



METRO NORTH WORKFORCE BOARD

Quarterly Member Meeting

December 4, 2018

8:30am - 10:30am

186 Alewife Brook Parkway, Suite 216, Cambridge, MA

- Present:** Valerie Sutton (Vice Chair), Reed Brockman, Maria Kefallinou, Russette Lyons, Brian Murray, Jennie Peterson, Sue Walsh, Nancy Conti, Danny LeBlanc, Steven Sullivan, Alice Murillo, Karen Sampson-Johnson, Carson Burrington, Rick Laferriere, Josh Eichen
- Absent:** Sandra Smith, Lisa Amaya Price, Rosemary Alexander, Michael Cosgrove, Debra Jacobson, James Donovan, Kambiz Maali, Melissa Weldon, Allen Boyer,
- MNWB Staff:** Sunny Schwartz, Richard Dalton, Chris Albrizio-Lee, Ben Christensen, Lisa Taylor-Montminy, Yuqing Lu, Dwayne Hull, Melora Rush, Lorraine Rivera, Trey Walsh, Penny Hasseli, Heather Derby, Brian Nunez
- Guests:** Colin Smith, Lee-Ann Johnson, Career Center BSR team

MINUTES

Agenda Topics	Major Discussion Points	Next Steps (Who, what, by when)
	<ul style="list-style-type: none"> Valerie Sutton, Vice Chair, called the meeting to order at 8:30am. 	
Welcome and Introductions	<ul style="list-style-type: none"> Valerie Sutton welcomed members and guests to the MassHire Metro North Workforce Board's quarterly meeting. Valerie presented the following MNWB Staff and Member updates: <ul style="list-style-type: none"> We have a guest who is considering joining the Board and/or a Committee: <i>Colin Smith</i>, Senior Talent Acquisition Partner, Aurora Flight Sciences. Colin introduced himself to the Board. <i>Lorraine Rivera</i> was promoted to be the Director of Workforce Development Operations. Lorraine will assume the duties overseeing the career center, training investment, and compliance oversight. Lorraine will also continue to oversee the Casino Consortium and hospitality sector work, working closely with a new staff member who joined the team yesterday: <i>Penny Hasseli</i> as a Program Manager. Penny introduced herself to the board. 	

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	<ul style="list-style-type: none"> o We have had three youth team staff members join us since the last quarterly meeting. They will introduce themselves during the Youth Program update. o <i>Antonio de la Serna</i>, from Draper, resigned from the Board. He took a new role in Virginia. 	
Review and Approval of September 27, 2018 Meeting Minutes	<ul style="list-style-type: none"> • The Vice Chair stated that the minutes from the September 27, 2018 MNWB meeting were sent out on Friday, November 30, 2018 and are in the meeting packet. The Vice Chair asked for any questions or comments regarding the Minutes from the September 27, 2018 MNWB Meeting. There being no questions or comments, she requested a motion to approve the minutes. <ul style="list-style-type: none"> o Upon motion duly made and seconded, the minutes of the September 27, 2018 MNWB Quarterly Meeting were approved as presented. All voted in favor with the exception of Alice Murillo who abstained because she was not at the meeting. 	
Workforce Systems Committee and Career Center Update	<ul style="list-style-type: none"> • Sue Walsh reminded Members that the Board is now responsible for monitoring of the Career Centers. • The Workforce Systems Committee (WSC) and Staff are working closely with Career Center management. • Staffing concerns remain – want to make sure everyone is adequately trained. • Encouraged that key positions are being filled. • We have received the Career Center response to our monitoring report and we will be responding <ul style="list-style-type: none"> o Not yet at 25% of certain key goals. o Sue feels like things are trending in a better direction. It is challenging working with an out of state operator. The WSC is supportive of Lee-Ann Johnson as director of the Career Centers and is impressed with the schedule of training. o Areas of concern: <ul style="list-style-type: none"> o Placement rate for job seekers is low. o A chart of key performance metrics was given to Members. 	
MNWB Major Activities Report Grants Report	<ul style="list-style-type: none"> • Sunny Schwartz gave the Members a moment to read the Major Activities Report and asked for questions/comments: <ul style="list-style-type: none"> o Workforce Systems Committee – add to Committee Report that a key deliverable is HiSET and ESOL courses for the next meeting of the WSC o NAMC grant is significantly larger and it is now being structured as a 5-year grant. MNWB decides which trainings are funded. Also includes remediation services. Outreach and marketing is funded. Strategic planning work is also funded. o Great to see the wage bump on people going through the retail training. Next classes will include ESOL and basic skills training and the interest is increasing. Word of mouth is increasing. o There was a very positive response to MassHire Metro North Launch in Woburn. o Very active work on the Gaming grant and training. There is excitement with wages and opportunities at Encore. Great that immediate link exists to spreading the word of jobs and training. o The MNWB and the Boston PIC hosted focus groups on the hospitality crisis – a funder is looking for innovative solutions. 	<ul style="list-style-type: none"> • Workforce Systems Committee – add to Committee Report that a key deliverable is HiSET and ESOL courses for the next meeting of the WSC •

