DEADLINE - MAY 1, 1991**

No registrations at the door

**CDL AWARENESS REGISTRATION FORM**

COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
DRIVER NAME \_\_\_\_\_ SS NO. \_\_\_\_\_  
PHONE NUMBER \_\_\_\_\_  
SIGNATURE \_\_\_\_\_

Send registration to: Bethlehem Area Chamber of Commerce  
459 Old York Road  
Bethlehem, PA 18018

**TABLE 1**

**LEHIGH VALLEY CHAMBER NETWORK PROJECT**  
**Comparison of Organizational Involvement**

<u>Type of Organization</u>	<u>Number of Organizations by Year</u>	
	<u>1989 - 90</u>	<u>1990 - 91</u>
Agencies/organizations	26	56
Businesses	132	226
Chamber of Commerce events		104
Northampton Community College Classes		52
Unidentified*		70

\*Although a count of attendees was taken at three presentations - Northampton Rotary Club, Hellertown and Schuylkill Chambers of Commerce - there was no indication of which specific businesses were present

**TABLE 2**

**LEHIGH VALLEY CHAMBER NETWORK PROJECT  
Organizational Literacy Involvement  
1990-91**

Company	Activity				
	CDL	GED	Committee	Event	Other
Ace Hardware	x				
Achievement Plus				x	
Adam Meyer Moving	x				
Adams Foundation		x			
Agway Energy Products	x				
Albarell Electric	x				
Allentown-Lehigh County Chamber	x	x	x	x	x
Allentown L.V. Hospital Center		x			
Allentown Literacy Council	x	x	x		
Allentown School District		x			x
Allentown-West Rotary Club		x			
American Council on Education		x			
American Society/Trg & Dev				x	
Angelo Velani & Sons, Inc.	x				
APD Cryogenics				x	
Atochem North America				x	
AT&T		x			
Bangor School District		x	x		
Banko Beverage	x				
Bealer Construction	x				
Bean Contractors	x				
Bell & Howell				x	
Ben Franklin Technology Center				x	x
Berger Sanitation	x				
Beth Hanover Supply	x				
Bethlehem Hearing Aid Center		x			
Bethlehem Public Library		x	x		x
Bethlehem Rotary Club		x			x
Bethlehem-Morning Star Rotary		x			
Bethlehem School District	x	x	x		x
Bethlehem Steel	x	x			x
Bethlehem Vo Tech		x	x	x	x
Bethlehem YMCA		x			
Bethlehem YWCA		x			
BG Provisions	x				
Binney & Smith		x			
Burron Medical Inc.		x	x		x
Casilio, Frank & Sons	x				
Catasauqua Rotary Club		x			
Catasauqua School District		x			
Cedar Crest College		x		x	
Center for Coord. Soc. Svcs.		x			
C. F. Martin Company				x	
Chadwick Telephone		x		x	
Chrin Company	x				

	CDL	GED	Committee	Activity Event	Other
City of Bethlehem	x	x		x	x
City of Easton	x				
Company					
Clark Lift Services	x				
Coca Cola Bottling Company	x	x			
Collins & Maxwell Construction	x				
Commonwealth of Pennsylvania		x			
Community Services for Children	x				
Cook Composites & Polymers		x			
Coplay Rotary Club		x			
Council of Spanish Spkg Org.		x	x		
Crowder Jr.		x	x		
Department of Public Welfare		x			
Driver's Review	x				
Dual Temp Fuels	x				
Eastern America	x				
Easton Library		x			
Easton Rotary Club		x			
Easton School District		x	x		
Easton YMCA		x			
Emmaus Rotary Club		x			
The Express	x	x			
Falco & May Inc.	x				
Fehnel Farms	x				
Follet Corporation				x	
Franklin Hahn Sawdust	x				
Frick Transfer	x				
Friedmans Express	x				
Fromm Electric Supply	x				
Fuller Company		x	x		
Globe-Times		x			
Good Transport	x				
Good Shepherd Vocational Svcs.		x			
The Greif Companies		x			x
Groller Transport	x				
HCSC Group Purchasing				x	
Hellertown Chamber of Commerce	x	x		x	x
Henry Yeska & Son, Inc.	x				
Hispanic American Organization		x			
Hogar Crea		x			
Holiday Inn of Bethlehem		x	x		
J & J Flock Products, Inc.				x	
Just Born, Inc.			x	x	x
Kalglo Electronics				x	
Kurtz Training Center	x				
Lehigh County Community College	x	x	x	x	x
Lehigh County Vo Tech	x	x			
Lehigh University			x		x
Lehigh Valley Bank		x			
Lehigh Valley Child Care	x	x			
Lehigh Valley Industrial Park			x		
Leiser, Inc.	x				

