

## Minutes of the April 2019 Quarterly Board Meeting

### **CALL TO ORDER**

Mr. Slutz called the meeting to Order at 8:13AM.

### **CONSENT AGENDA (VOTE)**

- Rick Kidder moved to approve the minutes of January 2019 Quarterly Meeting and the Treasurer's report, Anne Broholm seconded, all in favor. No Discussion. All in favor, no nays nor abstentions.

### **ANNOUNCEMENTS**

New staff member – Deborah Meggison Program Manager, Manufacturing & Healthcare and Human Resource Specialist. Deborah joined the board on January 28, 2019 as its Industry Sector Program Manager. She joins the Board staff after an extensive career as a Human Resource professional that included manufacturing experience at both Harvey Building Products and Polaroid Corporation. Ms. Meggison attended Emmanuel College in Boston, MA where she attained a B.S. in Business. She is primarily responsible for administering a multi-year Manufacturing Training Grant in partnership with four area Workforce Boards. Additional duties include convening representatives in the local workforce region to assess human resource needs in the Healthcare and the Maritime industry sectors.

Julie Rodrigues was recently appointed Chief Financial Officer. She has 20 years of accounting and financial analysis experience, including 8 years at the University of Massachusetts - Dartmouth where she specialized in grant management and accounting. While employed, she also earned a Master Degree in Business Administration and Management. Ms. Rodrigues responsibilities include developing budgets, as well as contract and oversight management of cash flow generated from multiple federal and state funding sources.

### **EXECUTIVE DIRECTOR**

#### **Operations**

The WB staff has undergone a number of changes since the departure of our former COO. Donna Ramos has assumed the role of Director of Operations; Julie Rodrigues was recently assigned the title of CFO; and we have hired a new Project Manager, Deborah Meggison. Over the course of time since our last meeting, Julie, Deborah, and Andrea McLaughlin were trained on the software used by the state (MOSES – Massachusetts One Stop Employment System). The value of this training provides staff access to review performance and monitor career center input.

#### **Fiscal Review**

The Department of Career Services (DCS) conducted its annual fiscal review the week of February 1<sup>st</sup>. There were several findings conveyed at the exit interview. Julie has been addressing a majority of them in anticipation of a formal notification yet to be submitted to the WB. Upon receipt, we will be provided 30 days to respond with corrective actions as prescribed. In summary, our fiscal functions are in good shape. Julie has continued to modify reports to assist the board in understanding our financial position; has negotiated several contracts for the EOHED grant; and continues an ongoing collaboration with The Work Place CFO to improve upon their fiscal reporting. For those reasons, Chairman Dave recommended Julie be appointed CFO.

#### **Youth Services**

Connecting Activities has been a shining star among the Board's Youth Services programming. CA has provided school to career/college services to ten area high schools touching hundreds of students in Career and College Fairs, job shadowing, internships and field trips to employers. Last year we abandoned the 20 year institutional model and it is paying dividends helping out the schools and amplifying the WB status in the region. Summer Jobs effort is currently underway in the recruiting phase. Last count on applicants has us close to approaching 200 applicants and climbing. By the time recruitment closes we'll have close to 400 applicants who will be chosen based on eligibility, priority of population, and lottery selection. This year's program has been well planned and will also be a win for both the WB and The Work Place. Finally, it is the intention of staff to have the Year Round Youth training RFP available no later than the last 2 weeks in April. Responses back to the WB by mid-May and reader recommendations to both the Youth/Executive Committees in time for the Annual Meeting. New contracts

will go into effect on July 1, 2019. By so doing, it is our expectation Year Round Youth training programs will vastly improve its performance in FY20.

### **Regional/Statewide Planning Activities**

The WB is the lead applicant among 3 other WB partners engaged to implement year 2 goals of the Region 6 Blueprint Strategy. Last fall we conducted a forum to discuss the Year 1 outcomes and goals. Since then the Directors and staff have been in a planning mode to deliver a business driven forum in May that will cover a variety of topics related to achieving regional goal outcomes. A draft version of the upcoming meeting is attached. At the State Workforce Association level, I continue to represent the Board as a member of its Executive Committee. The merger of Career Center Operators and WBs is beginning to click. At a recent board meeting, all parties agreed the merger was better than expected. The new Executive Director has brought forth new energy and ideas that look highly promising. Several meetings have been conducted to develop strategic goals for the organization beginning in FY2020. The Association also has a statewide business meeting scheduled for mid-May at Ocean Edge in Brewster. Directors of our Board are encouraged to attend this event. You must pre-register for a room with your credit card. The office will reimburse upon evidence of receipt of payment.

