



# JOINT UrbanStudies CENTER

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## A Letter from the Executive Director

*I am pleased to announce that JUSC has recently launched a capital campaign to help fund its efforts over the next several years.*

The capital campaign is aimed to build resources for JUSC to continue to provide objective policy research and technical support in northeastern Pennsylvania. Additional resources will also further our mission to:

- Analyze the region’s performance in identifying issues that must be addressed to make northeastern Pennsylvania a highly desirable place to live and work;
- Convene task forces to develop action plans that address the key issues that affect the region’s performance, as identified through our research;
- Provide government bodies, nonprofits, and companies assistance in developing analytical studies, plans, program reviews, and identification of best practices to enhance decision-making and performance;
- Deliver practical experience to students from our seven institutions of higher education to augment learning by providing a regional laboratory that will research and develop strategies for sustainable communities, while experiencing a sense of purpose to community;
- Introduce faculty expertise to communities and businesses as a resource during the course of scholarly research.

JUSC is unique among college and university-based centers by virtue of its focus on the concerns of small and mid-sized cities and a region challenged by historic economic and social devastation. While JUSC’s work centers on the challenges of northeastern Pennsylvania, it is expected that lessons learned will be applicable to similar cities and regions throughout the U.S.

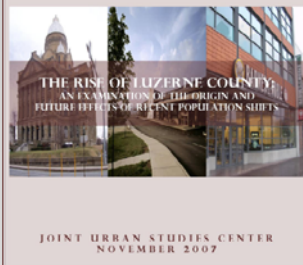
JUSC thanks the following organizations and individuals for their recent commitments:

<b>Albert Albert</b>	<b>Misericordia University</b>
<b>Chris Hackett</b>	<b>Penn State Wilkes-Barre</b>
<b>Florence &amp; Jim DePolo Family Foundation</b>	<b>PPL Electric Utilities</b>
<b>John Cefaly</b>	<b>Rosenn Jenkins &amp; Greenwald, LLP</b>
<b>Ken Krogulski</b>	<b>Sordoni Family Foundation</b>
<b>King's College</b>	<b>William Sordoni</b>
<b>Luzerne County Community College</b>	<b>University of Scranton</b>
<b>M&amp;T Charitable Foundation</b>	<b>Wilkes University</b>



## JUSC Client Work

As JUSC provides services to various entities across the Commonwealth of Pennsylvania on several topics, following is a summary of our recent projects, along with the complete listing of our clients over the past four years.



### *Forum for Pennsylvania's Heartland*

JUSC conducted leadership interviews and reviewed all municipal, quasi-municipal, and nonprofit planning activities. A gap analysis was prepared, and JUSC identified opportunities to link organizations and initiatives together with common goals. This goal of such work was to ensure a regional, comprehensive approach to economic and community development, workforce development, municipal planning, and social services for 11 Central Pennsylvania counties.

### *Luzerne County Diversity Task Force*

JUSC is conducting a survey among local employers to identify practices and policies in recruiting and managing a diverse workforce and securing a diverse vendor pool. JUSC is compiling the data to isolate practices that could be used to develop gold key diversity standards. Previously, JUSC conducted a literature search and evaluated case studies to identify award winning practices in recruiting and managing diverse populations.

### *Lackawanna County Migration Study*

In November of 2007, JUSC released "The Rise of Luzerne County: An Examination of the Origin and Future Effects of Recent Population Shifts." For years and even decades, Luzerne County's population had been on the decline. In June 2006, and again in June 2007, the county received fantastic data – the population estimate revealed a slight increase from 2004 to 2005 and again from 2005 to 2006. The study demonstrated how this shift occurred and that population growth will be a regional trend for years to come. JUSC is currently seeking to provide the same analysis for Lackawanna County, once again using annual IRS county migration data.

### *Some of JUSC's recent clients include:*

Borton Lawson, City of Nanticoke, City of Wilkes-Barre, Facility Design & Development, Forum for Pennsylvania's Heartland, Greater Wilkes-Barre Chamber of Commerce, Great Valley Technology Alliance, Legislative Office for Research Liaison (LORL), Luzerne County, Luzerne County Convention & Visitor's Bureau, Luzerne County Municipal Cooperation Commission, Luzerne County Diversity Task Force, Luzerne/Schuylkill County Workforce Investment Board, Pennsylvania Economy League, South Valley Partnership, Volunteers in Medicine Clinic, and the Wilkes-Barre/Scranton Penguins.

For more information on current JUSC research, including "The Rise of Luzerne County", visit our website.



## A Special JUSC Thank You

Joe Boylan, Research Analyst, recently left the JUSC team to join State Representative John Yudichak's office as Chief of Staff. Joe has been with JUSC since its inception nearly four years ago. His numerous research and technical assistance achievements have made him stand out and gain a strong reputation.

On behalf of the Advisory Board, Academic Advisory Board, Marla, Gail and myself, we thank him for his dedication and we wish him our very best! Joe, you are missed.

-Teri

## 2008 Lackawanna & Luzerne County Indicators Forum

JUSC's 2008 Lackawanna and Luzerne Counties Indicators Report tracks data and trends critical to the region's future. The project measures the region's progress over time on key economic, education, public safety, health and human services, environment, and infrastructure indicators - which helps identify the region's quality of life. This is the third Indicators Report JUSC has produced.

