

Financial Services Update

A quarterly publication with updates on the activities of the Financial Services Cluster in Pittsburgh and Southwestern Pennsylvania

February 2005

The goal of the Financial Services Workforce Initiative (FSWI) for 2005 is to expand and develop programs to keep talented people in financial services and the SWPA region. The FSWI plans to exceed that goal through continued focus on our major initiatives, PRICE and CSSC, as well as explore new initiatives to address the workforce needs, issues and trends of financial services.

Through the Customer Service Supply Chain (CSSC) we plan to train, graduate and certify 50 customer service representatives and place each graduate with a regional organization. The Pittsburgh Regional Internship Collaborative Enterprise (PRICE) will expand the Post Secondary Program to include approximately 35-50 students and 8-10 financial services organizations, potentially providing college graduates with regional employment opportunities. The PRICE High School Program impacts approximately 80 Westinghouse High School Business and Finance Academy students through the in-school component and will provide internship opportunities in 3-4 finance organizations for up to 10 of those students. And, in a new initiative, the FSC Advisory Board is working on a regional financial services Redeployment Strategy to provide networking opportunities for talented displaced employees to find jobs within the industry and region.

The FSWI has a lot going on and is working to impact the people and financial services industry in the region with positive results.

Initiative Highlight...High School Program/Pittsburgh Regional Internship Collaborative Enterprise (PRICE)

Pittsburgh Regional Internship Collaborative Enterprise (PRICE) involves the development and implementation of a career development model within the financial services organizations of our region. The PRICE High School Program Model has been developed in two components: the In-School component and the Employer Internship component.

This current initiative is structured to develop and maintain a formal diversity talent pipeline. High school students (Grades 9-12) enrolled in the Business and Finance Academy at Westinghouse High School will participate in a career development program, focusing on preparing them for the corporate work environment. This career exploration opportunity is assisting high school students to network with regional businesses and gain knowledge about potential career opportunities.

High School students will have the opportunity to connect with and learn from financial services business associates through the monthly Speaker's Bureau. Seniors will be recruited to participate in summer internships with PRICE employers for industry exposure and hands-on experience. Employers will benefit through the exposure to a diversity pipeline of students and opportunity to assess the student's knowledge, skills and experience for potential post secondary internships and full-time employment opportunities.

Through PRICE, high school students will gain practical experience that will differentiate them because of the high skill level that they will develop as a result of the learning's through the in-school component and the work related internship experience

As a result of the In-School Component, students will gain valuable insight into the corporate work environment through a structured format of speaker forums. The topics that the speakers will discuss

with the students were selected in collaboration with the lead teachers of the academy and relate to the curriculum of each grade, 9-12. The Internship Component will provide qualified juniors and seniors in the Business and Finance Academy with an opportunity to participate in paid internships with participating PRICE employers. In this pilot year, high school internship opportunities are being explored with Parkvale Bank, Highmark, Mellon Financial and the Finance Department of the Pittsburgh Public Schools.

The PRICE High School Program was officially launched on December 13th, 2004, with Melissa Price, PRICE Program Coordinator, facilitating a PRICE Orientation for the students in the Westinghouse High School Business and Finance Academy. The next step was to implement the Speakers' Bureau.

Speakers participate on a voluntary basis and are regional business men and women who are committed to giving back to the community. Topics are determined by the business teachers of the Academy and correspond to the curriculum. Participants in the Speakers Bureau are selected based on their knowledge of the topics. The speakers for January were:

Speaker	Audience	Topic
Carena Pope, Career & Workforce Development Center East	9 th Grade	Getting Along w/ Others (Attitude)
Inez Miles, Citizens Bank	10 th Grade	Business Etiquette
Orlana Darkins, Darkins Communications	11 th Grade	Positive Thinking (Giving & Receiving Feedback)
Doris Carson Williams, African American Chamber of Commerce	12 th Grade	Characteristics of an Entrepreneur

Each speaker was evaluated by their audience, business teachers and PPS career counselors on subject knowledge, presentation clarity, delivery of material, responsiveness to questions and quality of visual aids. In regard to career development, the speakers were rated high on providing career outlook information and helping students identify the interests and/or abilities needed to prepare for the future. Most students indicated that the presentations changed their opinions about career development and created excitement about exploring financial services careers in the Pittsburgh region. This first series of speakers for the PRICE High School Program Speakers Bureau left a GREAT first impression.

As the pilot year for the PRICE High School Program unfolds, we will gather feedback to enhance the program and explore ways to expand the model into regional school districts in 2006 and 2007.