Lincoln Technologies x  
 Len Symons & Son Sanitation x

Company	Activity				
	CDL	GED	Committee	Event	Other
Loersch Corp of Pennsylvania				x	
Macacro Auction Company	x				
Mail Well Envelope				x	
Manufacturing Services Ext. Ctr.				x	
Meridian Bank		x			x
Meteor Maintenance	x				
Moravian Bookstore		x			
Moravian College	x	x	x	x	x
Morris Black & Sons	x				
Nazareth Borough Municip. Auth	x				
Nazareth Building Block	x				
Nazareth School District		x	x		
Northampton Chamber of Commerce	x				x
Northampton Community College	x	x	x	x	x
Northampton County Dev. Corp.				x	
Northampton Rotary Club		x		x	x
Norwood Industrial Const. Co.	x				
Oaks Printing		x			
Oats II		x			
O'Briens Moving & Storage	x				
Olin Hunt Specialty Products				x	
Olson Technologies				x	
Orlando Diefendorfer	x				
Pacesetter Enterprises				x	
Palmeri Corporation	x				
P. D. Lovett & Company				x	
Fen Argyl School District		x	x		
Penn Jersey Paving Materials	x				
Penn State Allentown Campus				x	
Penn. Assoc Adult/Cont. Ed				x	
Pennsylvania Dept of Education		x			x
Pennsylvania Job Service		x	x		x
Pennsylvania Offc of Emp.Secy.		x			
Pereira & Da Silva Const. Inc.	x				
Phi Delta Kappa Lehigh Chapter				x	
Pilot Air Freight	x				
Private Industry Council		x	x		x
Project of Easton		x	x		x
Quakertown School District		x			
Quota Club of Bethlehem				x	
Radisson Hotel Americus Centre		x			
Reading Area Community College			x		
Rexroth Corporation				x	
Richard P. Markulics, Inc.	x				
Ruggieros Trucking	x				
Saucon Valley Country Club	x				
Schuylkill County Chamber				x	
Schuylkill Intermediate Unit			x		

Company	Activity				
	CDL	GED	Committee	Event	Other
Schuykill Literacy Council			x		
Sepwell, Inc.				x	
Service Electric Cable TV	x				
		x			
SI Handling					
Slate Belt Chamber of Commerce	x	x		x	
Slatington Rotary Club		x			x
Sleepright, Inc.					
Spillman Farmer Architects		x		x	
Spring Gardens School	x				
STS Trucking	x				
Stanley Vidmar		x			
Suburban Propane	x				
Supermason Enterprises, Inc.	x				
Sure Fit Products	x				
Trans Bridge Lines	x				
Twin County Cable	x				
Two Rivers Chamber of Commerce	x	x		x	
Upstream Farm Corp	x				x
U.S. National Guard Armory		x			
Valley Manor Nursing Home		x			
Victaulic Corporation					
Victoria Vogue, Inc.				x	x
Whitehall Rotary Club		x		x	x
Wiley House		x			
Wilson Products Co, Inc.	x				
Wilson School District	x				
Yellow Freight System	x				
YWCA of Allentown		x			x
<b>Total Participation</b>	<b>74</b>	<b>79</b>	<b>26</b>	<b>43</b>	<b>29</b>
<b>Agencies</b>	<b>4</b>	<b>18</b>	<b>2</b>	<b>3</b>	<b>5</b>
<b>Businesses</b>	<b>59</b>	<b>27</b>	<b>5</b>	<b>24</b>	<b>8</b>
<b>Clubs/organizations</b>	<b>5</b>	<b>14</b>	<b>1</b>	<b>9</b>	<b>7</b>
<b>Educational institutions</b>	<b>6</b>	<b>14</b>	<b>10</b>	<b>5</b>	<b>5</b>
<b>Literacy providers</b>	<b>5</b>	<b>16</b>	<b>15</b>	<b>3</b>	<b>7</b>

