



Innovative Technology Action Group
Shaping Southeastern Pennsylvania's Tech-Force

ITAG Innovations

Volume 2, Issue 1

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Welcome to ***ITAG Innovations***. In an effort to increase effectiveness in communication, while decreasing the volume of communications from ITAG, ***ITAG Innovations*** was born. The publication will be shared with ITAG participants monthly, with special editions published as needed.

We invite ITAG participants to contribute content including regional workforce information, training opportunities, cross-industry initiatives, and other information of value to the Information and Communications Service Industry. As always, your feedback and suggestions for the improvement of the ITAG Industry Partnership on behalf of regional workforce development are welcomed and encouraged.

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Strategic Directions

My Internship Gopher

The mission of ITAG's cross-industry Strategic Directions initiative is to form a collaboration between business, education, and SEPA's cross-industry partnerships to prepare students for the future and to develop matches between student aspirations and competencies and business and industry needs for the development of a quality workforce. The goal is to develop framework for all students to be able to connect with careers and have opportunities to experience internships, mentorships, and / or job shadowing. This will be accomplished through

joint education / industry collaborations to provide opportunities for all students to be successful in the 21st Century Workforce. Further, Strategic Directions will engage business and education in dialogue designed to facilitate understanding and to strengthen economic and workforce development K-Gray throughout SEPA.

The newest Strategic Directions project, **My Internship Gopher** was launched on July 23, 2008 during a presentation offered to representatives of business, industry, secondary and post-secondary educators, chambers of commerce, and economic development partners including Chester County CareerLink. ITAG participants involved with **My Internship Gopher** believe that every student and teacher deserves a chance to experience a variety of career paths and develop the necessary skills to be successful in a 21st century workforce in southeastern Pennsylvania. With that goal in mind, we are proud to bring outstanding organizations high school students, colleges and college students together through an interactive online internship management system. It helps to make the promise of a stronger southeastern Pennsylvania workforce and brighter futures possible. **My Internship Gopher** is supported by the Chester County WIB, the Chester County Economic Development Council, ITAG, the Chester County Health Care Partnership, Chester County KIZ, and the Smart Energy Initiative. Molly Nece and Anne S. Morris, co-chair Strategic Directions with Molly spearheading MyInternshipGopher.com.

The pilot project for Gopher has begun with eight Chester County school districts serving as Beta schools in 2008-2009. We are currently seeking business and industry interested in supporting My Internship Gopher by sponsoring internship, mentorship, and / or job shadowing opportunities. Contact molly@myinternshipgopher.com

Upcoming Events

- Patent, TM or [®] : So What? - **September 23, 2008 - Save the Date!**
Panel Breakfast Briefing presented by ITAG, KIZ and CCEDC's International Business Council
- ITAG Quarterly Meeting - **October 16, 2008 - Save the Date!**
The Future of Information Systems - *Thomas Martin, Ph.D., Holy Family University's Chair of MIS Department*

Key ITAG Youth Initiatives Slated for 2008-2009

ITAG's signature youth initiatives – TechiesDay, TechTrek, and GETT are being planned for 2008-2009. We are currently seeking companies to host students and their teachers / counselors for TechiesDay and are seeking sponsorships for the GETT event. Please contact us if you are able to donate goods or services.

- **TechiesDay – October 8, 2008.** 2008 marks ten years of successful programming for the TechiesDay event highlighted by opportunities for high school students interested in careers in technology and their school counselors to visit Chester County corporations, to observe real workplaces, and to learn about the career journeys of the technology professionals who support them. Chairperson: Mame Linford mamel@cciu.org
- **TechTrek – October 29, 2008.** College students appreciate the opportunities available to them through ITAG's TechTrek Program. In its 8th year in 2008, TechTrek is designed to expose students pursuing technology majors to the many career opportunities available in Chester County through the opportunity to network with representatives from business and industry. Chairperson, Jim Lauckner, ITAG Co-Chairperson Jim Lauckner jlauckner@msn.com
- **GETT – March 28, 2009** Girls Exploring Tomorrow's Technology (GETT) In 2009, GETT will celebrate nine years of proactive response to the under-representation of women in the technology workforce of the county, the nation, and the world. GETT invites Chester County Girls in grades 6-12 and their parents to consider the many career possibilities, as represented by successful women role models from varied professions that rely on computer technology. In 2007, GETT received the Chester County AAUW Gateway to Equity Award. Co-chairpersons: Mame Linford and Anne S. Morris amorris@cceconomicdevelopment.com

ITAG 2007-2008 in Review!