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	<ul style="list-style-type: none"> o STEM Week was very active. The Board paid for buses to get kids to great opportunities that were offered at Novartis and Akamai. o Sue Walsh informed the Board that the Cambridge Redevelopment Authority is opening an Innovation Center and will be offering a software program to figure out IT competencies (vs. credentials). Also there is a new IT program serving Metro North and Boston thru Per Scholas to retrain people in IT careers. o Biogen also has an IT program for veterans. This program may be a useful bridge for these veterans. 	
Youth Program Update	<ul style="list-style-type: none"> • At the last Board meeting, the Board voted to bring the Youth Services Operator in house at the Workforce Board, which includes oversight and operations of Connecting Activities and WIOA Youth. • New youth staff, Trey Walsh, Brain Nunez and Heather Derby, introduced themselves. • Lisa Taylor-Montminy, Director of Youth and Healthcare Programs, presented an update on the Board’s Youth Programs since we took these programs in house: <ul style="list-style-type: none"> o Services are being provided at 7 schools. Working not only with seniors looking for jobs, but also 9th and 10th grade youth. o Schools asked that staff be at schools for a full day each week. Staff is delivering workshops tailored to each schools’ needs – professionalism, etiquette, showing up on time. o Other schools have contacted the MNWB and we are assisting them with Innovation Pathway programs (e.g. STEM pathway) o WIOA Youth Services – we are providing support to 6 providers and we look at eligibility and <ul style="list-style-type: none"> o 90 slots for In School and Out of School providers o YouthWorks program operates in the Summer and we now have a year-round program in Everett with a High School coding program through our partner Resilient Coders. We support the cities in recruiting. <ul style="list-style-type: none"> o Added components: all youth receive a job description, supervisor feedback is now required, and a Youth Manager will complete a site visit to each city and see the youth in action. o Planning for Summer 2019 – expand more into IT, Healthcare and manufacturing. Meeting with cities (Mayors offices, Economic Development offices) to assist with employer recruitment. o Mass Development Amp-it-Up grant gave youth opportunities to visit employers. o Data Dive will guide strategies going forward. Want to look across the entire region. o Grant Applications – Akamai Foundation and Executive Office of Education both STEM focused • Steve Sullivan is spending time with youth to look at construction and invites us to join in. • Rick Laferriere likes seeing growth of Summer YouthWorks – interested in how to measure impact in the future. Looking at not only numbers employed but also quality of the employment and do kids get hired. • Jenny Sullivan noted that good paying work is available without college. <ul style="list-style-type: none"> o Often companies will then support college education o IT work at Biogen no longer requires college. 	

