

Business Development Committee  
March 20, 2019 12:00 – 1:00  
AHEAD, LLC  
270 Samuel Barnet Blvd. New Bedford, MA 02745

**MINUTES**

**Attendance:** R. Kidder, A. Johnston J. Daniels, J. Fernandes A. Broholm, Absent: A. Wainer  
Staff: D. Ramos, J. Oliveira. D Meggison  
Guests: Kristen Pacheco and Kasey Silvia from WBSM

**Call to Order:**

R. Kidder called the meeting to order at 12:05 PM

**Announcements:**

- Deborah Meggison has been added as a Program Manager for Manufacturing and Healthcare effective January 28<sup>th</sup>, 2019.
- Donna Ramos handed out samples of digital ads that the Commonwealth can provide as training continues.

**Consent Agenda:**

R. Kidder asked for a motion to approve minutes of January 16, 2019. J. Fernandes made the motion, J. Daniels seconded. No discussion. All approved neither nays nor abstentions.

Kristen Pacheco and Kasey Silvia of WBSM reviewed the recent three month MassHire Monday branding campaign both on-air and on-line. The on-line ads were particularly effective garnering 15K page views. J. Daniels and J. Oliveira both felt the on-air interviews were very positive experiences. Kristen brought forth a proposal for the next six months that would target job seekers on-line, 20 spots on WBSM and 20 additional spots on FUN107 for a cost of \$2,500 per month. After much discussion within the group it was decided that the group would recommend to the Executive Committee the following: for the next three months pursue the contract as outlined, actively providing outcomes and stats on an on-going basis. ; With a formal check in at two-months.

J. Oliveira updated the committee on a plan the he and Rick are working on to review the previous three years and plan for the next three years. Highlights from the previous 3 years: Capital Skills over the last 3 years approximately \$1.7 mm awarded. \$1.5mm in process to area High Schools. \$1.5mm in WTFP grants among 14 employers supported by WB to upskill 723 incumbent workers and created 75 new jobs. 1574 new hires; Wage Impact \$51mm ROI on training investments: 11:1; Incumbent workers trained: 730; Employee Contacts 1,000+

D. Meggison reviewed that the MassHire Greater New Bedford Workforce Board Facebook Page is active again and will be connected to the website shortly. MassHire Paid Media Ads are running in the greater Boston area on billboards. The activities of the WB are being promoted

via twitter and FB consistently. This led to a discussion of whether or not to use LinkedIn. This will be investigated prior to our next meeting.

**Other Business:**

D. Ramos handed out the latest EOHED Strategic Plan for the Southeast Region and gave a brief update to the group. We need to validate the top five jobs with the employers and the training that they need. Can we put together an Associates in Engineering? Is it aligned with the priority industries?

D. Meggison spoke briefly about the various manufacturing training cohorts that have happened or are ongoing in the region at this time: Welding, Effective Communication; Advanced Manufacturing; Principles of Lean Manufacturing; Blue Print Reading; and Facilities Maintenance Training. These trainings are being conducted from Cape Cod to Quincy to Fall River.

J. Oliveira met with Chuck Coakley of the SMAMC and the plan is to bring them back over the next year to provide training; the Healthcare Advisory Committee coffee hour has been difficult to get off the ground due to the schedules of the participants; Maritime – don't focus entirely on wind as we have an entire population of workers aging out of the workforce.

J. Fernandes reminded folks to not forget about incumbent workers with all this training.

**Adjourn:**

R. Kidder made a motion to adjourn at 1:01 PM. J. Fernandes seconded. All approved neither nays nor abstentions.