**TABLE 3**

**NORTHAMPTON COMMUNITY COLLEGE  
Adult Literacy Programs 1990-91  
Companies Represented in Small Business Class**

Agway  
AJ Trunzo Corp  
Anenave  
Annex  
BFW Pance Work  
Burrton Medical  
Bicycle Corp.  
Buy-Rite Equipment, Inc.  
Cedarbrook Fountain Hill  
Clearfield Stage Coach  
Collins Restaurant  
Color-Tex Corps  
Easton Express  
Easton Foam  
Easton Nursing Center  
Eastwood Convalescent  
First Lehigh Bank  
Harold Blacker Gen  
Head Start  
Hirisland Optical  
Hunterdon Central Reg. HS  
Impaco Nazareth  
James Deutsch  
Kasey Lynn Hellertown  
K-Mart  
Kraemer Textiles  
James River Dixie  
Laneco  
Lehigh Valley Diner  
Lifetime Doors  
Lost River Cavern  
Maier's Bakery  
Malones  
March Development  
Martinos Guitar  
Moravian Hall Nazareth  
Muhlenberg Hospital  
Nancy's Pets  
PB & NE RR Co.  
Postal Service  
Potts Doggie Shop  
Power Printing Bethlehem  
Praxis Nursing Home Easton  
Prudential  
Regis  
Schoenen's Market  
Seven-Eleven  
State Hospital  
Shill & American Greetings  
Skateway  
Synthetic Thread Beth  
USR Optonix Inc.

Valley Federal Savings  
Zappa Plastic And Co.

GROUP ROSTER

\*\*\*\*\*

03/01/91

Selected status code(s) [ABCDEFGHIJKLMNPSXZ]  
in Group [208]

Group [208] - Tri Valley Literacy Consortium  
sorted by Rep name

ID Representative, Position

\*\*\*\*\*

2436B Eleanora Bell, Director of Adult Literacy  
Northampton Community College  
3835 Green Pond Road, Bldg.  
C  
Bethlehem, PA 18017  
215-861-5429

2571A Joan Breisch  
Literacy Council of Reading/Berks County  
518 Elm Street  
Reading,, PA 19601  
215-372-7876

2565A Wendy Bridal  
Literacy Council of Schuylkill County  
118 E. Norwegian Street  
Pottsville,, PA 17901  
717-622-1995

2338A Louis DeLorenzo  
Allentown School District  
William Allen High School  
17th & Turner Sts.  
Allentown, PA 18104  
215-820-2352; 215-439-0245

2564B Carolyn DiGiacomo  
Lehigh County Community College  
608 Hamilton Hall  
Allentown, PA 18101  
215-776-1998

2561A Grace Dunn  
Carbon County AVTS  
150 W. 13th St.  
Jim Thorpe, PA 18229  
717-325-3682

2357A Nicholas Facchiano  
Bethlehem Area School District  
Education Center  
1516 Sycamore St.  
Bethlehem, PA 18017  
861-0500



2564A Lauren Giguere  
Lehigh County Community College  
600 Hamilton Mall  
Allentown, PA 18101  
215-776-1998

2562A Thomas Haley  
Threshold Rehabilitation Services  
1000 Lancaster Avenue  
Reading, PA 19607  
215-777-7691

2282C Scott Knapp  
Lehigh County Community College  
2370 Main St  
Schnecksville, PA 18078  
215-799-1105

2572A Barbara Kowitz  
ProJeCt of Easton  
130 N. Third Street  
Easton, PA 18042  
215-258-4361

2285B Linda McCrossan  
Allentown Literacy Council  
530 Hamilton St., Suite 209  
Allentown, PA 18101  
215-435-0680

2566A Pieter Miller  
Reading Area Community College  
10 S. Second Street, Box 1706  
Reading, PA 19603  
215-372-4721 x204

1024D Joyce H. Morgan, Dean of Com. Education  
Northampton Community College  
3835 Green Pond Road  
Bethlehem, PA 18017  
861-5300 FAX 861-5070, 861-5060

2570A Ralph Morgan  
Schuylkill County Intermediate Unit #29  
P. O. Box 130  
Mar Lin, PA 17951  
717-544-9131

2562B Maureen Nowotarski  
Threshold Rehabilitation Services  
1000 Lancaster Avenue  
Reading, PA 19607  
215-777-7691

- 2563A Bruce Piker  
 Nazareth Area School District  
 One Education Plaza  
 Nazareth, PA 18064  
 215-759-1730, 759-5628
- 2569A Judy Rance-Roney  
 Northampton Community College  
 3325 Altonah Road  
 Bethlehem, PA 18017  
 215-868-7846; 215-758-3235
- 2567A Harriet Sam  
 Lutheran Child/Family Services  
 101 E. Olney Ave, 5th Floor, C-12  
 Philadelphia, PA 19129
- 2275A Stephen Viglione  
 Easton Area School District  
 Easton Area High School  
 25th & William Penn Highway  
 Easton, PA 18042  
 215-250-2496
- 2568A Neal Wicoff  
 Pen Argyl Area School District  
 501 W. Laurel Avenue  
 Pen Argyl, PA 18072  
 215-588-2449, 863-9619

.....

