

# Success in Somerset County Program Guide



Somerset County Chamber of Commerce

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**Summer 2015 Intern**



# Table of Contents

Overview: Success in Somerset County .....	2
Purpose of Program Guide .....	3
Goals .....	3
Overall Audience .....	3
Employer Panel: Area High Schools .....	1
Employer Panel: College Fair .....	2
Industry Tour .....	3
Job Shadowing.....	4
Shadow Power .....	5
Superintendent Tour .....	6
Tenth Grade Tour .....	7
Tourism Ambassador Program.....	8
Tourism Ambassador Application.....	8
Tourism Ambassador Service Request Form .....	8
Tourism Ambassador Nonprofit Letter .....	8
What's My Line? .....	15
What's My Line Instructions.....	16
What's My Line Sample Questions.....	17
Testimonials .....	18
Participating High Schools.....	19
Success in Somerset County Database .....	20



# Overview: Success in Somerset County

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**A**n education initiative developed by the Somerset County Chamber of Commerce, **Success in Somerset County** creates awareness of career, job, and educational opportunities in Somerset County through panels, tours, and specialized programs. A special emphasis is placed on high demand jobs and industries in the area. In 2013, the Chamber applied for direct funding under the Routes Grant funded by the Community Foundation of the Alleghenies to launch **Success in Somerset County** as a pilot program.

In the two years since its launch, the initiative has been successfully implemented in five high schools with plans to impact more schools in the future. Each program within the initiative is designed to inform, engage, and expand the knowledge of the intended audience. Essentially, the initiative is education beyond the classroom, preparing students for life beyond high school. The “success” is measured by a solid future workforce as a result of students staying and working in Somerset County.

Due to a shortage of skilled workers in the region, employers need to reach out to young people in hopes of filling vacant positions. Additionally, convincing students to pursue a career and stay in Somerset County can be a challenge. Because of those attending college or trade school out of state or elsewhere in Pennsylvania, employers in our area are struggling to find local talent to fill positions, resulting in a search for ways to keep natives working with their business or company. **Success in Somerset County** provides a solution by emphasizing that it possible to live and work in Somerset County.

Educating young men and women about reaching their full potential in a career of their choice and ability is essential for producing the next generation of leaders and workers. With eleven school districts and two higher education facilities, the quality of education in the area is incomparable. Even beyond high school opportunities exist when employers offer internships to college students, reminding them a career is possible without leaving Somerset County. Through all of the **Success in Somerset County** programs, it is crucial to demonstrate effective and proactive measures to benefit the career prospects for those who call Somerset County, home.

Although students are the target audience for many of the programs within Success in Somerset County, school administrators, guidance counselors, teachers, and parents also play a role in the “success” of Somerset County. Without their influence and support as well as the committee members and volunteers who put together the numerous programs and panels, **Success in Somerset County** would not be the same as it is today.

## The Purpose of the *Success in Somerset County* Program Guide

- ⚙ To provide useful information for each program associated with Success in Somerset County
- ⚙ To act as a reference for Committee members, program planners, and volunteers
- ⚙ To familiarize those who have not been exposed to Success in Somerset County
- ⚙ To increase awareness of the multiple opportunities available through the initiative
- ⚙ To gain the interest of administrators and educational personnel of non-participating schools.
- ⚙ To effectively promote the impact of Success in Somerset County with area students

## Overall Audience for *Success in Somerset County*

- ⚙ High school students, grades 9-12
- ⚙ Teachers
- ⚙ Guidance Counselors
- ⚙ Superintendents
- ⚙ Parents/Guardians
- ⚙ Businesses & Industries in Somerset County
- ⚙ Community leaders

## Goals

- ⚙ Teach students the necessary skills for lifelong success in a variety of workplaces

Success in Somerset will engage students, educators, private businesses, and County leadership to consider local careers, through education and heightened awareness of our economy. Success in Somerset starts in grade nine and continues through grade twelve, to assure repeat exposure to themes critical to success after graduation

- ⚙ Engage local businesses with students, along with their parents or guardians

Success in Somerset County requires a parent or guardian to attend an industry tour, to provide the tools they need to guide their child towards a family sustaining career, right here at home. The tour also links the parent directly to a contact within the business, opening the door to additional information

- ⚙ Inform students about the career, job, and education opportunities available in our region

Success in Somerset County doesn't involve classroom lectures about the region. It's a real life learning tool that connects business to youth, right at the start of senior high.