### **Marketing/Public Relations**

MassHire Mondays on WBSM went very well on air and in the social media. The campaign recently concluded and the Business Development Committee has been provided a proposal to continue this type of effort. A copy of the proposal is provided as an attachment to this report. We are also in full compliance with statewide branding effort, with additional funds available for other marketing efforts the Business Development Committee will consider for the future. Public Relation efforts on behalf of the board are being accomplished on a variety of levels by each of the staff. Our affiliations are varied yet strategic in the sense that these efforts are intended to align with the board's strategic priorities. In the past 3 months I have been a featured presenter at the Mass. Maritime Trade Association Annual meeting; attended 2 meetings of Old Bedford Village Development Association; attended Legislative Breakfast as a member of Coastline Elderly's Advisory Committee and was present last Friday when the New Bedford Housing was awarded \$384,000 to implement a grant in partnership with the WB and Career Center.

### **Executive Committee**

The Executive Committee met on March 26<sup>th</sup> with nearly all members in attendance. Much of what we discussed was highlighted by our Business Development and Youth Committees. Three recommendations were also reviewed and approved. You will be voting on them in the course of this meeting. Other highlights of the meeting included a thorough briefing by our Executive Director. The meeting was productive, invoked dialogue and the business required a little more than an hour's time to completion. This is a testimony to staff who attends the meeting well prepared and ready to provide answers. All in all, the tone of the committee members was receptive and supportive of the staff's efforts.

### **Business Development Committee**

The committee met March 20. The committee will continue to support the strategic planning process and reach out to employers during FY19. 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.

### **Performance and Oversight Committee**

This committee met in November for the purpose of conducting its first review to determine how The Work Place was meeting its administrative requirements under WIOA guidelines. Essentially a file and desk review was conducted. The results of the operator's efficiency were just around meeting 85% of what the WB requires in order to be certified by year end. The operator has since made some adjustments to improve its efficiency and the next review will be conducted at the end of this fiscal year's third quarter.

Youth Committee

### **Youth Committee**

FY20 RFP - Recommendations from Youth Committee to begin to consider:

Allocating all WIOA Youth Training \$\$ for the performing OOSY (100%) and "NO" non-performing ISY (0%) South East Cyber Security 2019 -Twenty-four (24) dual-enrolled students in Cybersecurity Certificate Program hosted by partnership with Bristol Community College. In fourth week of online classes with one virtual update. An employer meeting was held with the local workforce boards, Bristol Community College and South Coast Chamber to discuss plans for the student employer placements for the summer '19. Employers will be recruited from South Eastern MA. Four (4) employers have been identified for consideration in South Eastern MA. Bristol Community College has offered to be an employer for four (4) students. YouthWorks Summer 2019 - Planning for YouthWorks Summer 2019 began in December 2018. Online applications are new to 2019 and has been a successful transition from hard copies however, hard copies available, if necessary. The goal is to enroll at least one-hundred eighty-eight (188) youth. We currently have one-hundred sixty (160) youth applied. Employer sites secured are twenty-seven (27) and unsecured ten (10). There are currently one hundred eighty-eight (188) available summer positions.

**Appointment Update** - New Youth Committee Members – Discussion of election of officers will take place with the workforce board staff over the next few months decisions will be expected after the Annual Meeting in June.

### **BUSINESS - YOUTH Related**

Out-of-School change to two budgets (Vote)

OUT-OF-SCHOOL (OOSY) EWORKSTYLE - Submitted a new budget for increase of \$14,862.08 toward staff salaries and administrative costs.

OUT-OF-SCHOOL (OOSY) GROUNDWORKS - Submitted a re-budget toward staff salaries and fringe costs.

Participant wages are being funded by other funding sources. A timesheet will be submitted by GROUNDWORKS to the career center with a participant wages line item. Timesheets will then be reported to the workforce board. Rick Kidder made the motion to accept the changes to the two budgets and John Fernandes seconded the motion.

### **BUSINESS - WIOA Related**

The MassHire Department of Career Services (MDCS) is in the process of conducting an on-site FY19 FMO/WB Review of the MassHire Greater New Bedford Workforce Board Area. The entrance meeting was yesterday April 1 and will continue for two weeks ending on April 12, 2019.

### **OTHER BUSINESS**

David Slutz

EOHED Manufacturing Strategic Training Plan for the Southeast Region - PPT handout

Manufacturing training update – Deborah Meggison

Cohorts underway

Cohorts planned

High level numbers so far

Manufacturing planning – Donna Ramos update

Process – Deep Supply & Demand Dive

Requirements – SWOT Analysis

### **COMMUNITY INPUT**

David Slutz

Discussion took place amongst the board members in regards to the difficult time they are having filling open positions. These positions range from 6 figure incomes to hourly positions within manufacturing and healthcare. The conversation ensued as to how we as a city think we should begin to fix the problem. Do we need to better market our city and the jobs available, the reasonable rents. It was noted by the chair that this is not just within our city but it is a challenge nation-wide.

### **ADJOURN 9:25AM**