We thought that it would be of interest to review the myriad opportunities for information sharing that ITAG offered this year. In general, all of our workshop presenters offered their services at no charge to ITAG, providing significant support to ITAG's sustainability efforts. We are indebted to these dedicated professionals for their donation of expertise and energy. We thank Laura Burford, ITAG Program Chairperson for her outstanding work in planning our 2007-2008 events.

We are always interested in hearing from ITAG participants and gathering suggestions for future workshops, seminars, or information sessions. Please do not hesitate to contact us with your suggestions. We are also looking for presenters for 2008-2009. Please contact us with your proposals. We will be delighted to consider your presentation for a future ITAG event. Finally, if your business or organization would like to sponsor an ITAG event, we would appreciate discussing opportunities with you. Contact: Anne S. Morris, ITAG Project Consultant at amorris@cceconomicdevelopment.com or Leslie Holmes, CCEDC Project Coordinator at lholmes@cceconomicdevelopment.com. Thank you for your consideration.

- July 19, 2007 – Quarterly Meeting – ***Making Sense of Information Security Regulations, Compliance and Strategies*** – Carl Herberger, President / CEO Allied InfoSecurity in Cooperation with West Chester University Graduate Business Center.
- October 18, 2008 – Quarterly Meeting - ***Leadership and Innovation in the World of IT and Communications Technology: An International Perspective*** - F. William “Bill” Bogle, President of Genesis Packaging Technologies and Chairperson County International Business Council
- February 7 – ITAG Seminar - ***Information Security: Seven Immutable Truths & A Playbook to Avoid Exploitation***, Hosted by Allied InfoSecurity & Synygy (Synygy, Chester, PA)
- February 21 – ITAG Board and Quarterly Meeting – **Topic: 21st Century Technology: Strategic Competencies – The Human Connection**. Moderator: Laura Dallas Burford, LADD Enterprises. Panelists: Jane Hartman Frankel, The Art of Performance, LLC; Adrienne Miller, Vienna Human Capital Advisors; and Skip Shuda, Team and a Dream
- March 6 – Breakfast Meeting -- ***Project Management*** – Bruce Govan, PMP, Govan Consulting (CCEDC)
- March 28 – Breakfast Meeting – ***Your Workforce is Changing! Are you?: How Your Organization Can Successfully Acquire, Retain, and Motivate Talent*** – Emily Liggett, Engineer/CEO at AGI (Analytical Graphics, Inc., Exton, PA)
- April 17 – ITAG Quarterly Meeting – ***Telecommunications and Media*** – Dan Ripp, Comcast Spotlight
- May 1 – Breakfast Meeting – ***Mass Collaboration/Web 2.0*** – Anthony Gold, Unisys (CCEDC)
- June 3 – Curt Coffman Event ***“The New 21st Century Workplace: Attract, Retain, and Win with People”*** - Employee Engagement. Featuring a panel of cross-industry experts – Community First Fund, PNC Bank, The Ritz Carlton, Siemens Health-care Diagnostics. **Approximately 200 in attendance with 82 Regional Companies Represented**
- June 12 – Breakfast Meeting – ***Change Management*** – Pamela Canning, RC Taylor (CCEDC)
- June 20 – Breakfast Meeting - ***Create an Information Technology Plan That Produces Results*** – Laura Dallas Burford, LAD Enterprises
- June 30 – Seminar – ***Web Optimization*** in partnership with DVIRC (Philadelphia Naval Yard) **July 17, 2008** – Quarterly Meeting - ***Technology’s Impact on Ethical Decision Making*** - *James T. Spaulding, Penn State Great Valley*
- **July 23, 2008** - ITAG's Launch Event for My Internship Gopher - *Presented by Molly Nece, ITAG Strategic Directions Committee Chairperson*

