

Metro North Regional Employment Board Quarterly Member Meeting

March 7, 2018

8:00-10:00am

Metro North REB, 186 Alewife Brook Parkway, Suite 216, Cambridge, MA

- Present:** Sandra Smith (Chair), Valerie Sutton (Vice Chair), Reed Brockman, Carson Burrington, Michael Cosgrove, James Donovan, Debra Jacobson, Maria Kefallinou, Rick Laferriere, Russette Lyons, Kambiz Maali, Alice Murillo, Brian Murray, Jennie Peterson, Lisa Amaya Price, Antonio de la Serna, Valerie Sutton, Sue Walsh
- Absent:** Rosemary Alexander, Allen Boyer, Nancy Conti, Richard Dalton, Robert Jones, Danny LeBlanc, Karen Sampson-Johnson, Steven Sullivan
- REB Staff:** Sunny Schwartz, Chris Albrizio-Lee, Jillian Ende, Ben Christensen, Lisa Taylor-Montminy, Yuqing Lu, Dwayne Hull, Melora Rush
- Guests:** City Manager Tom Ambrosino of Chelsea, Mayor Carlo DeMaria of Everett and Catherine Rollins-Denisi, the Everett Mayor’s Deputy Chief of Staff and Policy Director

MINUTES

Agenda Topics	Major Discussion Points	Next Steps (Who, what, by when)
	<ul style="list-style-type: none"> • Sandra Smith, Chair, called the meeting to order at 8:05am. 	
Welcome and Introductions	<ul style="list-style-type: none"> • The Chair welcomed REB Members and Staff. • The Chair introduced Maria Kefallinou, Director of the Community Learning Center in Cambridge as a new REB Member, filling the required Adult Basic Education position. • The Chair introduced Jennie Peterson, Director of Employment at Wynn Casinos Boston, as a new REB Member. • The Chair welcomed Jillian Ende, the REB’s new Director of Workforce Development Operations. • The Chair made the following announcements: <ul style="list-style-type: none"> o Mary Tighe has resigned from the REB because she has moved to a company outside of Metro North. o The REB is still looking to recruit new employers to the REB especially in the healthcare, hospitality, restaurant, and construction industries. The REB would also like a lawyer on the Board. Sandra or Sunny should be informed of any leads. 	
Review and Approval of December Meeting Minutes	<ul style="list-style-type: none"> ▪ The Chair stated that the minutes from the December 6, 2017 REB meeting were sent out last week and also are in the meeting packet following the Agenda under TAB 1. ▪ The Chair asked for any questions or comments regarding the Minutes from the December 6, 2017 REB Meeting. There being no questions or comments, she requested a motion to 	

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	<p>approve the minutes.</p> <ul style="list-style-type: none"> ▪ Upon motion duly made and seconded, the minutes of the December 6, 2017 REB Quarterly Meeting were unanimously approved as presented. 	
Youth Operator Presentation and Vote	<ul style="list-style-type: none"> • The Chair asked Reed Brockman, Chair of the Youth Council, to present on the Youth Operator Procurement process. <ul style="list-style-type: none"> o The Review Team had four members: Reed Brockman, Russette Lyons, Kambiz Maali and George Hinds. o Reed reported that the REB received two proposals, one from Triangle Inc. and the other from The WorkPlace. Following its review of the two proposals, the Review Team unanimously recommended that The WorkPlace remain as the Youth Operator for FY2019. o Q: What was the rationale? <ul style="list-style-type: none"> ▪ A: Both proposals were thorough, but The WorkPlace’s had less of a shift in scope. o There being no other questions or comments, the Chair requested a vote from the REB Members to approve the recommendation of The WorkPlace as the Youth Operator for FY2019. <ul style="list-style-type: none"> ▪ Upon motion duly made and seconded, the Members unanimously voted to accept the Review Team’s recommendation of The WorkPlace as the Youth Operator for FY2019. 	<ul style="list-style-type: none"> •
REB Case Statement/Vision and Discussion	<ul style="list-style-type: none"> • The Chair stated that, as discussed at the December 2017 meeting, the REB has been developing a Case Statement to use as a tool to drive its future work and to share with prospective funders. A summary of the small group discussions of the regional demographic data and strategic investment ideas at the December 2017 meeting is under TAB 3. With input from these small group discussions, staff discussions, and previous discussions at Board of Directors meetings, the staff developed a final draft of the Case Statement which was sent to Members last week and is in the packet under TAB 3. • The Chair asked Sunny Schwartz and Chris Albrizio-Lee to briefly present the highlights of the Case Statement and guide the Member’s discussion. <ul style="list-style-type: none"> o Chris reviewed the main points of the Case Statement and went over the Proposed Future Investments section of the document in more detail. <ul style="list-style-type: none"> ▪ The purpose of the Case Statement is to present the REB’s case to funders ▪ The REB’s vision is to work towards a region where residents and business could thrive. ▪ The REB’s mission is to reduce poverty and move people into the middle class. ▪ The REB’s target populations are people, communities and businesses that are underserved and underrepresented. ▪ The future investments listed in the Case Statement are: <ul style="list-style-type: none"> • Mobile Services:– <ul style="list-style-type: none"> o Physical bus – mobile career center o Mobile App • Youth Services: <ul style="list-style-type: none"> o Expand our scope and impact in serving youth struggling with employment • Broad sector approach: <ul style="list-style-type: none"> o Healthcare o IT 	<ul style="list-style-type: none"> • REB Staff will incorporate suggestions and prepare final draft of Case Statement

