



Executive Committee Minutes of Thursday, September 19, 2019

Attendance: D. Slutz, R. Melbourne, R. Kidder, J. Pelletier, J. Fernandes, J. Daniels

Absent: C. Taber, L. Lemieux, M. Tavares, H. D. Hughes

Staff: J. Oliveira, D. J. Ramos, A. McLaughlin, J. Sylvia

Absent: J. Rodrigues, D. Meggison

Guests: D. Hurley, E. Perry, B. Costa, N. Mello

Greetings and Call to Order – 12:05

Introductions / Announcements

- Jim Oliveira introduced Jacqueline Sylvia, Website Designer/Media Specialist/Special Program Support new employee to MassHire Workforce Board
- Jacqueline Sylvia outlined her experience as a Website Developer and Marketing Specialist and gave a brief overview of immediate tasks accomplished as well as short term and long-term job objectives and goals. Jim Oliveira noted that Jackie would receive training in all the areas of the WB
- Workforce Board shared thank-you letter from NorthStar Learning Center regarding supplies donated for their new community center that will be opening soon

Consent Agenda (Votes)

- August minutes for approval – motion to approve R. Kidder, seconded by J. Daniels
- Treasurer's Report – motion to approve R. Kidder, seconded by J. Daniels

Report outs

- Executive Director – Jim Oliveira
 - Provided Executive Director's Report reviewing his initial goals based on the initial directive of the ED position and accomplishments made due to combined efforts and the enactment of the Workforce Innovation Opportunity Act. Jim noted examples WIOA Strategic Plan and how it enabled achievement of goals by establishing a Work Force Skills cabinet that supported grants, requiring that grant applicants partner local Work Force Boards for grants, requiring examination of Career Center Operators and vetting of new Board Directors. Jim also cited specific examples of how each directive of WIOA Strategic Plan allowed for vast improvements. Jim also noted the Workforce Board staff had stabilized with a committed team of talented professionals in every position to ensure a smooth transition of senior staff.
- Performance & Oversight – Ron Melbourne
 - Ron reported that the P&O Committee has been working on FY20 establishing goals and objectives that would drive reporting and monitoring moving forward. They are working to have some goals in place for career center outreach for employers and for employees. They are looking at monitoring their charter or business plan on a monthly basis and then on an annual basis as well as looking at policies as they come up and giving their recommendations. The committee diving into standard reports to see what is already out there that would drive toward the objectives they have listed. They would prefer to delve into portions of the reports that lean towards performance of the CC, to see where they are year to date and challenge themselves in setting goals.
 - Donna Ramos noted that the P&O Committee had their work cut out for them and make sure staff is touching base to see what they are actually working on. She noted that one of the things is that they be more proactive and look closer at the reports we could identify areas that need in advance for example the need to spend down on ITA money. Ron noted the concern is that they don't want to just be reporting numbers and we don't want to make it easy to just sit on that and want to push the envelope to see where we are to date and try to challenge ourselves on where we need to go.
 - David Slutz asked if certain items on the list statutory that we have to do or are these all things that we want. Ron Melbourne and Donna Ramos noted that there wasn't anything actually mandated. David Slutz then stated some of these report are great but it is like we are doing them because we have versus doing them on what we want to know. He went on to say how we can measure the

success on how we are grooming the clients to be successful rather than just counting numbers. The group went on to discuss what was done in the past and what could be done for best practice in reporting. Donna also noted that we really don't know what the job seekers and the employers really think about the career center. She knows there were surveys done and they have requested to see those reports. James Daniels noted that these were things that were expected moving into that next phase. They have started surveys and working on the strategic plan and that many of these things are in progress.

○ Business Development – Rick Kidder

- The Business Development Committee is not meeting in September and has their next meeting in about a month. Rick noted that they are working on a couple of items depending on the budget and that the budget did for work with Grant Search, a robust search mechanism for grant search so they can diversify their search for funding and that they renewed the contract with WBSM with MassHire Mondays. Part of the goal is to up the profile on the WB and CC and drive activities. He was please to say the impressions that they had received were positive with about 80,500 impressions per month. He noted the cooperation of the career center as it relates to the Bar's to get more contacts out to the business community. He felt these were great steps.
- Beth Costa noted that every month the CC does a BSU report for both the BAR and job developers note all contacts and on-site visits, etc. Dave Slutz asked about various possibilities for further outreach such as email blasts. Beth Costa noted there should be caution in that there are more employers versus job seekers and we don't want to disappoint their customers.

○ Youth Committee – Jeff Pelletier

- Jeff reported since January about 30 meetings took place and that there were 5 new participating companies added to the 22 existing companies which gave a solid base to have 191 available work slots this year. A notable change was that youth applications were utilized through an online application though Constant Contact that provided a digital feature and real world learning experience. There were eight group orientation sessions, and all participants were required to attend Singular Success Training at Vole Tech with a 146 completed that training. The Summer Youth Works Program ended on August 23, 2019. There were a total of 472 full applicants with 173 youths per week which was in line with the target maximum of 180 and minimum of 163. Three youths at Price Rite were offered permanent positions after the program ended and two were offered part-time but permanent positions at NorthStar Learning Center.