Major Initiatives...Update

Customer Service Supply Chain

CSSC program information seminars were conducted in January by Erin O'Donnell, Dollar Energy Fund and Kristin Bodair, Goodwill Industries of Pittsburgh, for 100+ individuals interested in the CSSC customer service training program. Based on assessment results, up to 30 individuals will be selected to participate in the first of three program classes scheduled in 2005. The schedule for 2005 classes is as follows:

Class # <i>(Each class will have a regular and fast track offering)</i>	Time Period	Mid-Point Employer Day	Employer Job Fair
Class #4	Tuesday, February 22 through Saturday, April 16th	Saturday, March 19 th Hosted by Goodwill	Wednesday, April 20 th Hosted by Citizens Bank
Class #5	Tuesday, April 26th through Saturday, June 18th	Saturday, May 21st Hosted by Goodwill	Wednesday, June 22nd Host TBD
Class #6	Tuesday, June 28th through Saturday, August 20th	Saturday, July 23rd Host TBD	Wednesday, August 24th Host TBD

If you would like further information about CSSC classes or would like to become a participating employer, please contact Bill Freed, Freedlance Group at 412-429-7650, Ext. 27 or visit www.careerwired.com/customerservice.

Pittsburgh Regional Internship Collaborative Enterprise (PRICE)/Post Secondary

Melissa Price, PRICE Program Coordinator, is actively recruiting 35-50 post secondary students for the 2005 post secondary program. Employer participation is being expanded to include 8-10 financial services organizations that will provide various internship opportunities.

With the focus of the post secondary program being on career development, Raymond C. Amelio, SPHR, People Count the Most, is working with PRICE to develop and facilitate a four module career development workshop for the PRICE post secondary interns. Also, the PRICE committees (Networking & Activities, Community Outreach) are planning events to engage the PRICE interns in the region. It is all about career development and retention of talent!!

Financial Services Job Vacancy Survey

In early February, a job vacancy survey will be distributed to regional financial services organizations. The purpose of the survey is to gather industry information about 2005 projected openings and job vacancies. Gathering this information will assist the FSC Advisory Board and the cluster in addressing the needs, issues and trends of the financial services workforce. Please watch for your survey and submit your completed form. Look for survey results in the May 2005 Financial Services Update.

FSC Advisory Board Member Profile

Members of the Financial Services Cluster Advisory Board are representative of the many different aspects of the industry. Each member was selected because of the individuals they are, the values they demonstrate and their ability to look at financial services as an industry as a whole. Each quarter, we would like to highlight a member of the Financial Services Advisory Board and present their thoughts on the advisory board, the cluster and the industry.

Lynette Spinnenweber

Senior HR Consultant

National City

Background Information

Education Associate's in Business Administration from Robert Morris College
Bachelor's Degree in Human Resources from Geneva College.

Experience Lynette has been with National City for 15 years. She started working in the Credit Department in an Administrative capacity. Transferred into Human Resources and was promoted into positions with higher levels of responsibility.

Current Position: Senior HR Consultant

Financial Services Organization: National City, headquartered in Cleveland, OH, is one of the nation's largest financial holding companies. We operate an extensive banking network primarily in Ohio, Illinois, Indiana, Kentucky, Michigan, Missouri, and Pennsylvania, and serve customers in selected markets nationally. Our businesses include commercial and retail banking, mortgage financing and servicing, consumer finance and asset management. National City employs more than 36,000 individuals.

Questions & Answers

▪ **What are your expectations of the FSC Advisory Board?**

To identify challenges the financial industry is facing. Once identified, collaborate and strategize to implement successful solutions to those challenges.

▪ **What is one objective that you would like the Financial Services Cluster (FSC) to accomplish?**

The cluster must be known as a reputable consultant and resource for the financial services industry in the areas of recruiting, employment, and career management.

▪ **What do you see as the major challenge for the financial services industry currently and within the next 3-5 years?**

The level of responsibilities required for entry-level positions continues to broaden. As the industry consolidates and there is increased competition, it will be important for employees to have the skills and abilities to be effective as we compete for market share. It will also be important for organizations to engage employees and ensure they understand how their performance impacts the bottom line.

▪ **What skills/competencies do you think will be the most critical for financial services employees in the next 3-5 years?**

Technology. In an increasingly competitive industry, new technology can set organizations apart from the competition. Technology continues to add value within our organization. Employees need to be able to adapt and utilize this new technology in order to perform effectively in their roles.

▪ **What advice do you have for individuals considering a career in the financial services industry?**

The financial services industry is an industry that offers growth and opportunity. Individuals can start in entry-level positions and continue their career progression into higher-level positions. It is important, however, for individuals to own their career by developing and marketing their skills and abilities in order to be successful.

If you would like to find out more about the activities of the Financial Services Cluster or have questions and comments, please contact:

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