Count: 2

**APPENDIX B**  
**Dissemination**

**TABLE 4****LEHIGH VALLEY CHAMBER NETWORK PROJECT****Product Dissemination**

<u>State/Country</u>	<u>Program</u>	<u>Product*</u>
Arizona	Yuma Union High School District	2
California	Cal State University, Stanislaus Department of the Navy	1 2
Canada (New Brunswick)	Oromocto Curriculum Office	2
Connecticut	New London Public Schools	2
Delaware	Delaware Coalition for Literacy	1,2
District of Columbia	GED Testing Service	2
Illinois	Richland Community College Secretary of State Literacy Office	2 1,2,3
Michigan	Garden City Public Schools	2
Minnesota	Moorhead School District	2
Mississippi	Starkville School District	2
Nevada	Education Pathways, Ltd.	2
New Jersey	Salem Community College	2
New York	Business Council for Effective Literacy	1
Ohio	Dayton Public Schools Ohio Department of Education Ohio State University - ERIC Portage Lakes Career Center	2 2 1,2,3 2
Oklahoma	Oklahoma Department of Education	2
Pennsylvania	Advance PDE Resource Center Allentown School District Bethlehem School District Catasauqua School District Dauphin County Technical School Easton School District Genesis II (Philadelphia) Lehigh County Vo-Tech LVA Lancaster-Lebanon Literacy Council Pennsylvania Department of Education	1,2,3 2 2 2 2 2 2 2 2 2

# LEHIGH VALLEY CHAMBER NETWORK PROJECT

## Product Dissemination

<u>State/Country</u>	<u>Program</u>	<u>Product*</u>	
Pennsylvania		Private Industry Council, Lehigh Valley	2
		Uniontown Library	2
		United Way (Johnstown)	2
South Carolina		Clover Adult Education Center	2
		F.E. DuBose Career Center	2
South Dakota		The Right Turn (Pierre GED Test Ctr)	2
Texas		Wharton County Junior College	2
Wisconsin		Moraine Park Technical College	2

### \*Product Code

- 1 - Lehigh Valley Chamber Network Project (Final Report)
- 2 - GED Days in the Lehigh Valley (Manual)
- 3 - Literacy Sensitivity Training Seminar (Manual)

**TABLE 5**

**LEHIGH VALLEY CHAMBER NETWORK PROJECT**

**Project Presentations/Events**

1990	October	Phi Delta Kappa, Lehigh Chapter
1991	February	Northampton Rotary Club Schuylkill County Chamber of Commerce Pennsylvania Association for Adult & Continuing Education - 2 sessions "GED Days in the Lehigh Valley" "Lehigh Valley Chamber Network Project"
	March	Manufacturing Services Extension Center "Training: The Inside Track for Manufacturers"
	April	Quota Club of Bethlehem Cedar Crest College Hispanic Leadership Program
	May	Hellertown Chamber of Commerce
	October	American Society for Training & Development - Eastern PA Chapter "Workforce Excellence Expo"

**APPENDIX C**  
**Literacy Audit Instruments**





1. What is your understanding of what the team will be doing?

2. How do you **feel** about it?

Bethlehem Area Chamber of Commerce  
 WORKPLACE TRAINING ASSESSMENT - WRITING SKILLS INVENTORY

Name \_\_\_\_\_ Company \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_ Date \_\_\_\_\_

The following is a general list of writing skills. You may find that you call upon some these skills only in your work, only at home, in both places or not at all. Please check each skill for which you might like training, deciding if the training would be useful for work, personal needs or both.

<u>ADDITIONAL TRAINING DESIRED</u>	<u>SKILL</u>	
<u>for work</u>	<u>for personal life</u>	
_____	_____	copying information accurately
_____	_____	capitalizing words
_____	_____	spelling words correctly
_____	_____	using punctuation correctly
_____	_____	using correct grammar
_____	_____	writing legibly
_____	_____	writing complete, clear sentences
_____	_____	paragraphs
_____	_____	writing clear instructions
_____	_____	writing memos
_____	_____	writing letters
_____	_____	writing reports
_____	_____	taking notes, summarizing information
_____	_____	writing evaluations (of employees,
_____	_____	of workshops, etc.)
_____	_____	preparing schedules, charts
_____	_____	completing work forms accurately
_____	_____	(work orders, claims, benefits,
_____	_____	absence requests, etc.)
_____	_____	completing applications
_____	_____	writing resumes
_____	_____	preparing goals, objectives

**What does it mean to be a World Class Manufacturer?**

Bethlehem Area Chamber of Commerce  
WORKPLACE TRAINING ASSESSMENT - EMPLOYEE INTERVIEW

Employee \_\_\_\_\_ Interviewer \_\_\_\_\_  
Company \_\_\_\_\_ Years of School \_\_\_\_\_ Date \_\_\_\_\_

Give examples of when you  
use these skills:

Would you like more  
training in this?