- ⚙ Increase parent/guardian involvement in student's education and success

Success in Somerset County will work with the school, but outside of the regular academic schedule, to make this experience fun and engaging for parents, teachers, and students.

- ⚙ Produce students capable of filling regional job opportunities, in addition to careers that are projected to emerge in our area

Ultimately a solid future workforce with students choosing to return to Somerset County is the best measure of success.

# Employer Panel: Area High Schools

The employer panel offers valuable information from real-life workers, employers, and business owners, representing different industries in Somerset County. The panelists come from a variety of backgrounds and experience which enables them to share some insight about the perspective job market. It is beneficial for students to recognize that the panelists work in Somerset County, a setting they may have never considered to hold a significant amount of jobs.

Topics discussed during the employer panel include:

- ⚙ job expectations
- ⚙ résumé preparation
- ⚙ characteristics and skills employers look for in an employee

The typical audience for employer panels is students in eleventh and twelfth grade. Juniors and seniors realize that their post-graduation life is only one or two years away, prompting them to make important decisions about the future. The lessons learned from the employers are applicable to the real world and can assist them in making an educated choice. A change in perspective is an outcome that often comes from students, teachers, and those who serve on the employer panel.



In the Success in Somerset County database, contacts are listed under *Employer Panel: Area High Schools*

The database simplifies the process of selecting panelists by keeping record of the contacts of everyone who has served as a panelist in the past and has the ability to be updated as more employer panels are set up in the future. New individuals may be added to the existing database, if necessary.

# Employer Panel: College Fair

One aspect of the annual College & Technical Fair is an employer panel where high school students learn about the job opportunities and the skills and training needed to enter specific careers in the Somerset County area. The panel is comprised of people working in unique and diverse career fields. The panelists share the journey of their careers and how they got to where they are now. They explain duties of their job, skills, training and education requirements and résumé tips. The format of the employer panel at the College and Technical Fair is similar to the employer panels in area high schools, with the exception of presenting to a larger audience. Either way, the purpose is still the same for both employer panels.

The first employer panel was introduced at the College & Technical Fair held at the Pa. National Guard Armory in Friedens, Pa. on April 15, 2014. It was originally intended for students who did not have a career plan in mind yet. The session was overwhelming filled with a mixture of students with varying degrees of future plans. The guidance counselors and other faculty from the attending schools recognized the benefits that the employer panel possessed for the students and wanted to see it continue.

On March 26, 2015, the employer panel returned to the College & Technical Fair with a new set of panelists. Taking notes from the previous year, the employer panel was opened up to anyone who wanted to listen to the message. In 2016 and for years to come, the college fair employer panel is an item that is expected to continue due to the positive feedback from students, parents and educators.



Pa. Acting Secretary of Education Carolyn Dumaesq visits the Employer Panel at the 29th College & Technical Fair

In the Success in Somerset County database, the contacts are listed under *Employer Panel: College Fair*

The contacts from the college fair's employer panel are panelists from 2014 and 2015.



# Industry Tour

Somerset County students entering tenth, eleventh and twelfth grade and one parent are invited to join the industry tour, giving an inside look at manufacturer and healthcare facilities in the area. The tour is open to the first 15 students who sign up and a parent **must** accompany each student. Lunch is also provided at the Somerset Country Club after the tour concludes allowing guests the chance to connect with the business leaders who will answer any questions about their careers and industries. Upon registering by calling or stopping by the Chamber office, contact information for the student and parent is requested as well as the school district of the participating student.

Knowledge gained from the tour:

- ⚙ training and education requirements
- ⚙ job duties
- ⚙ wages
- ⚙ benefits
- ⚙ future job outlook

The 2015 Industry tour held Thursday, August 27 is the first specifically for students and their parents or guardians. In the past, teachers took part in the industry tours and reported what they saw and learned back to their students.

