



JOINT UrbanStudies CENTER

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A Letter from the Executive Director

On Friday, July 13, JUSC, in cooperation with the Brookings Institute, Pennsylvania Economy League, Penn State University, and Renew PA, hosted a luncheon focusing on the health of Pennsylvania communities.

The luncheon featured four presentations focusing on various aspects of Pennsylvania’s communities. Amy Liu, Deputy Director of the Metropolitan Policy Program for the Brookings Institute, presented on Pennsylvania’s inconsistencies in population growth, lack of job growth, and the hollowing out of all Pennsylvania regions. She concluded her presentation by identifying the overall effect such trends will have on Pennsylvania’s quality of place and economic competitiveness.

Bill Shuffstall, from Penn State University’s Department of Agricultural Economics & Rural Sociology, presented on the importance of expanding focus beyond urban areas to Pennsylvania’s rural communities as part integrated approach to a prosperous Commonwealth. Shuffstall described listening sessions conducted by Penn State University in five areas: Waynesburg, St. Mary’s, Mifflinburg, Milford, and Kutztown. The sessions collected feedback from the following questions:

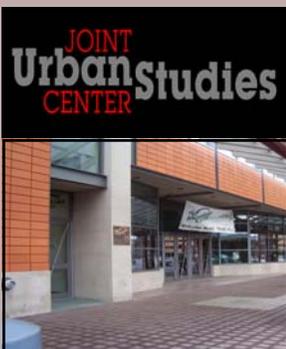
- What are your assets?
- What issues are facing you?
- What policies would help you deal with these issues?

Shuffstall discussed that listening session results identified how, just like urban communities, rural Pennsylvania is experiencing uneven population growth and economic performance, a spreading or hollowing out, and a loss of tax base and fiscal distress.

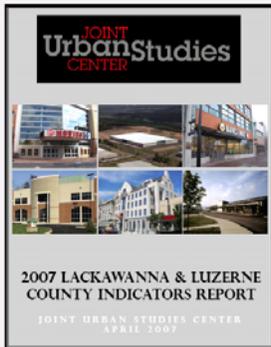
Kerry Moyer, Director of Research for the Pennsylvania Economy League, followed Shuffstall, and spoke on structuring healthy communities. Moyer discussed the “Five Stages of Municipal Fiscal Decline,” and the ways in which all types of Pennsylvania municipalities are affected. Moyer noted that more than 1,300 municipalities across the Commonwealth are in worse fiscal condition than they were 30 years ago.

Todd Vonderheid, President and CEO of the Greater Wilkes-Barre Chamber of Business & Industry and Director of Strategy for the Campaign to Renew PA concluded the presentation by explaining an unfortunate “vicious cycle” that prevents municipalities from outgrowing such problems. Refuting the commonly held image of disinterested “dinosaurs” holding municipality official positions, he stated that it is a self-destructive cycle and that the current system’s ineffective legislation structure makes it essentially impossible to resolve such issues. Vonderheid concluded by offering three conclusions drawn from the research conducted by the Brookings Institute, Penn State University, PEL and Renew PA, including: (1) Communities must work together across boundaries; (2) Local tax reform must be employed; and (3) Public investments should be targeted.

Vonderheid ended his remarks with a call to action to carry these and other issues forward to regional roundtables, statewide summits, and shared services/local tax legislation reform.



Lackawanna & Luzerne County Indicator Forum News



In early July, JUSC released its follow-up report to the 2007 Lackawanna and Luzerne County Indicators Forum. The report documents the four breakout sessions held during the conference, along with each panel's appropriate next steps. The report also highlights CEO and President of the Alliance for Regional Stewardship David Thornburgh's keynote remarks. You can find the full report, along with order forms for the 2007 Indicators Report on JUSC's website at www.urbanstudies.org.

With the release of the follow-up report, JUSC will now focus on convening meetings among the four breakout session panelists and participants. Initial meetings will be scheduled in mid- to late-September. Please contact JUSC for further information, including meeting times and locations.

JUSC has also begun preparing for the release and planning of its 2008 Lackawanna and Luzerne County Indicators Report and Forum. To enhance the third annual event, JUSC is seeking sponsorships. Information and sponsorship details are available on page 4 of the newsletter. Please contact JUSC at 570.408.9850 or at info@urbanstudies.org with questions or to become a sponsor.

Upcoming JUSC Events

On Thursday, September 13, 2007, Luzerne County Community College's Workforce & Community Development Division, in cooperation with the Greater Wilkes-Barre Chamber of Business & Industry and JUSC, will host an interactive workshop entitled **Future Intelligence: What's Next for our Local Economy and How You Can Profit.**

The workshop is geared to stimulate discussion on economic development, thinking about the future and creating businesses in the 21st Century. The event will be held at the Woodlands Inn and Resort, Wilkes-Barre, immediately following the Wilkes-Barre Chamber's Economic Forecast Breakfast. Registration is \$99, and includes instruction, materials, lunch, and refreshment breaks. The event's keynote speaker is Eric Garland, author of *Future Inc.: How Businesses Can Anticipate and Profit from What's Next*. Those interested in attending should contact Rebecca McCaffrey (LCCC Workforce & Community Development Division) at 800.377.5222, ext. 602, or via email to rmccaffrey@luzerne.edu.

On Thursday, October 4, 2007, the LCCC Workforce & Community Development Division will team up with the Wilkes-Barre Chamber and JUSC to bring you a summit entitled **Degrees of Change: Retirement Blues . . . Second Career Moves, Trends, Challenges, and Strategies.** The summit will be held from 8:45 a.m. to 3:45 p.m. at the Educational Conference Center, located on the campus of Luzerne County Community College.

