



# METRO NORTH WORKFORCE BOARD

## Quarterly Member Meeting

March 14, 2019

8:30am - 10:30am

186 Alewife Brook Parkway, Suite 216, Cambridge, MA

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

### MINUTES

Agenda Topics	Major Discussion Points	Next Steps (Who, what, by when)
	<ul style="list-style-type: none"> <li>Sandra Smith, Chair, called the meeting to order at 8:35am.</li> </ul>	
<b>Welcome and Introductions</b>	<ul style="list-style-type: none"> <li>The Chair welcomed members and guests to the MassHire Metro North Workforce Board's quarterly meeting.</li> <li>The Chair presented the following update:               <ul style="list-style-type: none"> <li>Stephanie Sakelarakis has joined the staff as our third Youth Programs Specialist. Stephanie introduced herself to the Board.</li> </ul> </li> </ul>	
<b>Review and Approval of December 4, 2018 Meeting Minutes</b>	<ul style="list-style-type: none"> <li>The Chair stated that the minutes from the December 4, 2018 MNWB meeting were sent out on March 6, 2019 and are in the meeting packet. The Chair asked for any questions or comments regarding the Minutes from the December 4, 2018 MNWB Meeting. There being no questions or comments, she requested a motion to approve the minutes.</li> </ul>	

