

Business Toolkit

PA CareerLink® Luzerne/Schuylkill Counties:
Assisting Employers With Finding Workers
For Over 30 Years



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Pennsylvania
CareerLinkSM

A proud partner of the American Job Center network

About Us

PA CareerLink® can help reduce your recruitment, hiring, and training costs. Our PA CareerLink® Business Services Team provides:

- Single-point of contact with a knowledgeable staff person
 - One-stop service delivery of workforce information, programs, and data
 - Customization of services and programs
-



PA CareerLink® Business Services

- Pair you with a Business Services Representative who is a subject matter expert within their industry and will provide labor market information, data, and other resources so you can attract top talent.
 - Provide tailored support and customized services to meet your recruitment needs.
 - Review job descriptions to ensure you effectively attract job seekers.
 - Assist you by posting your open positions on the state website: pacareerlink.pa.gov.
 - FREE hiring events to connect you with job seekers. Our centrally located offices are the perfect place to reach job seekers as they are close to public transportation, have private spaces for you to interview, and are a known resource in the community to find a job.
 - Participate in our in-person and virtual webinars that help employers understand the climate of the current workforce and opportunities to learn how to incorporate these practices in their organizations.
-

Need Help Growing Your Workforce?

PA CareerLink® Can Help.



Promote Open Job Positions

- Our subject matter experts are able to help you write impactful job descriptions that will attract job seekers to apply for your positions. This service is available to all of our employer partners and is an excellent resource for new or small businesses.
- We assist you with using the PA CareerLink® website to identify qualified candidates.
- Current job openings are shared weekly with job seekers in Luzerne/Schuylkill Counties who are subscribed to our email and text message services.



Directly Connect You to Job Seekers

- Interview job seekers inside our quiet and comfortable Business Services Center away from the hustle and bustle of your business.
- Job seekers are already coming into PA CareerLink® as part of their search for work. Find your perfect fit by meeting job seekers where they are at!
- Upcoming hiring events are shared weekly with job seekers in Luzerne/Schuylkill Counties who are subscribed to our email and text message services, as well as promoted on social media and our office websites.



On-the-Job Training Program (OJT)

OJT is a federally-funded program designed to help you hire and train workers. Benefits include:

- Bridging the skill gap or increasing the skillset of the employee.
- Lets you hire and train workers, while getting reimbursed up to \$10,000 for each eligible new hire.



Incumbent Worker Training Program (IWT)

IWT Program is a federally-funded program designed to upskill your existing talent within your organization. Benefits include:

- Provides knowledge or skills essential to the full and adequate performance of the occupation.
- Provides reimbursement up to \$3,000 to the employer for the costs of providing the training and additional supervision related to the training.

Need Help Growing Your Workforce?

PA CareerLink® Can Help.



Employer Newsletter

Our Employer Newsletter contains updates on PA CareerLink® Business Services activities, information about the local labor market and HR trends, and dates of upcoming professional development workshops.

Hazleton



Scan the QR code or visit careerlinkhazleton.org/mailing-list to subscribe

Pottsville



Scan the QR code or visit careerlinkpottsville.org/mailing-list to subscribe

Wilkes-Barre



Scan the QR code or visit careerlinkwilkesbarre.org/mailing-list to subscribe

PAID WORK EXPERIENCE PROGRAM

Need Extra Help at Your Business?

PA CareerLink® Schuylkill County's Youth Program can connect you with the next generation of job seekers.



How PA CareerLink® CAN HELP:



PROVIDE CANDIDATES
READY TO LEARN
Ages 14-24



SERVE AS THE
EMPLOYER OF RECORD



PROCESS
TIMESHEETS AND PAYROLL



SUPPORT FROM CAREER ADVISORS
**WHO OFFER GUIDANCE TO
SUPPORT THEIR SUCCESS AS AN
EMPLOYEE**



Call Us
570-622-5253



203 E. Arch St.
Pottsville, PA 17901



careerlinkpottsville.org

Employer BENEFITS



- You have the opportunity for an additional employee who can work 20-30 hours per week for 6-26 weeks based on available funding
- You can interview candidates before you commit to hiring them
- You have the chance to mentor the next generation of workers
- You can choose to re-evaluate your participation in this work experience at any time

Community Resources Index

When you get involved with your community, you become connected to invaluable resources that can help promote your business. You have the potential to make business contacts, learn about local opportunities, acquire customers, increase your visibility, and network with other professionals.

