

Business Development Committee

Thursday, March 1, 2018 8 a.m.

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

**MINUTES**

In attendance: R. Kidder, A. Broholm, H. DaSilva Hughes

Absent: A. Johnston, J. Fernandes, B. Francis

GNBWIB Staff present: K. Holloway Cripps, J. Oliveira

**Call to Order**

R. Kidder called the meeting to order at 8:10 a.m. No quorum.

**Announcements**

No announcements.

**Consent Agenda**

Tabled due to quorum.

**Marketing Updates**

The committee discussed the handout on the transition timeline and the draft criteria for the Commonwealth-wide branding

**Strategic Planning Update**

The committee discussed the draft survey to the board of directors to be mailed with the quarterly agenda for March. Jim and Rick will work on focus group surveys this spring.

**Other Business**

None

**Adjourn**

The committee adjourned at 8:54 a.m.



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.

DRAFT EXPECTED TO BE FINALIZED AND RECEIVED ON MARCH 16, 2018

EXPECTED FUNDING FOR MASS HIRE TRANSITION FOR GNB REGION: $26,000

**Implementation Timeline**

April 13 Local geolocator change request deadline (optional)

May 1 Reveal Video Completed

Meet Criteria 1 and 2 to be eligible for Implementation Incentive Funding

* Designation of Brand Ambassador
* Naming Structure Confirmation

May 14 Upload Final Training Materials for use in Enculturation Program

May 21 Website Template for Regions complete

May 29 (*tentative)* Enculturation Training with Brand Ambassadors and select senior team

June – Sept 2018 Brand Ambassadors lead trainings in their respective regions

June 16, 2018 Meet Criteria 3 to be eligible for Implementation Incentive Funding

* Local Brand Implementation Plan

August Statewide launch of brand

State website live

State transitions go live (DCS & MWDB)

September 1, 2018 Meet Criteria 4-6 to be eligible for Implementation Incentive Funding

* Legal Name Change or DBA
* Local Outreach Materials
* Delivery of MassHire Brand Orientation

September 10, 2018 Recognition of Local Areas Completing all Criteria at MWDB Meeting & Award of Implementation Incentive Funds

September 28, 2018 All regions complete internal transition to new brand, including printed materials, signage, websites

August18-Oct18 Rolling regional launches of new brand

Early Nov 2018 Statewide promotion of new brand begins

January 1, 2019 End of optional transitional co-branding period

**TRANSITION CHECKLIST**

**STATIONARY AND ADMINISTRATIVE**

* Letterhead and Envelopes
* Business Cards
* ID Badges
* Voicemail
* Email Signatures

**NOTIFICATIONS: Who to notify**

* Internal Staff
* Customers – Job Seekers/Employers
* Partners/Stakeholders

**NOTIFICATIONS: What to notify stakeholders about**

* Statewide rollout
* 60-Day notice of transition
* 30-Day notice of transition
* Your regional launch event (if applicable)

**PUBLIC AND MEDIA RELATIONS AND OUTREACH**

* News Release Templates
* Media Kits
* Reveal Video
* E-Newsletters
* Pop-up Banner Displays

**SOCIAL MEDIA**

* Twitter
* Facebook
* LinkedIn
* YouTube
* Instagram
* Posts/Tweets

**IDENTITY GUIDELINES: Download for use in transition**

* Brand Standards Manual
* Brand Charter

**COLLATERAL**

* PPT Templates
* Brochure Template for Job Seekers Services
* Brochure Template for Employer Services

**ADVERTISING**

* Media Buys
* Creative Assets

**WEBSITES (Local)**

* Domain names/URLs
* SEO/Keywords/SEM Plan
* Mobile Optimization for New Website

**TRAINING: Utilization of statewide enculturation training w/staff & stakeholders**

* Boards & Staff
* One-Stop Career Centers
* Key Partners/Stakeholders

**FACILITIES SIGNAGE**

* External
* Internal

**LEGAL**

* DBA/Business Registrations (if applicable)
* Incorporation (if applicable)
* Bylaws (if applicabl

STRATEGIC PLANNING FOR GNBWIB DRAFT PROCESS

1. All Board members complete survey (below) by Q3 March meeting (or at meeting) as a representation of the population of businesses and service organizations for the region
2. Focus groups held (one for each industry)
3. Updated narrative presented to BDC, Ex Com and then Board of Directors in June for ratification

**Board of Directors Strategic Planning Survey DRAFT**

**GOALS**

GNBWIB has four primary goals. Please indicate your agreement as to the degree of importance of these goals for GNBWIB

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goal | Very Important | Moderately Important | Not Important | Do Not Know |
| Goal 1: Align economic, workforce and education partners to coordinate activities based on business and skill needs in the region |  |  |  |  |
| Goal 2: Increase workforce activities that are business driven including partnerships on education, training, talent recruitment and hiring |  |  |  |  |
| Goal 3: Increase credentialing and job placement for adults in priority industry sectors |  |  |  |  |
| Goal 4: Increase credentialing and job placement for youth in priority industry sectors |  |  |  |  |

1. Are there any other primary goals that you think GNBWIB should consider?
2. **MISSION AND VISION**
3. How well does the current mission and vision capture what GNBWIB does?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goal | Very Well | Moderately Well | Not At All | Do Not Know |
| Mission:  The Greater New Bedford Workforce Investment Board, Inc. (WIB) provides the leadership necessary to build the regional workforce development system and collaborates with all regional partners to help jobseekers achieve their long term employment goals, and businesses to meet their hiring needs. |  |  |  |  |
| Vision:  The WIB focuses on critical workforce, economic, and educational/training challenges and opportunities to support a skilled workforce that meets the needs of businesses and strengthens the local economy. |  |  |  |  |