2007-2008 ITAG Memories



ITAG / DVIRC Website Optimization Seminar – Philadelphia Naval Yard



2007 TechTrek - Penn State Great Valley





Allied Info Security Presentation at Syngy, Inc., Chester, Pennsylvania



TechiesDay 2007

Training Opportunities Sponsored By ITAG Participants

- **Penn State Abington:** Workforce Solutions: Specifically designed for companies who want to enhance the skills of their employees. Contact: Joy K. Fraunfelter, Assistant Director, Workforce Solutions at jkf10@psu.edu Website: <http://www.abington.psu.edu/psasite/ce/workforce-solutions.html>
- **Springhouse Education and Consulting Services:** 770 Pennsylvania Drive Ste 120 Exton, PA 19341. August and September class schedules announced at www.springhouse.com / blog.springhouse.com

Incumbent Worker Training

In 2007-2008 ITAG allocated over \$270,000 in incumbent worker training grant funds to 32 companies serving over 475 individuals. ITAG also facilitated the acquisition of \$90,000 in WEDNet funding to companies in SEPA. Thanks to Cyd McCord, ITAT Training Consultant for outstanding work on the ITAG training initiative and to the Pennsylvania Department of Labor and Industry for granting IWT funds to ITAG for the purpose of serving the Information and Communications Service Industry in SEPA.

ITAG Vendor Resource Guide

The ITAG Vendor Resource Guide is a service of ITAG. The Guide is designed to be a comprehensive list of training and other services available through ITAG participants to ITAG members and others interested entities. The guide is designed to facilitate the acquisition of training, management, IT, communications, staffing, and other information to ITAG participants. The ITAG Vendor Guide was initiated in 2007. Beginning in April 2008, the Guide became an element of ITAG's sustainability plan. ITAG welcomes interested individuals or organizations to share their services with ITAG participants, via the ITAG website, for a one-time service charge of \$75. Contact Leslie Holmes at lholfmes@cceconomicdevelopment.com.

Of Public Interest

Keeping Kids Out of High-Tech Trouble

Russell A. Sabella, Ph.D., Past President, American School Counseling Association - Printed with Permission

In the real world, we as adults can set up physical boundaries to help us contain our children to spaces we deem safe. When we take them to the park, we make sure our kids stay inside the fence. When we visit a video store, we stick with the children's section and we don't let them venture into the back room toward the adult videos. Schools have hallways, some have fences, and they all have procedures for making sure that kids get from one place to the other while being supervised and monitored. At home, we activate our alarm systems at night to ward off intruders. Other boundaries in the form of rules exist. We don't allow our children to play beyond a certain perimeter in our neighborhoods or communities. We wouldn't take them with us to a night club where adult activities take place. There are laws in place so that our children cannot simply go to a convenience store and purchase alcohol, tobacco, or adult magazines. If an underage child or minor takes a flight, an attendant escorts him the entire way and checks for identification when delivering the child to his destination.

Technology has at least blurred if not eliminated these real world boundaries. The Internet and other high-tech gadgets have essentially introduced a high-speed interstate upon which we all travel yet a driver's license is not necessarily required. Road signs are unclear or non-existent. The small number of "rules of the road" are not typically enforced and the "strip joints" are right next door to the ice cream shops. Very few people verify a "driver's" age and traffic occurs at all hours of the day and night. The Internet connected computer in particular has become a potential "back door" for children (and others) to enter or exit our homes as they please.

I believe that parenting has always been a tough job although I think you would agree (even the elders I talk too agree) that it is tougher now than ever before. The world is truly getting smaller and moving faster, in large part due to technology that has bridged great divides and has afforded the power of large companies to the individual. The world is changing and its changing fast. As parents we want to help our children take advantage of these tools in a way that best advances their development. There are more "bases" to cover in the course of supervision. There are many more options for us to consider when making decisions about how our children achieve. More now than ever before, we need to stay focused and goal oriented in a world that is chaotic and uncertain. We need to realize that "*Just because you can, doesn't mean you should.*" Just because you *can* watch 300 channels of television, doesn't mean you *should* increase the amount of time you watch television. Just because you *can* share your information with the rest of the world in the blink of an eye doesn't mean that you *should*. Just because you *can* receive a call from anywhere and at any time doesn't mean you *should* answer it.