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Resources

▶ Back Mountain Chamber of Commerce



Location:

105 Lt. Michael Cleary Drive
Dallas, PA 18612

Website:

backmountainchamber.org

Social Media:

[@backmountainchamber](https://twitter.com/backmountainchamber)

The mission of the Back Mountain Chamber can be simply summed up in three words -- commerce, community, and culture. The Chamber promotes economic growth by enhancing and promoting businesses through networking, education, and social experiences. They strive to improve the local community, augment their culture, and carefully cultivate a balance of business growth and a relaxed, enjoyable quality of life.

Resources

▶ CAN DO, Inc.



Location:

1 S Church Street, STE 200
Hazleton, PA 18201

Website:

hazletoncando.com

Social Media:

[@hazletoncando](https://twitter.com/hazletoncando)

For over 65 years, CAN DO, Inc. has worked to improve the quality of life in the Greater Hazleton Area through the creation and retention of employment opportunities. Through the development of the organization's five business and industrial parks, CAN DO has assisted in the attraction of over 30,000 high-quality jobs within the region.

In addition to a strategic focus on development and real estate, CAN DO offers a variety of services to promote economic activity and job creation in the community including business financing, small business and entrepreneurial consulting, and the facilitation of workforce development solutions.

Resources

Center for Workforce Information & Analysis



Location:

651 Boas Street
Harrisburg, PA 17121

Website:

workstats.dli.pa.gov

Social Media:

[@PALaborIndustry](https://twitter.com/PALaborIndustry)

The Center for Workforce Information & Analysis is comprised of statisticians, analysts, and economists within the PA Department of Labor & Industry and is the primary source of labor market information for the Commonwealth of PA. They produce and provide timely, objective, and credible workforce and economic statistics and analysis.

Resources

Diamond City Partnership

**Location:**

4 Public Square
Wilkes-Barre, PA 18701

Website:

wbdc.org

Social Media:

[@downtownwilkesbarre](https://www.instagram.com/downtownwilkesbarre)

The Diamond City Partnership (DCP) is a nonprofit that aims to revitalize downtown Wilkes-Barre and make it a premier place to live, work, and visit. DCP seeks to boost the area's economy and encourage more people to spend time downtown. They promote the city's parks, educational institutions, arts and culture scene, recreational opportunities, small businesses, and historic sites.

The DCP work plan is intended to improve the economic vitality and livability of Downtown Wilkes-Barre. As part of that goal, DCP manages Downtown Wilkes-Barre's designated Main Street program and the Downtown Wilkes-Barre Business Improvement District, which together provide a range of services to Downtown's property and business owners.

Resources

Downtown Shenandoah Inc.



Location:

116 North Main St.
Shenandoah, PA 17976

Website:

downtownshenandoah.com

Social Media:

@DowntownShenandoahInc

Downtown Shenandoah, Inc. (DSI) is a group of business and property owners, residents, and concerned citizens who have a communal desire to see Shenandoah return to a position of prominence and prosperity.

DSI's vision is to return downtown Shenandoah to an active pedestrian-oriented business district that will promote and sustain further economic, cultural, and civic growth within the Borough of Shenandoah.

DSI's mission is to stimulate economic development by encouraging cooperation and building leadership in the business community; develop a marketing strategy that will provide an improved retail mix, strengthen the tax base, increase investor confidence; build a viable tourism effort; promote a unified, quality image of downtown Shenandoah as a center of goods and services; and create an attractive, coordinated visual impression of Shenandoah through facade improvements streetscape and historic preservation of our existing buildings.

Resources

▶ Hazleton Chamber of Commerce



Location:

8 W. Broad Street, Suite 1490
Hazleton, PA 18201

Website:

hazletonchamber.org

Social Media:

[@greaterhazletonchamber](https://www.instagram.com/greaterhazletonchamber)

The mission of the Greater Hazleton Chamber of Commerce is to contribute to its members' business success by providing them valuable information, services and networking opportunities, and by taking active measures to help them improve the business climate and quality of life in Greater Hazleton.

Resources

► Luzerne/Schuylkill Workforce Development Board



Website:

lswib.org

The Luzerne/Schuylkill Workforce Development Board (L/S WDB) is a private non-profit corporation comprised of leaders for the public workforce system that serves citizens in Luzerne and Schuylkill Counties.

Governed and funded through the Workforce Innovation and Opportunity Act, (WIOA), the Board addresses workforce demands in partnership with business, education, economic development, and community partners.

The L/S WDB is responsible for administrative and fiscal oversight, contracting, chartering, and monitoring of all WIOA funded programs offered at PA CareerLink® sites in Hazleton, Pottsville, and Wilkes-Barre.

Visit one of the PA CareerLink® offices or go online at www.pacareerlink.pa.gov to learn more about business services. Also, learn about education and training programs that may assist eligible adults, dislocated workers, and youth obtain employment.