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	<ul style="list-style-type: none"> <li>o Upon motion duly made and seconded, the minutes of the December 4, 2018 MNWB Quarterly Meeting were unanimously approved as presented.</li> </ul>	
<b>Career Center Update</b>	<ul style="list-style-type: none"> <li>• Sue Walsh presented the following update on the Career Centers: <ul style="list-style-type: none"> <li>o There have been monthly calls with The WorkPlace leadership and career center leadership and staff. Helpful to focus on priorities.</li> <li>o Staffing challenges have been moving along. There are currently two open positions, which is an improvement. The newly hired retention specialist will move to the Chelsea Asst. Manager position.</li> <li>o To support the staff, The WorkPlace will send a human resources staff person to MA.</li> <li>o MNWB staff is meeting biweekly with the career center’s Business Services Representatives.</li> <li>o We are nearing the end of the FY18 monitoring process. We have issued our final report to The WorkPlace and there are a couple of outstanding issues.</li> <li>o FY19 monitoring will need to start soon and the Workforce Systems Committee and staff are hoping to involve more Members in the monitoring process in FY19 to get their perspective.</li> <li>o Performance Metrics Chart is in packet. <ul style="list-style-type: none"> <li>• Business services is still an area of concern.</li> <li>• There is progress on WIOA enrollments.</li> <li>• Good performance in area of dislocated workers.</li> </ul> </li> </ul> </li> </ul>	
<b>MNWB Major Activities Report</b>  <b>Grants Report</b>	<ul style="list-style-type: none"> <li>• After giving Members time to review the Major Activities Report, Sunny Schwartz asked the Members if they had any questions or comments. She presented the following highlights: <ul style="list-style-type: none"> <li>o MNWB is hosting a forum for Metro North Legislators and City Leaders at the State House on Tuesday, March 19. This is the first time we are hosting an event of this nature. Members were encouraged to attend.</li> <li>o All committees met this quarter and their work is presented in the committee updates.</li> <li>o In February, Sunny attended the Next Gen Sector Partnership conference in Austin which showcased an approach which focuses on “all” of employers’ needs, not just workforce development. Sunny presented these ideas to a meeting with NAMC and its business partners, and there was a lot of interest. We are looking at funding for a similar Hospitality Partnership.</li> <li>o Sunny updated the board on our grants. In the past quarter, we received two grants, one for increasing STEM internships for Connecting Activities and the other from a private funder for a 3<sup>rd</sup> year of funding for retention. Two new grants were submitted, one to Massachusetts Rehabilitation Commission and the other to the Mass Gaming Commission for a third year of community mitigation funds.</li> <li>o Sunny presented the following program highlights: <ul style="list-style-type: none"> <li>• A series of NAMC trainings are underway with EOHED funds. 87 students are being served. There will be two big job fairs in May. We expect easy placement because employers can’t find qualified people.</li> <li>• Staff has been meeting with YouthWorks cities and we are working to ratchet up the quality of placements for jobs the summer of 2019. There are increased requirements, including a work-based learning plan. There is an increased focus on soft skills.</li> </ul> </li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>• A new year-round YouthWorks grant is funding 20 students’ participation in a new coding program at Everett High. A diverse group of students is involved. The program is giving students’ direction for the future. Three of the students in the program will be attending our legislative forum. No specific skills were required to enter the program, though some had experience. Juniors and seniors are in the program.</li> <li>• To increase the number of relevant grants we apply for, we are subscribing to a grants service and working with a grants writer to help us increase our productivity.</li> <li>o Boston Foundation/SkillWorks is looking at using the Next Gen model. We are talking with SkillWorks about applying for a related hospitality grant.</li> <li>o Sunny summarized the work of the committees in the past quarter.</li> </ul>	
<p><b>Update and Discussion a Target Population identified in the Strategic Plan: Job Seekers with Adult Basic Education Needs</b></p>	<ul style="list-style-type: none"> <li>• Chris Albrizio-Lee and Ben Christensen presented to the Members on our work with Jobseekers with Adult Basic Education (ABE) Needs, a priority population in our Strategic Plan: <ul style="list-style-type: none"> <li>o State money from the Massachusetts Department of Elementary &amp; Secondary Education goes to Workforce Boards to fund support for the ABE system. <ul style="list-style-type: none"> <li>• Ben is primary point person for this work: \$3.8 million dollars/year of DESE funds six programs in Metro North serving over 1,200 students in Metro North. This work is funded FY19 to FY22. Ben was a member of the proposal review teams in January 2018.</li> <li>• In December 2018, Ben was also a part of an English literacy and civics education review team.</li> </ul> </li> <li>o We have a new Career Pathways Committee that will look at the system and how to connect the region’s priority populations to long-term career pathways. The committee also has an oversight role for gaming/hospitality and retail projects which are focused on our target populations. <ul style="list-style-type: none"> <li>• Looking at producing career pathways posters for Career Centers, schools and ABE programs.</li> <li>• In the future, the committee may be looking for an online tool or larger project that may need additional funding.</li> </ul> </li> <li>o We are on our second year of a Gaming/Hospitality grant which includes culinary training and ESL training component. These trainings are targeted to on underemployed, unemployed and English language learners. <ul style="list-style-type: none"> <li>• Chris reported on training and placement rates. 200 people have gone through training. Much of placement is still to be determined. Some of the trainings are still to be completed.</li> <li>• The grant is also supporting a career advisory network in region which served over 400 residents in FY18. Data is still being collected for FY19.</li> </ul> </li> <li>o MNWB’s Retail Project focuses on front line incumbent workers getting skills needed to move into management. The goal is to target and serve the ABE/ESOL population, primarily English Language Learners. <ul style="list-style-type: none"> <li>• Based on experience with the first two cohorts, we worked with our partner Bunker Hill Community College to establish a new pre-training ESOL course and a second in-class instructor was added to 3rd and 4th cohorts.