In many households, children are more technologically literate than their parents or guardians. This makes sense. Children are growing up in this high-tech world. They have been immersed in rapid technological developments and have grown quite accustomed to change. In contrast, their parents and other care takers grew up in a different world and have been forced to adapt. For many adults, adapting to the amazing changes brought on by technology has come with fear, avoidance, and certainly stress. This has created an imbalance between kids who are "in the know" and their parents/care takers whom are "in the dark." And because technological literacy in our current information age translates into power, kids are in some ways more powerful than their parents. This is not good. Parents are entrusted to provide appropriate structure, guidance, supervision, and much more in the course of caring for their children. Yet, a lack of understanding about technology has compromised their ability to do just that. My latest book, *GuardingKids.com: A Practical Guide to Keeping Kids Out of High-Tech Trouble*, is designed to empower parents, educators, and other care takers by better understanding the technology terrain. Readers will be better able to help children safely and securely navigate a minefield of inappropriate and risky situations. From podcasts to porn, cyberbullying to cell phones, this new book helps readers to understand the risks that emerge when high-tech tools, uninformed parents, and exuberant youth collide. For instance, did you know:

- Pornography is not just for computers anymore. One can now also download porn via gadgets such as Play Station Portables (PSP), iPods, and even cell phones. Children can also trade or share an array of inappropriate media via their gadgets via wireless, bluetooth, or cell phone connections.
- Cyberbullying is a relatively new problem that is facing our computer savvy students which involves the use of information and communication technologies such as e-mail, cell phone and pager text messages, instant messaging (IM), defamatory personal web sites, and defamatory online personal polling web sites, to support deliberate, repeated, and hostile behavior by an individual or group, that is intended to harm others. Cyberbullying is a very serious problem that can have fatal consequences (e.g., see <http://www.jaredstory.com/> or <http://www.jeffreyjohnston.org/>).
- Some children are using the photo and video features of their cell phones to record and send inappropriate (and perhaps illegal) content. These include photos and/or videos of girls' underwear (i.e., upskirting), sexual activity, nudity, or pages from a school exam or other protected materials. These files can easily be posted on websites and shared among many friends.
- Some children are showing signs of technology based addictions such as with gaming, shopping, social networking, gambling, auctions, and simple surfing.
- Parents are being held liable for pirating of music and software, especially using P2P networks such as BearShare, LimeWire, Morpheus, Kazaa, eMule, and Grokster (to name a very few).
- When children disclose personal information or voice their (sometimes exuberant) opinions, they may also jeopardize themselves or others in yet another way. You see, most everything posted on any website today may possibly, and will probably be accessible for all of time. Information shared with others via listserv, websites, IM, blogs, and other media is typically stored in massive databases, indexed, and easily retrievable for future reference. Also, once something is sent or posted to someone else, it essentially becomes public domain. That is, the content can be copied, download, and passed on to others without permission of the original owner, right or wrong, whether the owner likes it or not. You or your child may believe that what you communicate today is "no big deal" although, tomorrow, the same information could be considered ammunition by others to use against you or your loved ones.
- I think we all know that content on the World Wide Web meets with very little censorship. In the United States and some other countries, no other communication medium compares to the Internet for how rigorously people have exercised their right to freedom of speech. However, I'm not sure you appreciate the extent to which this is true. On the web, anyone can easily and quickly access content that promotes and supports activities such as suicide, eating disorders, self-injury, violence and racism.
- Podcasting, in its basic form, involves creating audio files (most commonly in MP3 format) and making them available online in a way that allows users to automatically download the files for listening at their convenience (i.e., subscribing to the podcast). After subscribing to the podcast, future "broadcasts" automatically download to your computer, which can then be transferred easily to a handheld such as a Palm OS Handheld, a Pocket PC, cell phone, or an iPod - hence, the name Podcast. In essence, anyone with a computer, Internet access, free software, and a microphone can turn their computer into a personal studio and produce their very own radio show/program. Pornographers, bigots, bullies, and others have also discovered podcasts as a powerful method for disseminating information. This information is mostly

audio although video podcasts or V-casts are quickly picking up momentum. Anyone who has the knowledge, including children, can easily access (and/or produce) a wide range of smut or obscene matter.