A proud partner of the  American Job Center® network

Resources

▶ NEPA Alliance

Location:

1151 Oak Street
Pittston, PA 18640

Website:

nepa-alliance.org

Social Media:

@NEPAAlliance



NEPA Alliance is a regional community and economic development agency that serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill, and Wayne. NEPA Alliance services include Federal and State grant assistance, Business Financing, Government Contracting Assistance, International Trade Assistance, Nonprofit Assistance, Transportation Planning, and Research and Information.

Resources

▶ NEPA Manufacturers and Employers Association



Location:

250 One Norwegian Plaza
Pottsville, PA 17901

Website:

nepamaea.com

Social media:

@NortheastPAMAEA

The Northeast Pennsylvania Manufacturers & Employers Association is a private, non-profit, membership-based organization that currently serves more than 345 member companies in 24 counties. Their mission is to provide information and services to help member companies remain competitive in today's business world.

Resources

► The Greater Pittston Chamber of Commerce



Location:

104 Kennedy Blvd, PO Box 704
Pittston, PA 18640

Website:

pittstonchamber.org

Social media:

[@greater.p.chamber](https://www.instagram.com/greater.p.chamber)

The "Center of Activity" for the Greater Pittston Business Community since 1920, The Greater Pittston Chamber of Commerce, located in the heart of the City of Pittston, PA is a driving force behind the economic development and business growth of the community. The Chamber's 400+ members benefit from their commitment to support small local businesses, recruit new companies to the area, develop a top-notch workforce, and advocate for support via legislative and educational forums.

Resources

▶ Pottsville Area Development Corporation



Location:

1 South 2nd Street
Pottsville, PA 17901

Website:

downtownpottsville.com

Social media:

[@pottsvillePADCO](https://twitter.com/pottsvillePADCO)

The Pottsville Area Development Corporation exists to promote the economic community and aesthetic development of Downtown Pottsville and Pottsville's Designated Enterprise Zone.

In 1984, a marketing research study conducted by the American Cities Corporation recommended that a Development Corporation be formed to oversee the revitalization of Pottsville's downtown commercial district. The study findings led to the creation of the private, non-profit Pottsville Area Development Corporation (PADCO).

Initial start-up funds were provided by the City of Pottsville under the Commonwealth of Pennsylvania's Enterprise Zone Program. Capital fund drives and membership dues helped finance the origin of the Corporation locally.

Resources

► Schuylkill Chamber of Commerce



Location:

1 Progress Circle, Suite 201
Pottsville, PA 17901

Website:

schuylkillchamber.org

Social media:

[@SchuylkillChamber](https://www.instagram.com/SchuylkillChamber)

The Schuylkill Chamber of Commerce is dedicated to serving members while improving life and economic growth in the community for businesses and nonprofits. The Chamber provides the resources and solutions you need for the problems you don't.

Resources

► Schuylkill Economic Development Corporation



Location:

1 Progress Circle, Suite 200
Pottsville, PA 17901

Website:

sed-co.com

Social media:

[@sedcoPA](https://twitter.com/sedcoPA)

SEDSCO is a community-based, private, not-for-profit organization with more than 60 years of experience in assisting companies to locate or expand their operations in Schuylkill County.

SEDSCO presently manages 12 industrial sites representing over \$1 billion in capital investment. They have extensive experience with project financing, site searching and touring services, and facility/park construction and management. SEDSCO has developed effective partnerships with industry and state and local government and has close working relationships with education and training service providers to assure qualified employment candidates for local business.

Resources

▶ Tamaqua Chamber of Commerce



Location:

37 W. Broad Street
Tamaqua, PA 18252

Website:

tamaqua.net

Social media:

[@tamaquachamber](https://www.instagram.com/tamaquachamber)

The Tamaqua Area Chamber of Commerce's mission is to promote and strengthen the economic, industrial, professional, cultural, and civic welfare of the Tamaqua area. They provide member-exclusive benefits to both their business and individual members.

Resources

▶ Wilkes University Small Business Development Center (SBDC)

Location:

85 South Main Street
Wilkes-Barre, PA 18701
(outreach location in Hazleton
Chamber of Commerce)

Website:

wilkes.edu/sbdc

Social media:

@WilkesSBDC



The Wilkes University Small Business Development Center (SBDC) provides no-cost, confidential consulting services to aspiring entrepreneurs and small business owners in Carbon, Columbia, Luzerne, Schuylkill, and Sullivan counties. The Wilkes SBDC is one of 16 centers that comprise the Pennsylvania SBDC network and are fully accredited by America's SBDC. They are your go-to resource for all of your small business needs. The SBDC offers not only start-up assistance, but can also assist established businesses with a wide range of concerns such as human resources, financing, marketing, business continuity, valuation, expansion, business planning, online assessments, environmental management, and more.