</li> <li>• Statistics were reported on outcomes to date. There is a focus on enrollment of women and minorities.</li> </ul> </li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>o Q: Is the use of technologies encouraged in these programs or are they classroom based traditional learning? A: The program is classroom based at this point. Starbucks has a soft skills program on smart phones that we piloted. Language is an issue for many students.</li> <li>o Q: Will technology be built into future grants – providing computers to people? A: Staff will investigate it.</li> <li>o We are currently funding English For Employment through the gaming grant.</li> <li>o Q: How do we reach out to and serve native English speakers with language improvement needs? How to reach out to this group? Gaming has a robust partnership consortium that funnels job seekers into the programs.</li> <li>o Outreach is through the career advisor network, the training partners and our career centers. Working with Encore and other hotels and restaurants. There are more hotel developments in the pipeline in our region so there is a growing need.</li> </ul>	
<p><b>Presentation by Sage Advancement</b></p>	<ul style="list-style-type: none"> <li>• Ann Riley from Sage Advancement Group presented on her work with MNWB. <ul style="list-style-type: none"> <li>o Ann gave the history of Sage and its client base and presented on their methodology. <ul style="list-style-type: none"> <li>• Work with MNWB started with situation analysis conversations with the Development Task Force, Sunny Schwartz and Melora Rush. Several Board Members were also interviewed. Sage also reviewed MNWB’s draft case statement, strategic plan, communications and marketing materials.</li> </ul> </li> <li>o MNWB’s organizational strengths: <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Engaged and skilled Board</li> <li>• Financially stable – important to funders</li> <li>• Sunny and team are willing to be coached</li> </ul> </li> <li>o MNWB’s organizational challenges: <ul style="list-style-type: none"> <li>• Not a long history of philanthropy – this requires an attitude shift and a cultural change</li> <li>• Low unemployment rate in MA – people are not aware of unemployment /underemployment</li> <li>• Organization is not well known – this is a challenge and opportunity for branding and to raise our profile</li> <li>• Perception that a government funded entity does not needing other funding streams</li> <li>• Lack of development capacity/ staff</li> </ul> </li> <li>o Recommendations: <ul style="list-style-type: none"> <li>• Funding priorities need to be developed that will appeal to corporate and institutional donors. Money will generally not be given for general operating expenses.</li> <li>• Enhance quality and frequency of communications. A database is needed. <ul style="list-style-type: none"> <li>▪ Need to hone direct message and communicate as often as possible to raise our profile.</li> <li>▪ Active PR functions are needed to communicate our wins.</li> </ul> </li> </ul> </li> <li>o Branding: <ul style="list-style-type: none"> <li>• Given the state-wide use of the MassHire brand, Sandra Smith asked if forming a separate name or entity and/or website was a possibility?</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Danny</b> will reach out to Somerville based companies to introduce Sunny; in the future they may be willing to host events.</li> <li>• <b>Melora:</b> Make 501(c)(3) status and donation button on website more prominent, have a platform for donations.</li> <li>• <b>MNWB staff/Sage:</b> Develop marketing materials: Toolkit for the Board requested with talking points/factoids. Perhaps digital and printable.</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Ann responded that differentiation is important due to statewide name and governmental funding.</li> <li>▪ In messaging, our communications should lead with “sexy” taglines, not governmental functions. Emphasize what will appeal to specific funders.</li> <li>▪ The Development Task Force has discussed use of a DBA – e.g., Work to Thrive</li> <li>▪ Development Task Force interviewed the San Diego Workforce Partnership which has done successful fundraising. They have branded themselves a subject matter expert.</li> <li>• Leverage board connections: <ul style="list-style-type: none"> <li>▪ Introductions for Sunny</li> </ul> </li> <li>o Next steps: <ul style="list-style-type: none"> <li>• Develop fundraising priorities</li> <li>• Draft a development plan with activity goals</li> <li>• Revamp case statement into mini statements for funding priorities. The result will be very visual and easy to understand.</li> </ul> </li> <li>o Funding Opportunities <ul style="list-style-type: none"> <li>• Scholarships: <ul style="list-style-type: none"> <li>▪ Target vulnerable populations, e.g. people with disabilities or disconnected Latino Youth.</li> <li>▪ Scholarships are scalable and easily understood and the goal is flexible.</li> <li>▪ Marketing component of scholarships - tell the stories of changing lives. Human interest component needed.</li> <li>▪ Need to build in small successes to celebrate as we start this new endeavor.</li> <li>▪ Karen Sampson-Johnson suggests partnering with on the ground expert organizations that are already doing the work and have the branding/look/expertise. Collaborate to go after funds. Weekly outreach with stories of benefit. <ul style="list-style-type: none"> <li>• Sunny noted that we fundraise to give money to CBOS who will do the on the ground work. The MNWB works as connector, partnership builder, and funder.</li> </ul> </li> </ul> </li> <li>• Mobile Career Center bus <ul style="list-style-type: none"> <li>▪ Tangible and easy to explain.</li> <li>▪ Addresses needs of servicing a large region and lack of transportation.</li> <li>▪ Flexible – could deliver not just career services, but also offer training or new programming.</li> <li>▪ The bus is an advertising opportunity for sponsor.</li> <li>▪ Rosemary Alexander said that a career bus used to exist; operated by DCS. People used to line up for the bus. Some staffing, insurance and other issues existed.</li> <li>▪ Bus could be stationed at our community partners and this helps build those links.</li> <li>▪ The WorkPlace has a mobile career center.</li> <li>▪ Sandra questioned on whether this is scalable and suggested a mobile app with coaches to reach people. <ul style="list-style-type: none"> <li>• Could also have a studio within the bus that live feeds to an app.</li> <li>• The State may be doing an app and we may want to see how that plays out locally</li> </ul> </li> </ul> </li> </ul> </li> </ul>	

