

Business Development Committee

Thursday, February 1, 2018 8 a.m.

1213 Purchase Street, New Bedford, MA Second Floor Conference Room

**MINUTES**

In attendance: R. Kidder, A. Broholm

Absent: A. Johnston, J. Fernandes, H. Dasilva Hughes, B. Francis

GNBWIB Staff present: K. Holloway Cripps

**Call to Order**

R. Kidder called the meeting to order at 8:20 a.m. No quorum.

**Announcements**

No announcements.

**Consent Agenda**

Tabled due to quorum.

**Marketing Updates**

The committee discussed the Mass Hire Commonwealth-wide branding to be launched in 2018. Staff shared that DCS has asked for an idea of costs associated with the branding update for the WIB and Career Center which will include collateral, as well as media. A discussion ensued on the costs with recommendations for updates to signage, web design, and other associated costs. An updated draft budget would be circulated with the committee afterwards. R. Kidder asked if A. Broholm, who sits on the Commonwealth board knew if this change also included name changes for all the WIBs, she believed so. R. Kidder suggested the WIB review contracts for names to include “and successors”. Conversation ensued on the branding update. No actions necessary at this time.

**Strategic Planning Matrix Update**

No action due to J. Oliveira absence. Tabled to upcoming meeting.

**Focus Group Survey Update**

K. Holloway Cripps shared that 184 unique individuals had clicked into the survey, but only 13 actually taken. A discussion ensued on the focus group survey and challenges. K. Holloway Cripps shared that one strategy was to do 1x1 interview during strategic planning rather than email web based survey. Suggested updates include moving questions around and rewording. Staff will review to update and send out a new survey.

**Other Business**

K. Holloway Cripps shared that the WIB had received AmpItUp grant funding for a new partnership with Wareham public schools which included visits to area manufacturing. A. Broholm said to be in touch for the opportunity for students to visit.

No other business.

**Adjourn** at 8:50 a.m.



Business Development Committee

Thursday, November 2, 2017 8 a.m.

1213 Purchase Street, New Bedford, MA Second Floor Conference Room

**MINUTES**

In attendance: Rick Kidder, Angela Johnston, Helena DaSilva Hughes, John Fernandes, Brenda Francis. Absent: Anne Broholm GNBWIB staff in attendance: Kaisa Holloway Cripps, Jim Oliveira

Call to Order

R. Kidder called the meeting to order at 8:21 a.m. with a quorum.

Announcements

K. Holloway Cripps shared that Sue Nelson has stepped off the committee. A thank you letter will be drafted on behalf of the WIB and committee thanking her for service. R. Kidder reminded the committee of the November 16 South Coast Chamber meeting with the Governor speaking. K. Holloway Cripps shared that the entire cabinet in addition to the governor will be on the South Coast that day and visiting various workforce related places and activities.

Consent Agenda

R. Kidder asked for a motion to approve the minutes of September 7, 2017 and October 5, 2017. John Fernandes made the motion, Angela Johnston seconded the motion. All in favor, no abstentions, nor nays.

Marketing Updates

K. Holloway Cripps shared the digital marketing of the WIB has been increasing year over year on the website and social media and also shared that print articles in the local newspapers was also producing positive returns for recruiting for programs.

Strategic Planning Matrix Update

R. Kidder drew attention to the matrices in the meeting packet. K. Holloway Cripps shared that most endeavours were in process, including a healthcare consortium convening and shared the staff would like BDC support in convening a maritime related focus group in January or February. J. Oliveira shared that branding at the state level was ongoing. Discussion ensued. R. Kidder also brought attention to the full GNBWIB strategic planning matrix which will be presented to the executive committee at their next meeting.

Focus Group Survey Update

R. Kidder stated the survey as presented looks good. K. Holloway Cripps shared this would be sent out this week and results will be shared at the next BDC meeting in February 2018.

Other Business

K. Holloway Cripps shared that the WIB was able to contribute to a UMassD economics project along with Margarita Alago and her staff at Reliable Bus Lines/ J&J driving school on the influence of autonomous vehicles on the trucking industry. Discussion ensued on the influences of autonomous driving.

Maritime Round Table Jan/Feb: K. Holloway Cripps shared the staff would like to convene a maritime focus group in early 2018 based on numerous partner discussions with aquaculture, transportation, education and other related industries. The meeting would be to forge partnerships in hope for a consortium grant. J. Fernandes started a discussion on how diverse the industry was, and further discussion among the committee on maritime industry.

R. Kidder asked B. Francis about business services in the career center and she shared that due to reduction in staffing there is now only one business services rep funded by the state at the career center. There will be a job fair on November 7 with 20 employers. B. Francis also noted that a Learn to Earn grant focusing on home health services was recently applied for. H. DaSilva Hughes asked about what was being done in the area to develop the community health workers, B. Francis noted this grant in part was focusing on this career path.

Other discussion ensued on the important of career pathways, the $15 minimum wage, support structures and necessity of partnerships to the workforce system.

Adjourn

R. Kidder asked for a motion to adjourn, J. Fernandes made the motion, A. Johnston seconded. All in favor, no abstentions nor nays. The meeting adjourned at 9:12 a.m.

The next meeting will be held on February 1, 2018.