LISTENING SKILLS

---

---

---

---

---

---

---

---

---

---

SPEAKING SKILLS

---

---

---

---

---

---

---

---

---

---

READING SKILLS

---

---

---

---

---

---

---

---

---

---

WRITING SKILLS

---

---

---

---

---

---

---

---

---

---

MATH SKILLS

---

---

---

---

---

---

---

---

---

---



Bethlehem Area Chamber of Commerce  
 WORKPLACE TRAINING ASSESSMENT - MATHEMATICS INVENTORY

Name \_\_\_\_\_ Company \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_ Date \_\_\_\_\_

The following is a general list of math skills. You may find that you call upon some of these skills only in your work, only at home, in both places or not at all. Please check each skill for which you might like training, deciding if the training would be useful for work, personal needs or both.

ADDITIONAL TRAINING DESIRED		SKILL
<u>for work</u>	<u>for personal life</u>	
_____	_____	counting/reading numbers
_____	_____	doing simple calculations (+-x÷)
_____	_____	fractions
_____	_____	decimals
_____	_____	percents
_____	_____	using a calculator
_____	_____	measuring
_____	_____	estimating
_____	_____	weighing
_____	_____	taking money/making change
_____	_____	working out costs of things
_____	_____	using the 24 hour clock
_____	_____	solving mathematical problems
_____	_____	understanding maps, charts, graphs
_____	_____	calculation of time
_____	_____	calculation of proportion
_____	_____	statistics/probability
_____	_____	metric system
_____	_____	other (_____)

**APPENDIX D**  
**Free GED Testing Project**

GROUP ROSTER  
\*\*\*\*\*

06/28/91

Selected status code(s) [ABCDEFGHIJKLMNPSXZ]  
in Group [159]

Group [159] - GED  
sorted by Rep name

ID	Representative, Position
1913C	Dianne Bott Office of Job Center Field Operations 61 West Walnut Street P. O. Box 1157 Bethlehem, PA 18016-1157 861-2050
2338A	Louis DeLorenzo Allentown School District William Allen High School 17th & Turner Sts. Allentown, PA 18104 215-820-2352; 215-439-0245
2357A	Nicholas Facchiano Bethlehem Area School District Education Center 1516 Sycamore St. Bethlehem, PA 18017-6099 861-0500
2114A	Karen Gartner, Coordinator Extensions Svc Bethlehem Area Public Library 11 W. Church Street Bethlehem, PA 18018-5804 867-3761
1918A	Julio Guridy, Executive Director Council of Spanish Speaking Organizations 520 East Fourth Street Bethlehem, PA 18015-1804 868-7800
2277A	Ellen Kern Allentown-Lehigh County Chamber of Commerce 462 WALNUT ST ALLENTOWN, PA 18102-5497 437-9661
2448A	Joseph Kornfeind, President Coplay Rotary Club 124 Hillcrest Drive R.D. #2 Coplay, PA 18037-9802 262-7980



1008C Edward Kozlowski, Sr.V.P. Human Resources  
 Burron Medical, Inc.  
 824 - 12th Avenue  
 Bethlehem, PA 18018  
 266-0500

2013B Susan Kraus  
 Greif Companies, The  
 939 Marcon Boulevard  
 Allentown, PA 18001  
 266-2201

2040D Joan Lipiec, Literacy Coordinator  
 Bethlehem Area Chamber of Commerce  
 459 Old York Road  
 Bethlehem, PA 18018  
 867-3788

2348A Christine Mondschein  
 Catasaqua High School  
 850 Pine St.  
 Catasaqua, PA 18032-1099  
 264-0506

2296A Gail Mrowinski  
 Private Industry Council  
 323 Hanover Street  
 Bethlehem, PA 18018-5607  
 865-3681; 865-5423

2070E Danielle Reinard, Human Resources Manager  
 Binney & Smith Inc.  
 1100 Church Lane  
 Easton,, PA 18042-9086  
 253-6271 FAX 250-5768

1990C Edward Rice, AFL-CIO Community Services Rep  
 United Way of Northampton & Warren Counties  
 520 E. Broad Street  
 P. O. Box 710  
 Bethlehem, PA 18016-0710  
 867-3748

2290C Joseph Smar, GED Examiner  
 Lehigh County Vocational Technical School  
 2300 Main St.  
 Schnecksville,, PA 18078-9329  
 799-1372; 799-1357

2275A Stephen Viglione  
 Easton Area School District  
 Easton Area High School  
 25th & William Penn Highway  
 Easton, PA 18042  
 215-250-2496

2306A Kenneth Wallick  
Pennsylvania Department of Education  
Div. of Adult Basic & Literacy Education  
6th Floor, 333 Market St.  
Harrisburg, PA 17126-0001  
717-787-5532

=====  
Count: 17



# THE GED:

YOU DESERVE IT.