David Slutz asked if there was any push back with Worker's Compensation base on youth hiring. Jeff and Andrea McLaughlin noted there had not been any reports of it.

○ MassHire Career Center – James Daniels/Eilzete Perry/Beth Costa

- James informed the group that the Youth and the Business Services unit put up a graph of for strategic planning for the year. Surveys are active now through Constant Contact. There is a survey for job seekers, one employers and a new one for employees. They have been working on an [RESEAL Video](#) (reemployment and eligibility assessment) which will allow potential candidates to learn about eligibility online. The video has been receiving great reviews and it was noted that it could be used at other centers, which indicates this is a great video. There is also a CC services seminar in Spanish on the computer that is available for Spanish speaking candidates it also help free up staff resources. The Acushnet Company's job hiring need is reduced so intake and screening has gone down to 2 days a week and will likely be reduced to 1 day a week. James noted that this \$46k has already spent this quarter and the budget allows 50k per quarter so they are watching that closely and they should be out of money by the end of the year.
- Eilzete stated that they set internal goals for the center so they knew exactly where they were at better utilize training dollars. They changed the intake process with a group intake where the candidate takes the reading and math assessment on the initial visit. This eliminates them having to come back and also allows them to identify who is ready to move forward into training and who may need to work with New Bedford public school or other partners to reach their goals.
- Beth stated the performance summary is on track for all performance goals and she did not see many issues and are all at correct levels. There were only a few items that they need to look into such as some of the enrollment numbers were down from August which was likely due to the economy and low unemployment. YTD numbers are also affected due to the transition and it being closed for two weeks last year because of this they are also doing a month to month analysis. This will help determine if it is the economic indicators causing the lower numbers or if they need to do more outreach. Beth feels this is more a result more the unemployment rate being down. Employer

services are doing very good and everything is on track. Health Care is number 1 followed by manufacturing that has shown a slight increase and then admin support is their largest industry sectors where they are seeing employers.

- Donna Ramous asked if the CC is working with Titleist and South Coast Health. Beth indicated they do work with South Coast. It had been with in the last year and it happened about 8 months ago on board as well as Hawthorn Medical. They are working with the Acushnet Company but there is a big difference in the amount of people they are down from 85 people last year to about 35 this year. Donna also asked what type of outreach is being done. Beth noted it would be outreach to our senior customers to see if the numbers are down because of something the career center is done in order to be proactive. Beth is comparing the numbers to last year and that we should be seeing an increase. If there is no increase they need to look at what could possibly be affecting it. Once they address or rule out the career center they can look further out into the region or economy to see what may be going on that is reducing the number.
- David Slutz noted if the plan is full fiscal year for the fiscal year and we are about 25% through our fiscal year and we are at 44% but when he looks at the individuals served how do we come up with the plan numbers? Beth said plan numbers are generally based on the last year's average. Dave thought other factors should be moving the plan not just numbers. He also asked if we adjust the plan accordingly. Beth said that they do adjust but sometimes the plan is mandated so they need to use some historical analysis. The difficulty is there are a number of variables, such as the underground economy, in the New Bedford area that affect the plan.
- The group went on to discuss the difficulties and how to work on the plan with multi-variables to benchmark where we want to be rather than a plan just based only on historical measures.
- J. Fernandes was concerned that the plan was just the status quo and if the numbers were actually good for the following year.
- D. Hurley - Numbers are fluid and can change throughout the year. DCS looked at the last two years to see if boards are where they should be. Diane explained the state had just done a 2 year analysis and explained its implications. Each board is given a final report to see where ended up in relation to the plan and that during the year the plan numbers can be adjusted throughout depending on the circumstance.
- N. Mello – Can we develop a strategy to increase funds/goals in the number of youth that we are assisting over the past couple of years. The numbers seem to be the same and that there is a big difference between the kids who want a shot that those that actually get a shot. It is almost 2 out of 3 who don't get in the program. The number has been about the same, how we can surpass those numbers? J. Oliveira noted that a lot of it is based on finding funding sources for the program. There is a layer of kids employer hired were in the system that employers hired but didn't get selected for the program summer jobs. They also have a planning group working with the maritime community to identifying potential learning opportunities versus just a summer job. We also purchased the Grant Search software to address funding. R. Kidder explained reasoning behind the software purchase was to expand funding sources with the youth being one of the important areas.

Other input:

- Mileage rates approved. Motion to approve J. Fernandes, seconded by R. Kidder.
- By-Laws approved. Motion to approve R. Kidder, seconded by J. Fernandes.
- Training Funds Eligibility Policy tabled for further revision. Diane Hurley offered assistance with the language

Other Business

- Schedule of subsequent Ex-Comm meetings all held at the Quest Center @ noon – please save the dates on your calendars
 - Thursday October 24
 - Thursday November 21
 - Thursday December 19
 - Thursday January 23

Adjourned at 12:55