This summit will provide an overview of current aging workforce demographics and issues, as well as the possible impact on the regional labor pool. It will also provide an overview of aging workforce issues currently facing older Pennsylvanians and local efforts to respond to such challenges. Kathy Krepcio, Executive Director of the John J. Heldrich Center for Workforce Development, will deliver the keynote address. Registration is \$79. Those interested in attending should call 570.740.0491.

For additional information regarding these and other upcoming events, please contact the JUSC at: 570-408-9850

JUSC Intern Update

During the Summer 2007 college semester, the Joint Urban Studies Center (JUSC) is employing the expertise of four undergraduate student interns, including:

Natalie Kottke is majoring in Mathematics & Economics, with a minor in Finance at the University of Scranton. This summer, Natalie conducted field research for JUSC's and Visiting Scholar, Dr. Nandita Das' study of the City of Wilkes-Barre's financial literacy. Natalie also created a Lackawanna County Fact Book.

Michael McGinley is a Communications major at King's College. Michael conducted field research with Natalie, and created a Northeast Pennsylvania Fact Book.

Alexander Sperrazza is a Wilkes University Finance major. Alex was devoted entirely to research, design, and field work for JUSC's financial literacy project.

Nikki Williams is an English major at Penn State University. In addition to her field work with the financial literacy project, Nikki has helped finalize the JUSC etoolkit series™ (featured in this newsletter).



Pictured above: Michael McGinley, King's College



Pictured above: Natalie Kottke, University of Scranton

For additional information on JUSC internship opportunities, contact Marla Doddo at:
doddo@urbanstudies.org or 570-408-9850

JUSC Set to Release First Product of the etoolkit series™

The Internet is a critical tool in today's global society. The etoolkit series™ provides elected officials a step-by-step guide to creating an economic development profile of their communities through use of the Internet to concentrate and filter usable data. The toolkit will assist elected officials and their staffs in planning and creating a template of all the data needed to compile a comprehensive community economic profile. Such profiles are useful in attracting business and industry and applying for state and federal funding.

The etoolkit series™ is divided into multiple sections, each of which offers a description of the web site and a step-by-step procedure to find necessary information to create a community profile. The toolkit helps users more effectively and efficiently process available data.

The etoolkit series™ will be available for order in early September. To order the toolkit, visit JUSC's web site at www.urbanstudies.org and click on the etoolkit series™ link. From there, simply complete and submit the order form. The etoolkit series™ is available on CD-ROM for \$39.95 (plus tax and \$2.00 shipping and handling).



Pictured above: Nikki Williams, Penn State University

2008 Indicators Report & Forum Sponsorship Information

JUSC has also begun preparing for the release and planning of its 2008 Lackawanna and Luzerne County Indicators Report and Forum. To enhance the third annual event, JUSC is seeking sponsorships. Information and sponsorship details are included below. Please contact JUSC at 570.408.9850 or at info@urbanstudies.org with questions or to become a sponsor.

Lackawanna & Luzerne County Indicators Report and Forum Sponsorship Packages

Platinum - \$5,000

- Full-page color ad on the inside front cover of the 2008 Indicators Report
- Display banner at event
- Information table at forum
- Materials inside attendee forum packets
- Welcoming remarks
- Introduction of Keynote Speaker
- 30 second PowerPoint commercial on your company (supplied by sponsor)
- Listing on sponsor page in 2008 Indicators Report
- 8 complimentary forum registrations (\$400 value)
- 10 copies of the 2008 Indicators Report (\$300 value)

Gold - \$3,500

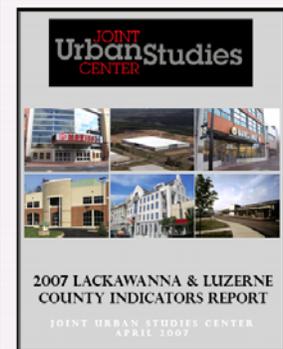
- Full-page color ad on the inside back cover of the 2008 Indicators Report
- Display banner at event
- Information table at forum
- Materials inside attendee forum packets
- Company logo included on JUSC PowerPoint presentation
- Listing on sponsor page in 2008 Indicators Report
- 5 complimentary forum registrations (\$250 value)
- 7 copies of 2008 Indicators Report (\$210 value)

Silver - \$2,500

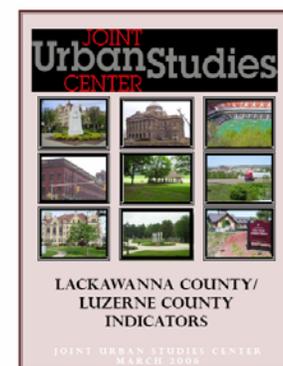
- Full-page color ad in the back section of the 2008 Indicators Report
- Materials inside attendee forum packets
- Company logo included on JUSC PowerPoint presentation
- Listing on sponsor page in 2008 Indicators Report
- 3 complimentary forum registrations (\$150 value)
- 5 copies of 2008 Indicators Report (\$150 value)

Bronze - \$1,000

- Half-page black & white ad in the back section of the 2008 Indicators Report
- Materials inside attendee forum packets
- Company logo included on JUSC PowerPoint presentation
- Listing on sponsor page in 2008 Indicators Report
- 2 complimentary forum registrations (\$100 value)
- 3 copies of 2008 Indicators Report (\$90 value)



For additional information on the 2008 Indicator Report & Forum, please contact the JUSC at: 570-408-9850



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JUSC Mission Statement

JUSC's mission is to assist in the revitalization of small to mid-sized cities and counties through the utilization of the center's expertise and resources. These include its member universities, colleges, and their respective faculties and students. JUSC serves as a resource and consultant for communities to develop more effective and efficient government, best practices, preparation of applied research, strategy development, and the process for its implementation. Based upon these efforts, JUSC will develop a model for replication by other small and mid-size cities confronting similar challenges.



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