**“This is a pilot for future tours and our intent is to do more of these types of tours in the future throughout the county. There is a critical shortage of skilled workers and it will grow even worse in the future, as many of the Baby Boomers retire. It is our goal to help students and parents better understand these high earning careers, including the education and training needs and hope that they see their working in these high demand jobs.”**

Participating Sites:

- ⚙ J & J Truck Bodies
- ⚙ Global/ SFC Valve Corp.
- ⚙ Leiss Tool & Die
- ⚙ Somerset Hospital

## **2015 Tentative Agenda**

8:00 AM	Somerset Country Club
8:10 AM	Global/ SFC Valve Corp
9:10 AM	Depart
9:15 AM	Somerset Hospital
10:15 AM	Depart
10:20 AM	Leiss Tool & Die
11:20 AM	Depart
11:30 PM	J & J

# Job Shadowing

Any Somerset County workplace can be a potential job shadowing site. During a job shadowing experience, students learn about a job by walking through the work day as a shadow to a worker. The job shadowing experience is exposure to the workplace in an occupational area of interest to the student. Students witness firsthand the work environment, employability and occupational skills in practice, the value of professional training and potential career options. A student's exposure to the workplace can prompt a decision if the career of choice is one to be pursued.

Benefits of job shadowing:

- ⚙ increase career awareness
- ⚙ help model student behavior through examples
- ⚙ reinforce in the student the link between classroom learning and work requirements

Somerset County schools have special requirements when a student expresses his or her interest in job shadowing. For example, Rockwood Area School District juniors and seniors may be excused a minimum of 10 hours to complete career job shadowing according to the school's job shadowing experience form.

At this time, compiling each school district's requirements and application processes into one central location needs to be done. The goal is to set up a link on the Chamber's website for students and parents to refer to when seeking more information about job shadowing by working closely with the Somerset County Technology Center.





# Shadow Power

More recently, job shadowing has become more important for high school students to experience. In most high schools, job shadowing is a graduation requirement or a part of the graduation project process. It is also highly encouraged by guidance counselors in order to learn about potential career options. In addition to typical job shadowing experiences, Shadow Power is another way for students to gain more knowledge about potential careers from local employers. In some cases, students may receive credit or job shadowing hours for attending Shadow Power, depending on their school's preferences.

The Shadow Power experience takes groups of interested students to select workplaces in Somerset County. Selection of students to participate is up to each high school guidance counselor, who works with teachers to identify students' career interests. Based on the personal knowledge of those interests, the guidance counselor can determine if a student's goals align with the particular session.

The day typically includes:

- ⚙ Overall introduction to site
- ⚙ Tour the facility
  - Shown different types of jobs available
  - learn about training or post-secondary schooling
  - job opportunities
- ⚙ Question and answer session with management and key employees

Participating Shadow Power Sites:

- ⚙ Global/ SFC Valve
- ⚙ Seven Springs Mountain Resort
- ⚙ Somerset Hospital
- ⚙ Somerset Trust Company



# Superintendent Tour

Superintendents representing all of the school districts in Somerset County are invited to tour area businesses and meet with business leaders. Joining together allows relationships to be formed between area businesses and school districts and serves as a learning experience for all parties involved. The purpose of the tour stems from the need to establish connections between school officials and the business community. The tour also allows the superintendents to become aware of the different industries available in Somerset County, especially ones that are experiencing an increase in job openings.

September 15, 2015 Tour

- ⚙ DeVilbiss Healthcare
- ⚙ Geochemical
- ⚙ Leiss Tool & Die
- ⚙ SCI Somerset
- ⚙ Somerset Hospital

For future reference, an example of a tentative agenda from the 2015 Superintendent Tour

## AGENDA

8:00 AM:	Meet at Somerset Country Club/Board Van
8:15 AM:	Arrive SCI-Somerset
9:15 AM:	Depart
9:30 AM:	Arrive at GeoChemical
10:15 AM:	Depart
10:30 AM:	Arrive at Devilbiss
11:15 AM:	Depart
11:30 AM	Leiss Tool & Die
12:30 PM	Depart
12:40 PM	Lunch in Somerset Hospital Conference Room with business representatives, chamber board, & hospital personnel
1:30 PM:	Tour hospital
2:30 PM:	Depart for SCC

# Tenth Grade Tour

The Tenth Grade Tour is open exclusively to high school sophomores who wish to explore job opportunities in Somerset County. It will have a similar format to the student and parent Industry Tour.