In a single document, the report compiles a wealth of social, environment, and economic data that contributes to building civic agendas by providing a common information base for policy makers, non-profit leaders, and civic entrepreneurs. The thought provoking document sets a solid baseline as to where the region has been, where it is now, and where it is going. The most important outcome is always the resulting dialogue that stimulates specific action in moving our region forward in a thoughtful way and drives future priorities to improve conditions needing special attention. Twenty-four new indicators have been added to this year's report.

The forum will be held on Thursday, May 8<sup>th</sup> at the Radisson at Lackawanna Station, Scranton. The event will run from 8:00 a.m. until noon, and will feature Lackawanna County Commissioners Corey O'Brien and Michael Washo, and Luzerne County Commissioners Maryanne Petrilla and Steve Urban. The commissioners will participate in a Regional Roundtable moderated by Austin Burke, President & CEO of the Greater Scranton Chamber of Commerce. The Roundtable will garner reaction to the Indicators and Task Force Reports, and encourage dialogue among participants and audience members. Registration is \$50 (\$55 on site), with appropriate forms located on the JUSC web site at [www.urbanstudies.org](http://www.urbanstudies.org) ("2008 Indicators" tab). This is a must see event!

## Luzerne County Community College to Host Program

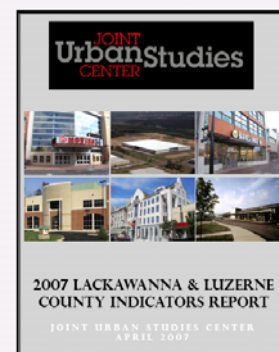
On Thursday, May 1<sup>st</sup> and Friday, May 2<sup>nd</sup>, Luzerne County Community College (LCCC) will host a two-day program focusing on the aging society and changing aging demographics. The program will feature Dr. Rick Moody, AARP Office of Academic Affairs, Washington, D.C., who has authored many books, including [Aging: Concepts and Controversies](#). Other experts attending include Judy Goggin, of Civic Ventures, and Phyllis Snyder, of CAEL.

The program is sponsored by Luzerne County Community College Division of Workforce and Community Development and AARP-PA. The program schedule includes:

Thursday, May 1: The Role of and Opportunities for Higher Education in the Aging Society  
 Friday, May 2: The New Aging Enterprise: A Look at the Opportunities for Growth and Innovation in an Aging Society

All details are available online at <http://www.luzerne.edu/workforce/main.jsp> (click on "Upcoming Events"). For additional information, contact Dr. Peter Balsamo, Vice President for Workforce and Community Development, LCCC, at 800-377-5222, ext. 601 or via email to [pbalsamo@luzerne.edu](mailto:pbalsamo@luzerne.edu).

**CORRECTION:** Please make note that the "Hispanics in the Workforce and Economy: How Demographics are Creating a Bilingual Economy", event described in the Fall 2007 JUSC Newsletter was hosted by the Luzerne County Community College.



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



## JUSC Intern Update

For the Spring 2008 semester, JUSC is employing the expertise of the following eight undergraduate student interns:

Joseph Griesbach, a King's College Psychology and Marketing major, and Phillip Kasper, a Penn State Wilkes-Barre Business Administration and Marketing major - This semester, Joe and Phillip conducted research for the 2008 Lackawanna & Luzerne County Indicators Report and are currently involved in JUSC's Lackawanna County Migration Study.

Peter Hokrein, a University of Scranton Political Science and Public Administration major – This semester, Peter conducted research for JUSC's 2008 Indicators Report and is participating in an ongoing marketing project.

Christopher Knechel, a King's College History and Secondary Education major, and Elizabeth Sands, a Misericordia University Business Administration and Management major - Both Christopher and Elizabeth worked diligently this semester on several topics for JUSC's 2008 Indicators Report.

Richard Read, a Wilkes University Business Administration and Accounting major - Richard served as a student researcher to Dr. Nandita Das, from Wilkes University, by researching local effects of financial literacy.

Erica Yenchick, a Luzerne County Community College Office Management major - During her time at JUSC, Erica provided administrative assistance and offered critical organization and office skills.

Susan Gryzic, a Misericordia University English major, worked on several op-ed pieces for the JUSC.

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

## JUSC Faculty Research Symposium Scheduled

JUSC is pleased to announce that the Northeastern Pennsylvania Faculty Research Symposium will take place on Friday, April 18<sup>th</sup> at Wilkes University. The purpose of this conference is to gather JUSC's member institution faculty who are engaged in research that is based on or relevant to urban areas, broadly defined, or whose research draws on northeastern Pennsylvania for data, information, or inspiration. The event is coordinated by JUSC's Academic Advisor Council, including:

**Tom Baldino, Ph.D.**  
*Chair from Wilkes University*

**Robert Cook, Ph. D.**  
*Keystone College*

**Bart Burne**  
*Luzerne County Community College*

**Joe Rish**  
*King's College*

**Terry Clemente**  
*Penn State/Wilkes-Barre*

**John Sumansky, Ph.D.**  
*Misericordia University*

**Connie Wisdo**  
*University of Scranton*

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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.



## JUSC Advisory Board and Founder

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*Sordoni Construction Company*

Thomas Baldino, Ph.D.  
Chairman Academic Council  
*Wilkes University*

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*Borton Lawson*

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*Luzerne County Community College*

David Lee  
*United Way of Wyoming Valley*

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