

Erie County
Foundation
Vocational-Technical School

Operations Manager Report

February 2014

Submitted by Aldo Jackson, PhD

A. Welcome, Executive Director

Career Street's executive director, Jennifer Nygaard Pontzer joined the campaign on February 24. Her transition into position includes meeting with members of the work group and going through a mini-orientation on ECTS resources and procedures. We are already adding events to her calendar and her 100-day plan, meshed with existing activities and work group input, will quickly keep her hopping. We welcome Jennifer to this exciting new venture.

B. Erie Community Foundation, Shaping Tomorrow Grant

We received a \$75,000 check from the Foundation on February 18, 2014. The timing was excellent as expenses were beginning to come in related to the start-up of Career Street. We deeply appreciate the Foundation's financial support of Career Street. The Foundation's staff have also been operationally supportive in promoting and monitoring Career Street's launch. This is the first of three annual checks from the Erie Community Foundation to support Career Street.

Please extend your thanks to the Foundation's board members and staff as you see them.

C. Employer Participation

As of February 19, there were 17 companies registered to participate. We suspect an uptick in registrations was due to a mailing in January that invited 54 to register, and an Erie Together presentation on February 13 to the Erie Regional Chamber and Growth Partnership Board of Directors. There is a mix of large and small companies. A list of current participants is included at the end of this report.

D. Career Experiences

The database currently contains 12 career exploration activities hosted by companies. Experiences available include workplace tours, career speakers, and job shadows.

E. School District Liaisons

An email was sent to each district liaison the week of February 17 encouraging them to register their school in Career Street. With the growth in business registrations and the creation of career exploration experiences in the database, schools can now begin to select those experiences.

F. Career Street Web Page

With companies interacting with the web page on a regular basis, we saw a few opportunities for improvement. Those suggestions were provided to EPIC Web Studios. Overall though, the design and utility of the web page seems good. We do think there is the need to enhance the system so schools can place requests for business participation in events they are conducting.

G. Advisory Board

We will schedule the first meeting of the 16-member advisory board for some time in March. This group of individuals made a commitment several months ago and have kept their eye on the project.

H. Community Outreach, Marketing & Communications

- 1) Join Mary Bula and Aldo Jackson on Wednesday, March 19 at 7:30 a.m. as they present Career Street at the Manufacturer and Business Association's March edition of Eggs 'n' Issues. Besides discussing the various opportunities, activities, and benefits of Career Street, Mary and Aldo will introduce Jennifer Nygaard Pontzer as the Executive Director.
- 2) Career Street had an ad in the Profiles section of the Sunday, February 17 edition of the Erie Times-News.
- 3) Erie Together made a presentation to the Erie Regional Chamber and Growth Partnership Board on February 10. Career Street was a focus in the presentation.
- 4) There is a discussion about hosting a business-oriented fund raiser in May.
- 5) We are working with a public relations consultant to brand Career Street. We will line up the logo, web page, and other marketing materials. One of the items we are looking at is a static cling decal that can be issued to companies as they register with Career Street. The decal could be placed on a door or window at the entrance.

Career Street Registered Companies, Organizations and Schools
As of February 19, 2014

Name	Address	City
Businesses		
1. Brevillier Village	5416 East Lake Road	Erie
2. Curtze Food Service	1717 E. 12th Street	Erie
3. Custom Engineering Co.	2800 McClelland Ave	Erie
4. Epic Web Studios, LLC.	901 French Street	Erie
5. Erie Insurance	100 Erie Insurance Place	Erie
6. Erie Press Systems	1253 W. 12th Street	Erie
7. Erie Regional Airport Authority	4411 West 12th Street	Erie
8. Erie Times-News	205 West 12th Street	Erie
9. H & H Machined Products Co.	2540 Manchester Road	Erie
10. Industrial Sales & Mfg., Inc.	2609 West 12th Street	Erie
11. Little Caesars	3939 West 26th Street	Erie
12. Marsha Marsh Real Estate Services	8840 Peach Street	Erie
13. National Tooling & Machining Assoc.--NWP Chapter	PO Box 203	Meadville
14. Penelec, A FirstEnergy Company	5404 Evans Road	Erie
15. Scott Enterprises	2525 Downs Drive	Erie
16. Southpointe Energy Resource Group	125 Technology Drive	Canonsburg
17. UPMC Hamot	201 State Street	Erie
Organizations		
1. Americans for the Competitive Enterprise System,	1001 State Street, Suite	Erie
2. Bayfront Maritime Center	40 Holland Street	Erie
3. Erie Regional Chamber & Growth Partnership	208 East Bayfront	Erie
4. Erie Together	420 West Sixth Street,	Erie
5. House of Mercy	2005 Woodlawn Ave	Erie
6. Junior Achievement of Western Pennsylvania	4213 Station Road,	Erie
7. Learning For Life/Exploring	1815 Robison Road	Erie
Schools		
1. City of Erie Public Schools	3325 Cherry Street	Erie
2. Erie County Technical School	8500 Oliver Road	Erie
3. Just Four Paws Academy of Pet Styling	1530 West 26th Street	Erie
4. McDowell High School	3580 W 38th St	Erie
5. North East High School	1901 Freeport Road	North East