If you would like to take the General Educational Development test to earn a certificate of high school equivalency, here is important information.

**THE GED TEST WILL BE OFFERED FREE NOVEMBER 10-17, 1990,  
AT THESE LOCATIONS:**

- **William Allen High School, Allentown — 820-2352**
- **Catasauqua High School, Catasauqua — 264-0506**
- **Easton Area High School, Easton — 250-2496**
- **Lehigh County Vo-Tech School, Schnecksville — 799-1322**
- **Liberty High School, Bethlehem — 691-7200**

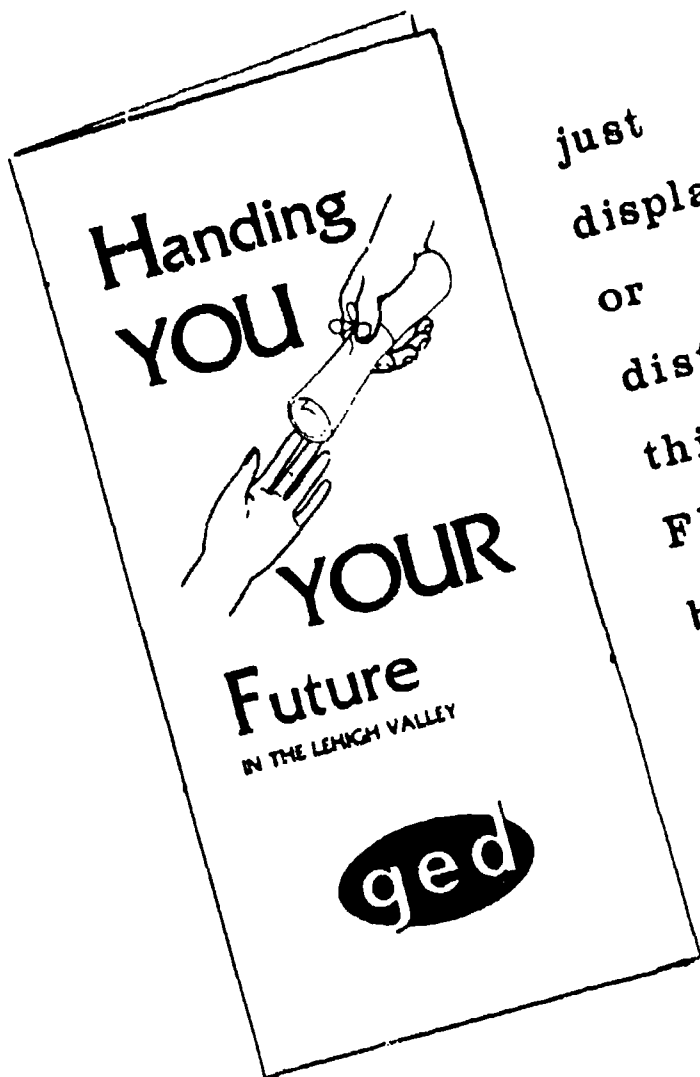
The GED can:

- lead to new employment opportunities.
- help you advance in your current job.
- prepare you for higher education and training.
- help you to help your children.
- be a source of personal accomplishment.

**FOR MORE INFORMATION CALL:**

- ☎ Allentown-Lehigh County Chamber of Commerce at 437-9661
- ☎ Bethlehem Area Chamber of Commerce at 867-3788
- ☎ Two Rivers Area Chamber of Commerce at 253-4211

Help your **▶ CLIENTS** get their **GED!**  
**▶ CUSTOMERS**  
**▶ EMPLOYEES**



just display or distribute this **FREE** brochure

**HOW DO I APPLY?**  
 You can take the test at any official center in Pennsylvania. There are five GED Testing Centers in the Lehigh Valley:

- William Allen High School, Allentown, 820-2352
- Catsaauqua High School, Catsaauqua, 264-0506
- Easton Area High School, Easton, 250-2496
- Lehigh County Vo-Tech Sch, Schnecksville, 799-1322
- Liberty High School, Bethlehem, 691-7200

**WHAT DOES IT TAKE TO PASS?**  
 In the Lehigh Valley about 70% of the GED test-takers pass without formal instruction. About 95% of those who have attended classes will pass the test will too.