At this time, the tour is expected to be planned in the future with the cooperation of high schools and the businesses that wish to allow students to tour their facilities.



# Tourism Ambassador Program

During the 2013-2014 school year, the Tourism Ambassador Program was launched at Rockwood Area High School. The Chamber welcomed its first group of ambassadors to the program at area attractions and events including the 2014 Megashow. The program gives high school students the opportunity to volunteer in various non-profit organization roles around the county, with a major focus on hospitality and tourism.



Volunteering at festivals, welcome centers, historical centers, the Great Allegheny Passage, state parks and many other areas are just some of the opportunities available for the Tourism Ambassadors. In return, the students will receive academic credits, along with a better understanding of the tourism industry and the importance of volunteering in their communities. Their efforts will also be important when they are filling out resumes and scholarships. The Chamber's goal is to expand the program to other school districts in the future.

Sharon S. Clapper (*pictured above with ambassadors at the 2014 Megashow*) oversees the Tourism Ambassador Program at Rockwood High School. All inquiries about the program should be directed to her. A goal is to establish a calendar of events that can be sent out to the ambassadors in advance, so they can pick events that work around their schedules. The calendar will list events or help that is needed from a specific nonprofit organization or service-oriented club throughout the year.

*The next page is an example of the SOMERSET COUNTY CHAMBER STUDENT AMBASSADOR APPLICATION. For consideration, a student must submit the application to the Chamber office or fax the application to 814-443-4313.*

*The information collected from the application can be entered into an already established Microsoft Access database named AMBASSADOR DATABASE.accdb The current database lists students who were ambassadors for the 2014-2015 school year and will need updated.*

*The page after the Application is a sample of the SERVICE REQUEST FORM, a nonprofit must fill out in order to enlist help from the tourism ambassadors*

*The page following the Service Request Form is an example of a LETTER that can be sent out to nonprofits explaining the Tourism Ambassador Program and the reason for creating a calendar of events.*

*Turn Page for APPLICATION ➡*



## Somerset County Chamber Student Ambassador Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Do you currently have a job? \_\_\_\_\_ If yes, where \_\_\_\_\_

Responsibilities at work \_\_\_\_\_

Future Career/Education Plans \_\_\_\_\_

Interests & Hobbies \_\_\_\_\_

Shirt Size \_\_\_\_\_

Please indicate which type of “Ambassador” activities you would prefer to work:

\_\_\_\_\_ Chamber Office      \_\_\_\_\_ Chamber Events      \_\_\_\_\_ County Events

### References

Name	Company/Personal/Teacher	Telephone	Years Known

Why do you want to be an Ambassador? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*I hereby certify that I have read and understand the responsibilities of an Ambassador to the Somerset County Chamber of Commerce. If accepted, I agree to carry out the duties to the fullest of my abilities.*

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent or Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please FAX to 814-443-4313 or mail or drop off to:**

**The Somerset County Chamber of Commerce, 601 North Center Avenue, Somerset, PA 15501**

**Inquiries should be directed to Sharon Clapper at 814-634-8727.**



## Service Request Form

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Service Opportunity

Event Name: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

How often does event occur: \_\_\_\_\_

Brief Description:

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Type of service or duties:

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Additional Information:

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August 1, 2015

Dear Nonprofit Organization,

The Somerset County Chamber of Commerce launched a Tourism Ambassador program in 2013 to ensure that nonprofit organizations or clubs in the Somerset County area are equipped with enough volunteers to run successful events and programs. Students apply to be tourism ambassadors in order to make a difference in the community by helping others, gain leadership skills and promote Somerset County tourism. As young people, they understand the growing need of volunteers in this area.

In an effort to expand the student ambassador program and ensure our ambassadors can help your club or organization with events, programs, festivals, etc., the goal is to create a calendar of events listing every service opportunity available in Somerset County for the upcoming 2015-2016 school year. The calendar will give the ambassadors a chance to figure out which listings interest them and fit into their schedules.

If your club or organization is in need of volunteers to serve at your events and programs throughout the 2015-2016 school year, please fill out the attached form and send it to the Somerset County Chamber of Commerce Office at 601 North Center Avenue, Somerset, PA 15501 or fax the form to 814-443-4313. For any additional questions, call the Chamber at 814-443-6431.

