

Business Development Committee Minutes of November 13, 2019

Attendance: R. Kidder, J. Daniels, A. Johnston, A. Wainer, J. Fernandes, B. Costa

Absent: A. Broholm

Staff: D. Ramos, J. Oliveira, D Meggison, J. Sylvia

Call to Order time by Rick @ 12:05.

Rick welcomed and introduced Beth Costa, new committee member, and Jacqueline Sylvia, new workforce board employee

Consent Agenda - Rick

- Approve minutes of July 17, 2019. Motion to accept the minutes by A. Johnston and seconded by J. Fernandes

MassHire website, search engine optimization and social media update – Jacqueline Sylvia

- Jacquie noted that she had performed an initial assessment of the website and its platform that included troubleshooting tasks, repairing broken links, css (stylesheet) updates and edits, creating global elements to reuse for efficiency, and creating a full backup of the site including gaining ftp access.
- Website revisions and restructuring of the Home page and About Us section were completed including usability and navigation enhancements and addition of plugins (apps) for improved functionality.
- Jacquie also noted plans for upcoming updates and revisions for the Resources section and Labor Market Information, which included assessing the current Tableau software and data and determining alternate methods for delivering this information.
- Domain name registrations were secured and updated to reflect current WB info.
- Google and Bing Business pages have been secured and updated.
- Google analytics were installed on both the WB and CC website and an analysis report relating to the WBSM campaign was done and under review by Donna Ramos and Jim Oliveira.

Foundation Search Membership – Deborah Meggison - <http://www.foundationsearch.com/>

- Deborah has been utilizing the software and making progress. She noted that input was needed in relation to the program needs. She made some suggestions as to possible items to explore including youth projects, career development, or education mentors.
- Rick suggested possibly programs geared to paid interns and connecting activities.
- Deborah noted the need for a conversation to assure that the search matched the needs to our goals along with defining a timeline for the process begins.
- The group discussed various options for program searches, noting internships need to be redefined and categorized versus mentorships and funding for mentorships.

Employer Reports from the MassHire Career Center

- Updates on progress of the BSU – James Daniels and Beth Costa
 - Beth Costa posed a question to the committee regarding how the healthcare industry in most occupations in general has such a great need yet why do nursing homes continue to close.
 - Discussions ensued regarding the uptick of high-end care facilities popping up across MA. Most of the closings are due to Insurance costs.
 - Allie shared that business has peaked for them with deliveries to those high-end care facilities also looking for better food options as well.

Workforce Board Offshore Wind Position

- Update on CEC Grant updated -- Jim Oliveira
- Jim gave an update to the CEC grant and how the WB will be playing a different role in this partnership. Our role will be to convene Community of Practice meetings. Member will have an opportunity to share an update about their OSW work in their respective institutions. And other topics such as:
 - Formalizing a shared vision that formalizes the COP
 - How the group will create public awareness of our unity
 - Tools that we will need? Website (with links); Twitter; other social media

Other Business

- The group ended with some discussion that carried over from the Performance & Oversight Committee regarding the need for mental and social experts at the Career Center. This is a much bigger concern that stretches across the entire workforce development system. John Fernandes included how the need is also at the college. The conversation of need is expected to be discussed at other meetings in hopes of some type of action plan later in the year. Rick Kidder thanked Allie for the wonderful lunch and asked for a vote to adjourn at 1:05. Motion made by John Fernandes seconded by Angela Johnson.
- Schedule for subsequent meetings – please save the dates on your calendars
 - Tuesday January 14 @ Ahead
 - Tuesday, March 17th @ Ahead
 - Wednesday, May 20th @ TBD
 - Tuesday, July 14th @ TBD
 - Wednesday, September 16th @ TBD
 - Tuesday, November 17th @ TBD

Adjourn time – by Rick at 1:05