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Development Task Force Update	<ul style="list-style-type: none"> • Since our last meeting, the Development Task Force has hired a consultant, Sage Advancement Group, to guide us in our development work. • Rick Laferriere spoke to why the MNWB is doing fundraising work: <ul style="list-style-type: none"> o Development Task Force exists to determine how we can put ourselves in a position of strength. o The Boston PIC as an example of powerhouse fundraising for unrestricted funds with a menu of sponsorship opportunities. o Review of March discussion – Case Statement, Branding and Marketing Strategy, Engagement of Consultant and Engagement of Board. o We need the support of Board to deliver world class services in our region. • Reed Brockman noted that, after putting out an RFP and interviewing three consulting groups, the Development Task Force chose Sage Advancement Group. Examples were given of the Sage’s successes. <ul style="list-style-type: none"> o Over the next six months we will be developing our Board identity and Sage will be doing a lot of homework – learn about the Board and help us set some goals o February through May, Sage will engage with the Board directly both learning from us and training us to help us develop our strategy. o Branding and Messaging will be shared. o Steve Sullivan noted that Natalie Ornell is a consultant helping us with grant writing. FY 19 grants were discussed. <ul style="list-style-type: none"> ▪ Brian Murray introduced us to foundation arm of Akamai. Recently, Akamai put \$50M into a foundation directed at STEM in cities where Akamai has offices. He arranged for Sunny, Ben and Chris to meet with Akamai’s VP of HR, Talent Acquisition and Diversity and Senior Manager for Diversity, Inclusion, and Social Responsibility, the primary point people overseeing the Akamai Foundation. As a result, we have submitted a grant proposal. ▪ 2019 will be first year of grant awards. It is at 50% of level it will be at in 2020. 	<ul style="list-style-type: none"> •
Businesses Services Presentation and Discussion	<ul style="list-style-type: none"> • A big focus of the Workforce Systems Committee and the Board has been to create a career center system that is demand driven, focused on business’ needs. • The Business Service Representatives of the Career Centers presented on the services they offer and how they approach business services, followed by an opportunity for questions and discussion. <ul style="list-style-type: none"> o BSRS work as a team together and with the rest of the career center staff. o Business needs assessments are performed with businesses. o Recruitment and Placement Services include: <ul style="list-style-type: none"> ▪ Job Postings; Screening and Matching of candidates; Job Fairs and Onsite Recruitments; Labor Market Data to update employers on wages, etc. ▪ 28 events were held so far this year with more planned. o Talent Development and Training services include on the Job Training Development / Registered Apprenticeships. o Access to State Resources / Mass BizWorks o Focus on seven Priority Industries with job fairs, roundtables. Encore hiring is a current focus. SkillSmart is used. 	<ul style="list-style-type: none"> •

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	<ul style="list-style-type: none"> o Partnerships exist with DTA, Mass Rehab, and community organizations. o A weekly email is sent to partners listing events. o BSRs are working to improve understanding of how system helps get people employed. o BSRs work closely with Rapid Response, the Veterans Program and North East Employment Collaborative. o Future Planning becomes proactive rather than reactive: <ul style="list-style-type: none"> o Partners Business Services Committee <ul style="list-style-type: none"> ▪ Focus on how to share and organize job information shared with partners o Industry Forums <ul style="list-style-type: none"> ▪ Great way to train BSRs and Career Counselor staff on industry needs ▪ Offer Educational resources to businesses - .e.g., Workforce Training Fund, OJT, Apprenticeships ▪ A way for businesses to network and Career Centers to interact with businesses. • Presentation gave Members confidence in work being done. • MOSES Database is currently required to be used and another CRM would require double data entry. • Steve Sullivan would like to connect with BSR staff on layoff aversion and spoke to transferability of skills. • Russ Lyons – lots of people working at Novartis that are not Novartis employees but are sub-contractors. BSRs reach out to these supporting companies as well. • How do BSRs work with special populations that are Board priorities? To date, it has been reactive, and they do not have a system. Career Centers are inviting partners to give feedback on best practices for priority populations. Tracking needs to be improved as well. • Helpful to have certain partners on site. 	
Other business as may come before the Quarterly MNWB Meeting	<ul style="list-style-type: none"> • Alice shared opportunity at Bunker Hill Community College for training/apprenticeships in IT support, CAN or EMT. 24 slots. This is a certificate program. 	
Upcoming Meetings	<ul style="list-style-type: none"> • The next FY 19 meeting is Thursday, March 14, 2018 (Quarterly Meeting) at 8:30am. Note: This is a date change. • All future meetings of the full Board will start at 8:30am in FY '19. • FY2019 REB Meeting dates are listed in TAB 7. 	
Adjourn	<ul style="list-style-type: none"> • The meeting was adjourned at 10:30a.m. 	
	<ul style="list-style-type: none"> • Documents used at December 4, 2018 MNWB Quarterly Meeting: <ul style="list-style-type: none"> • Agenda and FY19 MNWB Meeting Dates • September 2018 Meeting Minutes • MNWB Major Activities Report • Grants List • MNWB Committee Updates • Chart of Career Center Performance Metrics 	