Recruitment of student tourism ambassadors will begin when the school year starts in September. We ask that your service requests are for events starting in **October 2015** and provide some type of educational benefit to the students. We would like to have all responses by **September 1, 2015**, in order to compile the information in a timely fashion to the ambassadors.

Thank you in advance for taking time to complete a service request form. The student ambassadors are eager to serve Somerset County and help your organization in any way possible.

Sincerely,

Paula L. Bittner

Success in Somerset County Intern  
Somerset County Chamber of Commerce



# What's My Line?

## Somerset County Version

Based on a popular 1950s game show, the Somerset County version of “What’s My Line?” provides a unique opportunity for ninth grade students at five participating high schools to learn about job opportunities in Somerset County in a fun and exciting way. Students at the ninth grade level are the target audience because at the point of their high school career, many are discovering and figuring out their future plans. The grade level is also before one can attend the Somerset County Technology Center, as some take part in one of their many programs starting their sophomore year.

What’s My Line is a one-of-a-kind experience, combining career education and friendly competition. The ultimate goal is to guess the occupations of each panelist by asking yes or no questions. The panelists consist of those working in different industries. A panelist can be the president/CEO of a local company, a business owner, a bank teller, a pharmacist, a mechanic, or work in any facet of a company or business and still bring useful information to students.

“What’s My Line?” has proven to be successful because students are engaged in the activity and learn more from real people discussing their day-to-day jobs instead of a textbook referring to similar material. Because the panelists are not dressed in a typical work uniform or wearing a company logo, the students must apply critical thinking skills. The educational game is a learning tool for all who are involved from students and teachers to the panelists and moderator.

Each school has unique circumstances of participation.

- ⚙ Meyersdale: history classes (Mr. Swank)
- ⚙ Rockwood: career expo classes (Mary Jane Sauder-career/English teacher)
- ⚙ North Star: (Karen Conrad- career teacher)
- ⚙ Shanksville: auditorium setting with the entire ninth grade class
- ⚙ Turkeyfoot: auditorium setting with entire ninth grade class



In the Success in Somerset County database, contacts are listed under *What’s My Line Panelists*

# What's My Line Instructions

## Selection Process

*You will need five carefully-selected panelists, representing a variety of fields to participate in the Somerset County version of "What's My Line?"*

In the selection process, choose five people who have diverse occupations with various levels of education and training to keep the panel interesting to the students. Consider those working in health care, business, manufacturing, engineering, hospitality, journalism, education, etc. Companies may have unique jobs that a student would never think of as a career, so be creative.

For guidance in selecting participants, refer to the What's My Line Panelists table of the Success in Somerset County database

## The Game

*You will need a moderator who can make sure the game is moving along in a timely fashion. He or she is responsible for keeping the students engaged in the game and*

Two teams, comprised of students, alternate asking a series of questions yielding a "yes" or "no" response from the panelist.

Each student is given a sheet listing and describing **seven** careers, increasing the difficulty level because there are only **five** panelists

From the sheet, students have the basic understanding of each career but it is up to them to figure out the rest.

Based on the answers given by each panelist, the students narrow down the possibilities and then try to guess the occupation of each person.

Once the occupations are revealed, the panelists introduce themselves to the group of students and mention the following in two to three minutes: name, job title, occupation details, education, prior positions, highlights and challenges of the job, etc.

After the program concludes, if the panelists have free samples, giveaways or anything they would like to offer from their company or business, they may distribute them to the students.

**IMPORTANT:** The panelists should not wear their work uniform or a shirt with a company logo. They need to wear clothing that will not immediately reveal their career. This allows the students to guess based on the answers and not on the appearance of the individual.

# What's My Line Sample Questions

Responses for each question: yes or no

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Do you work inside or outside?

Do you dress casual attire for work?

Do you wear a uniform?

Do you dress in professional attire?

Do you provide a service?

Do you produce a product?

Do you use specialized tools?

Do you use computers?

Do you work at a desk?

Do you work alone?

Do you have direct contact with your customers?

Does your job require education beyond high school?

Do you work shifts?

Do males dominate your profession?

Do you supervise employees?

Are you able to advance in your profession?

Are you required to earn continue educational credits?

Do you think there are job openings for your profession in this area?