Resources

▶ The Greater Wyoming Valley Chamber of Commerce



Location:

7 South Main Street
Wilkes-Barre, PA 18701

Website:

wyomingvalleychamber.org

Social media:

@gwcchamber

The Greater Wyoming Valley Chamber of Commerce is a member-driven organization representing hundreds of businesses and organizations, focused on helping members grow and succeed in Northeastern PA.

▶ Wilkes-Barre Connect



The Wilkes-Barre Connect program, powered by the Greater Wilkes-Barre Chamber of Business & Industry, aligns you and your business with appropriate providers, services, and locations to meet the goals and objectives defined within your strategy.

Wilkes-Barre Connect selected entrepreneurs, veterans, interns, financing, and education as their five areas of focus because they understand the value, talent, and opportunity that lie within each. Whether you're interested in becoming a member or attending an event, Wilkes-Barre Connect offers something for everyone.



Scan the QR code for
more information

Marketing Best Practices

Leverage free tools to reach and engage a broader audience



Digital Tools and Platforms

Social Media can be a great way to attract new customers to your business and build an online following/community. Consider these tips to improve your profile on social media:

- Optimize your "About" section on Facebook with your hours of operation, location, and a description of your products or services.
- Post about your products and services on a regular basis.
- Tell your customers to leave a review or share a post about their experience. Make sure they tag your handle!
- Host a giveaway or contest.
- Highlight your employees and customers.

Google My Business allows you to create a profile online for your business. This means that online users can find details about your business via Google search (i.e. find your address or phone number). Consider optimizing your profile and increasing your visibility with these tips:

- Include your hours of operation, location, and a description that includes photos of your products or services.
 - Allow customers to leave a review online.
 - Respond to reviews and ratings, even if they're negative. By responding to negative reviews online, users will understand you value your customers and their feedback, and they'll think well of your business.
-

Marketing Best Practices

Leverage free tools to reach and engage a broader audience



Get Started on Google My Business

- 1.** Create an account or login to an existing account via Google.
- 2.** Sign into Google My Business via google.com/business.
- 3.** Search your business name and register it with your Gmail account.
- 4.** Verify your business by sending a postcard to your location.
- 5.** Click "Info" in the dashboard to complete your online profile.
- 6.** Click "Reviews" in the dashboard to respond to online reviews.

Creative Social Media Posts to Try

- 1.** Share customer testimonials and reviews.
- 2.** Start a series, such as "Product Feature Thursdays" or "Success Story of the Week."
- 3.** Share behind the scenes of your business. Talk about your team or company culture.
- 4.** Celebrate company milestones online.
- 5.** Post about trending topics within your industry.
- 6.** Create share-friendly content like contests, polls, and fun quizzes. Then, get customers to share your contest or quiz, and have them tag it with a shareable hashtag.

Marketing Best Practices

Get people talking about your products and services



Word Of Mouth Marketing

Word of mouth can be a powerful way to build awareness for your business, establish your reputation in the community, attract new customers, and build positive relationships with repeat customers. Consider these tips to leverage existing customers and grow your business:


- Provide top-notch products and services.
- Focus on creating customer service that transforms customers into fans who can't stop talking about your brand.
- Distribute "Leave Us a Review" comment cards to encourage reviews on Google or Facebook.
- Create a loyalty or rewards program.
- Distribute coupons or run give-a-ways.
- Consider offering special events. By giving customers a reason to visit your location, it could draw more traffic to your business. They might even invite family and friends to join!
- Develop relationships with local journalists, newspapers, radio stations, and online influencers in your niche. Keep them informed about your company's latest developments and future plans.

Contact Us

Hours of Operation

Mon., Tues., Thurs., Fri. 8:30 AM- 4:30 PM
Wed. 9:30 AM-4:30 PM

Hazleton Office

75 N. Laurel Street
Hazleton, PA 18201
(570)-459-3854/TTY (570)-459-3934
careerlinkhazleton.org
linktr.ee/careerlink 



Scan to schedule a complimentary call with our Hazleton Business Services Team


Pottsville Office

203 E. Arch Street
Pottsville, PA 17901
(570)-622-5253/TTY (570)-622-5241
careerlinkpottsville.org
linktr.ee/careerlinkschuylkill 



Scan to schedule a complimentary call with our Pottsville Business Services Team

Wilkes-Barre Office

32 E. Union Street
Wilkes-Barre, PA 18701
(570)-822-1101/TTY (570)-826-2438
careerlinkwilkesbarre.org
linktr.ee/careerlink 



Scan to schedule a complimentary call with our Wilkes-Barre Business Services Team