1. **STRATEGIES TO ACHIEVE GOALS**
2. For Goal 1: Align economic, workforce and education partners to coordinate activities based on business and skill needs in the region
3. GNBWIB has designated the following activities as strategies to achieve this goal. Please indicate your degree of agreement with the importance of these activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very Important | Moderately Important | Not Important | Do Not Know |
| System Partnership: Maintain MOU with partners and held regular monthly or quarterly meetings with DCS, MRC, MCB, ABE providers, education partners, DTA, DUA, MMEP and related stakeholders |  |  |  |  |
| Update strategic plan |  |  |  |  |
| Complete a 4 year regional blue print strategic plan for the super region (Brockton, Greater New Bedford, South Shore, Bristol) |  |  |  |  |
| Meet with super region partners to study LMI data and develop strategies to serve industry sectors |  |  |  |  |
| Complete Career Center Certification |  |  |  |  |
| Finalize DOL findings and areas of concern |  |  |  |  |
| Achieve WIB certification |  |  |  |  |
| Increase engagement with all cities and town in region |  |  |  |  |
| Partner with education partners in each municipality in the region |  |  |  |  |
| Publicize the workforce system in our region |  |  |  |  |
| Develop public dashboards on labor market information for website and other uses |  |  |  |  |
| Identify new building site for career center and WIB services coupled with partner agencies in one location |  |  |  |  |

1. Are there other strategies GNBWIB should consider?
2. Goal 2: Increase workforce activities that are business driven including partnerships on education, training, talent recruitment and hiring
3. GNBWIB has designated the following activities as strategies to achieve this goal. Please indicate your degree of agreement with the importance of these activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very Important | Moderately Important | Not Important | Do Not Know |
| Manufacturing sector: Collaborate with Mass MEP on training credentials for region through training cohorts |  |  |  |  |
| Manufacturing sector: Identify and apply for a WTF consortium grant for region |  |  |  |  |
| Manufacturing sector: conduct training with SMAMC |  |  |  |  |
| Manufacturing sector: conduct focus group/survey on industry cluster to identify business needs |  |  |  |  |
| Manufacturing sector: Receive and training adults through EOHED grant |  |  |  |  |
| Healthcare sector: conduct focus group/survey on industry cluster to identify business needs |  |  |  |  |
| Healthcare sector: convene WTF consortium grant group |  |  |  |  |
| Healthcare sector: identify healthcare pipeline training based on business needs |  |  |  |  |
| Hospitality/retail sector: conduct focus group/survey on industry cluster to identify business needs |  |  |  |  |
| Hospitality/retail sector: convene WTF consortium grant group |  |  |  |  |
| Hospitality/retail sector: identify hpipeline training based on business needs |  |  |  |  |
| Maritime sector: review maritime and ocean related business needs through surveys and partner meetings |  |  |  |  |
| Maritime sector: identify pipeline training based on business needs |  |  |  |  |
| Maritime sector: Prepare for emerging sectors of offshore wind and aquaculture |  |  |  |  |
| Maritime sector: Partner with C&I WIB on maritime |  |  |  |  |
| Other industry sectors and regional sectors: continue to monitor for opportunities and job sectors emergin |  |  |  |  |

1. Are there other strategies GNBWIB should consider?
2. Goal 3: Increase credentialing and job placement for adults in priority industry sectors
3. GNBWIB has designated the following activities as strategies to achieve this goal. Please indicate your degree of agreement with the importance of these activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very Important | Moderately Important | Not Important | Do Not Know |
| Partner with ABE providers to identify mechanisms, grants or training to decrease wait list |  |  |  |  |
| Partner with ESOL providers to identify mechanisms, grants or training to decrease wait list |  |  |  |  |
| Identify programs to increase number of individuals participating in college training programs |  |  |  |  |
| Increase number of disabled population services offered through Career Center |  |  |  |  |
| Partner with dislocated workers and layoffs to meet needs as necessary |  |  |  |  |
| Engage with community efforts with partners such as United way South End Engaged to identify training and career/job services for population |  |  |  |  |
| Work with partners on returning citizens (incarcerated felons) job seekers training and education programs |  |  |  |  |

1. Are there other strategies GNBWIB should consider?
2. Goal 4: Increase credentialing and job placement for youth in priority industry sectors
3. GNBWIB has designated the following activities as strategies to achieve this goal. Please indicate your degree of agreement with the importance of these activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very Important | Moderately Important | Not Important | Do Not Know |
| Increase bid responses on youth funding through WIB for new and pilot programs in region |  |  |  |  |
| Partner with PACE Youth Build to better alignment services and recruitment |  |  |  |  |
| Increase number of youth programs funded by or through grants secured by WIB to enroll youth in dual enrollment/early college initiatives |  |  |  |  |
| Increase number of internships and job shadows for youth in region |  |  |  |  |
| Increase number of schools engaging with Connecting activities and Signal Success programming |  |  |  |  |
| Secure AmpItUp funding for schools in region |  |  |  |  |
| Increase number of grants secured for region for youth funding |  |  |  |  |
| Update youth services model delivered by WIB |  |  |  |  |