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	<ul style="list-style-type: none"> <li>▪ Valerie points out the need for in person services for many of our target populations.</li> <li>o Board involvement: <ul style="list-style-type: none"> <li>• Ann discussed why we need to fundraise.</li> <li>• Members can raise awareness, act as ambassadors for MNWB and leverage connections. <ul style="list-style-type: none"> <li>▪ Make sure everyone you know knows that you are on the board and why.</li> <li>▪ Take opportunities to speak at events on behalf of MNWB.</li> <li>▪ Host a cultivation event to help people know about our work.</li> <li>▪ Danny LeBlanc asked if it was too soon to could reach out to some Somerville based companies to introduce Sunny and possibly, to host events. A: In response, Ann urged Members to introduce Sunny to any Foundation or corporate contacts they may have.</li> </ul> </li> <li>• Lisa Amaya Price asked how to reach out to a broad group of small employers to get us better known, and she suggested contacting MassBio and the NE Human Resources Association. Lisa suggested that Sunny present to these organizations since they may be interested in MassHire services.</li> </ul> </li> <li>o Feedback: <ul style="list-style-type: none"> <li>• May be good to start with scholarships while we work towards a bigger prize like the bus.</li> <li>• Sandra suggests a broader scholarship, so donors could give to multiple types of scholarships.</li> <li>• Toolkit for the Board was requested with talking points/factoids; digital and printable. Need inspiring stories. Do we have the resources to prepare the marketing materiel?</li> <li>• Question about social media fundraising pushes. GoFundMe is not often used by organizations. An off-cycle Day of Giving is a possible idea.</li> </ul> </li> </ul>	
<b>Other business as may come before the Quarterly MNWB Meeting</b>	<ul style="list-style-type: none"> <li>• The MNWB will be electing officers for two-year terms starting July 1, 2019. If you would like to nominate someone or yourself for Chair, Vice Chair, Clerk, or Treasurer, please let Sunny know. The Chair and Vice Chair must be members of the private sector.</li> <li>• At the Annual Meeting, we also take a look at the past year and plan for the year ahead.</li> </ul>	
<b>Upcoming Meetings</b>	<ul style="list-style-type: none"> <li>• The next FY19 meeting is the Annual Meeting and will be held on Tuesday, June 4, 2019 at 8:30am. The meeting should be in your calendars with an invitation sent by Melora Rush.</li> </ul>	
<b>Adjourn</b>	<ul style="list-style-type: none"> <li>• The meeting was adjourned at 10:30a.m.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Documents used at March 14, 2019 MNWB Quarterly Meeting: <ul style="list-style-type: none"> <li>• Agenda and FY19 MNWB Meeting Dates</li> <li>• December 2018 Meeting Minutes</li> <li>• Career Center Performance Metrics</li> <li>• MNWB Major Activities Report</li> <li>• Grants List</li> <li>• MNWB Committee Updates</li> <li>• PowerPoint Presentation on Job Seekers with Adult Basic Education Needs</li> <li>• PowerPoint Presentation by Sage Advancement on Development</li> </ul> </li> </ul>	