The minimum passing standard score is a total of 225 and an average of 45 on each test. Scores are mailed to you in 4-6 weeks. If you have passed, you will also receive a Commonwealth Secondary School Diploma. Some local school districts will also give you their diploma upon request.

**HOW DO I GET READY?**  
 Your best chance to pass is to see how your present skills measure up to the test. Good reading and math skills are very important. You'll also need to be able to write clearly.

An official practice test is available which accurately predicts who will pass the test. Most programs and some test centers will give and score this practice test at no charge. It takes just over three hours.

**WHAT ARE THE TESTS LIKE?**  
 Except for Part II of the Writing Skills Test, which asks you to write an essay, all questions are multiple choice with five possible answers given. The five tests measure your knowledge in:

Writing Skills—Part I: usage (35%); sentence structure (35%); spelling, capitalization, punctuation (30%)—55 items, 75 minutes. Part II: essay, 45 minutes.

**ORDER NOW!**

Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ Number of FREE brochures desired (order in multiples of 50, 100 or 1000)

Mail to: Joan Lipiec  
 Bethlehem Area Chamber of Commerce  
 459 Old York Road  
 Bethlehem, PA 18018

## HOW DO I GET READY?

Your best chance to pass is to see how your present skills measure up to the test. Good reading and math skills are very important. You'll also need to be able to write clearly.

An official practice test is available which accurately predicts who will pass the test. Most programs and some test centers will give and score this practice test at no charge. It takes just over three hours.



If you want to study on your own, you may buy books at local bookstores or use them at public libraries. Ask a friend or relative to help you with areas of difficulty. Or check to see if the library has a volunteer tutor to work with you. Bethlehem Vo-Tech has computer-aided instruction available in its library—you need only call for an appointment.

Often cable and public television stations have a GED-on-TV program. They usually require purchasing study materials. In this area, the Learning Channel offers GED preparation.

Classes are another way to prepare for the GED and most are free. These programs will help you evaluate your readiness and target areas for study. They also recognize the other demands made on your life. Some may even offer support services such as child care. Classes locally are offered at:

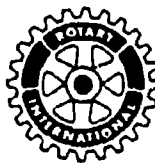
62

Allentown School District, 820-2352  
Bangor/Pen Argyl, 588-2449  
Bethlehem School District, 691-7200  
Easton School District, 250-2496  
Lehigh County Community College,  
776-7998  
Lehigh County Vo-Tech, 799-1322  
Nazareth School District, 759-3350  
Northampton Community College,  
861-5427  
Private Industry Council, 437-5627

Several other programs provide tutoring assistance for those who would like to improve their reading skills or learn English as a Second Language. They are:

Allentown Literacy Council, 435-0680  
Bethlehem Area Public Library, 867-7852  
ProJeCt of Easton, 258-4361

Printing courtesy of  
Rotary Clubs



Allentown-West  
Bethlehem  
Bethlehem-Morning Star  
Catasauqua  
Coplay  
Easton  
Emmaus  
Nazareth  
Northampton  
Slatington  
Whitehall

# Handing YOU YOUR Future

IN THE LEHIGH VALLEY



63



## WHY TAKE THE GED?

Because you deserve a second chance for a diploma. The tests of General Education Development (GED) were developed by The American Council on Education so that people like you could show they have the skills and abilities expected of a high school graduate.

*You might see the GED as a means to a better job, promotion or more income. Maybe you want to help your kids. You may need it to enroll in college or advanced training. Or, you may just want to prove to yourself that you can do it.*

## CAN I TAKE THE GED?

Yes, if you are at least 18 years old and not a high school student. Special permission is sometimes given to 16-18 year olds when an employer, school or recruiting officer makes a written request.

## WHAT ARE THE TESTS LIKE?

Except for Part II of the Writing Skills Test, which asks you to write an essay, all questions are multiple choice with five possible answers given. The five tests measure your knowledge in:

Writing Skills—Part I: usage (35%); sentence structure (35%); spelling, capitalization, punctuation (30%)—55 items, 75 minutes. Part II: essay, 45 minutes.

64

Social Studies: history (25%); economics (20%); political science (20%), behavioral science (20%), geography (15%)—64 items, 85 minutes.

Science: life science (50%), physical science (50%)—66 items, 95 minutes.

Interpreting Literature and the Arts: popular literature (50%), classical literature (25%), commentary on literature and the arts (25%)—45 items, 65 minutes.

Mathematics: arithmetic (50%), algebra (30%), geometry (20%)—56 items, 90 minutes.

You can request the test in Spanish or French if that is your first language. You can also request special testing conditions if you are handicapped.