Also included in the book, *GuardingKids.com*, are two full chapters that describe various solutions that we can take to reduce high-tech risks among our children. For example:

- Keep your home computer in a location that is easily viewable.
- Visit www.GuardingKids.com/links for helpful resources and materials.
- Develop an ongoing relationship with your child that supports collaborative exploration and learning about technology. Also, help your child to trust you and communicate potentially problematic activity by not "flipping out." That is, stay calm and rational when dealing with technology related problems. Be curious instead of confrontational.
- Support your child's school in teaching the skills, knowledge, and attitudes included in technology/media literacy. You can download a basic child-parent agreement at <http://www.schoolcounselor.com/pdf/student-contract.pdf>
- Turn on the Safe Filtering mode on your search engines. In addition, use other filtering/blocking software such as Cybersitter (which I use and highly recommend). Another option to consider is to investigate and choose a "Family Friendly" Internet Service Provider (ISP) (read more by visiting <http://tinyurl.com/f2zxd>).
- If you choose to give your child a cell phone, purchase one that is "child friendly." That is, users of this phone can only send and receive calls from others approved by parents.
- Gain personal and practical experience of various technologies so you can listen and talk with your children with authority. That is, become more technologically literate yourself. For example, set up your own MySpace.com account and learn how it is used.

In essence, technology provides us with tools to help us accomplish our work more effectively and efficiently beyond what we can do without it. Computers, cell phones, gaming devices, iPods, and other gadgets help us to stay connected, have fun, and better learn. Such power, however, comes with great responsibility and sometimes at a premium price. We must all make certain that we are using high-tech tools responsibly for ourselves and our society. We must ensure that our children understand how to embrace the tools of the 21st century in a manner that is safe and secure. Technological literacy for adults and children alike will help us to make decisions that are right and realistic. It is important that we each make a personal commitment and take the time to evaluate the use and impact of technology in the lives of our families. Then, with great care, it is critical that we appropriately learn, teach, monitor, and supervise so that we may appropriately guard our kids from high-tech trouble.

With technology, we can do many things. However, just because we can, does not mean we should.

Benefits of ITAG Participation

Business and industry throughout SEPA are welcomed and encouraged to participate in ITAG. Among the benefits of participation are:

- Access to regional incumbent worker training grants
- Workforce training and education funds / programs
- Shared resources for business support
- Recruiting assistance
- Assistance growing the pipeline of qualified workers
- Opportunities to influence curriculum
- Networking with key policy makers and funding sources

Pennsylvania's economic future depends upon the development of a globally competitive workforce. The exchange of information and the production of information technology propel the economy in all sectors.

- ITAG is regional in scope and innovative in its cross-industry outreach while supporting the information and communications service technology industry.
- ITAG focuses on the production, refinement and transfer of information and the methods employed in its distribution.
- ITAG serves the companies which communicate information as well as those providing support to the industry by providing outlets and servicing the transformation of information.
- ITAG collaborates with the private sector, educational institutions, and agencies supporting workforce and economic development of the South Eastern Pennsylvania Area (SEPA) and beyond.
- Technology is embedded in internal and external business functions and is critical to labor and financial productivity.
- In our *knowledge-driven society*, support of a strong, viable, technically driven workforce is critical. This is accomplished through collaborations between private sector industry, education, and government facilitating opportunities to research, development, and establish innovative, emerging technologies, marketable products, and expanded services.
- ITAG is poised and ready to support industry, education, and government in the quest to achieve performance, production, and profitability through Partnership initiatives and Incumbent Worker Training programs.

ITAG Stakeholder Representation	2006-2007	2007-2008
Companies	56	100
Educational and Training Institutions	36	47
Unions	0	3
Economic Development Partners	12	13
Students	324	445
Other Partners	48	91
Total	476	669

ITAG Regional / Statewide Breakdown	
Bucks	12
Chester	99
Delaware	46
Montgomery	32
Philadelphia	20
Other Counties (Armstrong, Berks, Butler, Dauphin, Lancaster, Lehigh, McLean, York)	13
Other States (Delaware, New Jersey, Maryland)	4

Please visit the ITAG website at www.ITAGPA.org to learn more about ITAG initiatives and opportunities.

ITAG Innovations a Publication of ITAG Innovative Technology Action Group

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James Lauckner, J*Lis Management Consulting, President

Chester County Economic Development Council

www.cceconomicdevelopment.com

Gary Smith, President & CEO

Mike Grigalonis, Chief Operating Officer

Tim Connor, Senior Director

Marybeth DiVincenzo, Director, Programs & Services



Regional Workforce Investment Boards

Patrick Bokovitz, Chester County

Gerald J. Birkelbach, Montgomery County



For Additional Information:

www.itagpa.org

The Innovation Technology Action Group (ITAG) is an initiative of the Chester County Workforce Investment Board and the Chester County Economic Development Council with grant funds received from the Pennsylvania Department of Labor and Industry.

