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CBICC engages business leaders in *CentreREADY* video

Message to students considering enrollment: possessing strong core skills matters

STATE COLLEGE, PA, Feb. 13, 2019 – The **Chamber of Business & Industry of Centre County (CBICC)** is engaging local and area business leaders in a new video designed to encourage student enrollment in *CentreREADY*.

CentreREADY is the CBICC's local workforce preparedness initiative developed in partnership with all five of Centre County's public school districts and its two career and technical education institutions. The initiative focuses on assessing proficiency in six "core" (or basic) skills that local employers say are essential for their employees to possess. Those skills are: work ethic; tactfulness/manners; team work; communication; critical thinking/problem solving; and understanding supervision/world of work.

CBICC President and CEO Vern Squier said that enrollment in *CentreREADY* is voluntary, so the video carries an encouraging message to students from business leaders that possessing strong core skills and taking steps to earn the *CentreREADY* designation matters to their future.

Matthew Nussbaum, Associate Vice President, Regional Operations, Geisinger Health System, is one of the business leaders featured in the video.

"At Geisinger, we want our patients to have a truly exceptional experience," Nussbaum explained. "In order to fulfill that mission, we need people with strong core values and the technical skills to make that happen."

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Another area company represented in the video is First Quality, which is in the process of expansion and needs to hire more than 130 people in order to accommodate its growth trajectory.

“First Quality really feels obligated to get out there in the community, in the high schools, to educate students about job skills needs and the deficiencies that exist today,” said Joe Miller, Senior Human Resources Professional for First Quality.

“We call it the skills gap, but we are not talking about hard skills. We are talking about the core skills, the job skills that not only First Quality is looking for, but I think that any business or industry is looking for in its employees,” he added. “We need good people with those core skills, those job skills.”

As partnering educational institutions continue to roll out the *CentreREADY* initiative to students, the video reinforces the business community’s workforce needs and the importance of the *CentreREADY* designation.

In addition, the video features testimonials from Centre County students that have already enrolled, providing valuable peer-to-peer messaging.

To view the video and learn more about *CentreREADY*, visit www.centready.org.

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