## HOW DO I APPLY?

You can take the test at any official center in Pennsylvania. There are five GED Testing Centers in the Lehigh Valley:

William Allen High School,  
Allentown, 820-2352  
Catasauqua High School,  
Catasauqua, 264-0506  
Easton Area High School,  
Easton, 250-2496  
Lehigh County Vo-Tech School,  
Schnecksville, 799-1322  
Liberty High School,  
Bethlehem, 691-7200

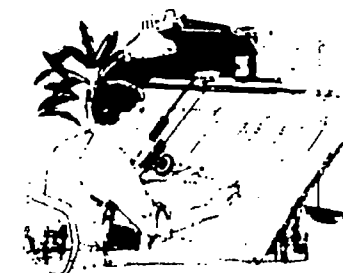
Testing is usually offered once per month but fees, schedules and registration procedures differ for each center. Test fees range from \$30 to \$40. It's best to call the center of your choice for specific information.



## WHAT DOES IT TAKE TO PASS?

In the Lehigh Valley about 70% of the GED test-takers pass without formal instruction. About 95% of those who have attended classes will pass the test. So the chances are very good that you will too.

The minimum passing standard score is a total of 225 and an average of 45 on each test. Scores are mailed to you in 4-6 weeks. If you have passed, you will also receive a Commonwealth Secondary School Diploma. Some local school districts will also give you their diploma upon request.



If you fail, there is no penalty. You may retake the test after 90 days—or sooner if the examiner agrees. Although you need not retake all five tests, it is to your advantage to do so. The highest scores from each test are used to determine the final score.

65

**TABLE 6**

**LEHIGH VALLEY CHAMBER NETWORK PROJECT  
Comparison of GED Examinees by Location**

<u>Coverage area</u>	<u>Number Tested</u>		<u>Percent Increase</u>
	<u>1989</u>	<u>1990</u>	
Commonwealth of Pennsylvania	21,258	25,030	17
Total Lehigh Valley	733	933	27
Allentown High School	142	185	30
Catasauqua High School	28	50	79
Easton High School	176	224	27
Lehigh County Vo-Tech	215	268	25
Liberty High School	172	206	18

**APPENDIX E**  
**Publicity Materials**



# LEHIGH VALLEY LITERACY SERVICES

		English as a Second Language	Literacy/Numeracy (beginning reading, math skills)	Adult Basic Education (intermediate reading, writing, math skills)	GED (secondary level skills, diploma preparation)	Work-site Classes	Provider-site Classes	Tutors	Tutor Training	Computer-aided Instruction	Speakers	Job Task Analysis	Employee Skill Assessment	Literacy Sensitivity Training (for managers)	GED Testing	Career/Job Assistance
Allentown Literacy Council	435-0680	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Allentown School District	820-2352	◆	◆	◆	◆		◆								◆	
Bethlehem Area Public Library	867-7852	◆	◆					◆	◆	◆						◆
Bethlehem Area School District	691-7200	◆	◆	◆	◆		◆		◆						◆	
Bethlehem Area Vo-Tech School	866-8013				◆					◆						
Catasauqua School District	264-0506														◆	
Easton Area School District	250-2496	◆		◆	◆		◆								◆	
Lehigh County Community College	776-1998	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		◆			◆
Lehigh County Vo- Tech School	799-1322				◆		◆								◆	
Nazareth Area School District	759-3350	◆	◆	◆	◆		◆	◆	◆							
Northampton Community College	861-5427	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆			◆
Pen Argyl Area School District	588-2449	◆	◆	◆	◆		◆	◆	◆	◆	◆	◆				
Private Industry Council	437-5627	◆	◆	◆	◆		◆			◆	◆		◆			◆
ProJeCt of Easton	258-4361	◆	◆	◆			◆	◆	◆	◆	◆			◆		

American Society for Training & Development  
Allentown - Lehigh County Chamber of Commerce  
Bethlehem Area Chamber of Commerce  
Two Rivers Area Chamber of Commerce

cordially invite you to exhibit  
at the

# Workplace Excellence Expo

Thursday, October 10, 1991  
4:00 - 9:00 p.m.  
Holiday Inn - Bethlehem

Keynote Speaker

Senator Roy Afflerbach

"Train the Valley's Workforce - Put Quality to Work!"

- ◆ Take a leadership role in preparing the Valley's workforce for the challenge of the future
- ◆ Gain exposure for your training products and service
- ◆ Network with training and development professionals
- ◆ Connect with potential clients

-----  
Registration Form

Company \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_

Send \$120 payable to ASTD - Eastern PA Chapter

Mail to: Linc Coffin  
Director, Management Institute  
Cedar Crest College  
Allentown, PA 18104-6196

70

REGISTER BEFORE AUGUST 30