# Testimonials

*In 2013, a committee of local business persons with the Somerset Co. Chamber of Commerce applied for a \$10,000 grant to implement a pilot program to create an awareness of career, job, and educational opportunities in Somerset County. We were delighted when we received all \$25,000! Since then the committee has been very busy offering multi-grade opportunities to engage students, parents & local businesses.*

*One opportunity made available through the grant is our What's My Line? Program (our Somerset County version of the 1950's television game show). It is a delight going into the schools and watching young students work together in a fun "game-like" competition to match career opportunities to guest panelists. Our Shadow Power Day (along with t-shirts) has been a huge success! Imagine having the opportunity to tag along with a business person to 'try-on' a career for the day! The reward for me is watching the spark ignite in a young students' eyes and that "ah-ha" moment when they realize there just may be a career for them right here in Somerset County or they never even knew this job existed here!*

Gloria Pritts

Committee Chair, Success in Somerset County

Senior Vice President and Human Resources Officer, Somerset Trust Company

*Participation in the industry tour program was twofold for me. I led the tour of the Rockwood H.S. students in select areas of my place of business, Concurrent Technologies Corporation. I was impressed with the student politeness and attentiveness and with the questions and comments during the tour. I personally was able to present one of my current projects. Being the RASD Board President, it was a joy to take the students on a tour of the facility. Other RASD graduates also participated in the tour.*

*As president I was impressed and proud with how well the students represented the district. The other presenters were equally impressed. I highly recommend this program and feel it was inspirational to the students, showing what can be accomplished after schooling. I look forward to participating in the program in the future.*

Mark A. Phillippi

Board President, Rockwood Area School District

Materials Scientist, Concurrent Tech. Corp.

# Participating High Schools

*Five high schools participate in the Success in Somerset County programs. Additional schools may be added in the future as more become aware and interested in what the programs offer to their students.*

*Note: The College and Technical Fair is open to all school districts.*

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## **Meyersdale Area High School**

1349 Shaw Mines Rd  
Meyersdale, PA 15552  
814-634-5123  
[www.masd.net](http://www.masd.net)

## **North Star High School**

1200 Morris Avenue  
Boswell, PA 15531  
814-629-5631  
[www.nscougars.com](http://www.nscougars.com)



## **Rockwood Area High School**

439 Somerset Avenue  
Rockwood, PA 15557  
814-926-4688  
[www.rockwoodschool.org](http://www.rockwoodschool.org)

## **Shanksville-Stonycreek High School**

1325 Corner Stone Road, P.O. Box 128  
Shanksville, PA 15560  
814-267-4649  
[www.sssd.com](http://www.sssd.com)



## **Turkeyfoot Valley High School**

172 Turkeyfoot Road  
Confluence, PA 15424  
814-395-3621  
[www.turkeyfoot.k12.pa.us](http://www.turkeyfoot.k12.pa.us)

# Success in Somerset County Database

In addition to the Success in Somerset County Program Guide, a database was created to keep track of the numerous contacts accumulated in the years of the initiative's implementation. The panel planners from the Education and Workforce Development committee will have access to the database, making it easier to contact individuals for the various panels. Convenience is key especially if one is pressed for time and knows of a previous panelist who can fill in for someone who has to back out.

With a few exceptions, contact information includes:

- ⚙ Name
- ⚙ Title/Position
- ⚙ Company or School District
- ⚙ Address
- ⚙ City
- ⚙ State
- ⚙ Zip Code
- ⚙ Phone Number
- ⚙ Email
- ⚙ Comments

Panel planners are not limited to the contacts in the database. New individuals are welcome to share their experiences for Employer Panels and What's My Line. The more variety, the better the panel. When new panelists are selected, their contact information can be added to the database for future reference. It is important to keep the database as accurate as possible due to people changing jobs, locations, contact information, etc.

The following contact information is included in the database:

- ⚙ Education and Workforce Development Committee Members
- ⚙ Education Personnel
  - superintendents, guidance counselors from Somerset County's eleven school districts
- ⚙ Employer Panel: Area High Schools
- ⚙ Employer Panel: College Fair
- ⚙ Recommended Panelists
  - people who have not served on a panel but could potentially
- ⚙ What's My Line Panelists

Sandy Berkebile has additional documents related to Success in Somerset County and she can email them to you, if necessary.
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