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	<ul style="list-style-type: none"> • Job Training scholarships: <ul style="list-style-type: none"> ○ The public sector only funds a small portion of need • ABE/ESOL – English and the high school credential • Social Enterprise: <ul style="list-style-type: none"> ○ A business venture attached to a training program with career pathways • The following are comments from the Members’ discussion of the draft Case Statement: <ul style="list-style-type: none"> ○ Members found the “Thrive” theme to be compelling, but suggested that a more specific call to action is needed: <ul style="list-style-type: none"> ▪ Lead with a specific campaign ▪ Kickstarter approach suggested ▪ Call to action specific to each audience ○ The REB may want to add a research function for this region – looking at future change in workforce development – this can be powerful to funders. ○ A high percentage of the US workforce will be contingent labor by 2020 or so ○ A member suggested that the REB needs to consider the growing trend of hiring “temp to permanent” workers. ○ Leverage the fact that the REB sits in one of the most robust scholarly regions in the nation. ○ The WorkPlace is looking at the following theme: “Get on the Bus . . . and begin your journey” – “Help ___ Ride and Thrive” ○ The REB should consider the MFA’s Fundraising techniques – buy a brick ○ The use of the term “Middle Class” is somewhat dated, classist ○ Many entry level jobs at Wynn no longer require a high school degree, but to move ahead, it is very much needed <ul style="list-style-type: none"> ▪ The REB should partner with employers who will encourage employees to advance and grow. ▪ Wynn will offer GED courses to all employees. ○ Mobile bus – be careful using the word “coach” ○ Some of the Case Statement felt repetitive, but on second read it is a reminder of our priorities. 	
Development Task Force Report	<ul style="list-style-type: none"> • The Chair reported that the Development Task Force met several times this quarter and has asked to present to the Members. The task force members include Carson Burrington, Steve Sullivan, Rick Laferriere, and Reed Brockman. I’d like to thank them for their work. • The Chair asked Carson and team to present on behalf of the Development Task Force: <ul style="list-style-type: none"> ○ The Fundraising Task Force was formed in December 2017. <ul style="list-style-type: none"> ▪ Fundraising is needed because of shrinking funds, the REB’s projected deficit, and a desire to develop new Projects/Goals beyond WIOA ○ The REB needs to have a strategy to approach employers and other funders. Employers need to know how they can be a part of our region’s success. <ul style="list-style-type: none"> ▪ Breaking cycle of poverty is impactful to employers. The REB needs to become part of long term giving strategies of companies. ▪ We may not capture 2018 fully, but we need to think long range. We want employers in future expect to give X annually to REB. 	

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	<ul style="list-style-type: none"> ▪ Fundraising will help us drive our initiatives. ▪ Many employers will want to give job training scholarships. ▪ We are looking at relationship based giving. o The Task force presented a multi-pronged approach that includes: <ul style="list-style-type: none"> ▪ Expanding grant writing. ▪ Focusing on our position in a robust economic zone where many companies are interested in improving local communities. ▪ Hosting an event as a possible strategy to get name recognition. ▪ Developing Board engagement for its important impact on our culture of giving ▪ Working together to get a more balanced income stream o Discussion, comments and suggestions from REB Members and guests: <ul style="list-style-type: none"> ▪ Think about Sponsorships: Event sponsored by XXX, food and panel moderation. Career Centers have monthly youth events. That sets us up for easier request for next year. ▪ Consider legacy: Planned giving ▪ Discussion on need to be clear that the REB passes resources to the region, taking only administrative costs. ▪ Sue – kudos to staff and synthesis of ideas and focusing our attention on reducing poverty. ▪ Carson commented that the case statement showcases the REB as more than a fund administrator and Reed stressed that our biggest selling point is what we do, we need it to be seen. ▪ Sandra wants to see phased approach where the REB picks one or two initiatives to focus on that are tied to case statement. ▪ Carson noted the seasonality in fundraising. July and August are a tipping point in corporate giving. Now is the time to warm up the donor base. ▪ Rick – start by hitting “singles” – give REB members tools to communicate about the REB. ▪ Board to back up the work from REB staff. ▪ Russ suggested target specifically to companies’ different missions in giving. ▪ Lisa commented on the need for an “arm” to put out this change <ul style="list-style-type: none"> • Melora discussed an idea for a fundraising arm that looks more like a non-profit, especially giving state rebranding. ▪ Sandra – take Janice’s idea to take opportunity to sponsor – let Board know about those sponsorship opportunities. <ul style="list-style-type: none"> • Donate “bling” to the youth ▪ A suggestion was made to look at forming a new nonprofit since this may help with how money is earmarked. 	
REB Major Activities Report	<ul style="list-style-type: none"> • Sunny gave members an opportunity to read the report and ask questions. • The NECATCulinary program is 16 weeks. Everett Mayor DeMaria secured space for the program without cost. • Question: Was there an action item that came out of the December STEM meeting? <ul style="list-style-type: none"> o Get Girls Who Code into our schools 	

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	<ul style="list-style-type: none"> o Next STEM meeting is focused on increasing life sciences and biotech opportunities in our schools • This quarter, a high priority was to submit our Mass Gaming Grant application. The REB was successful in getting cash matches from cities, almost doubling the possible funding. 	
Statewide Branding Update	<ul style="list-style-type: none"> • Valerie informed the Members that the Massachusetts Workforce Development Board voted on March 6, 2018 to implement the new brand: MassHire. The official launch will be in August 2018, with the branding initiative to be completed by 2019. • The REB is slated to be one of the earlier organizations to adopt the branding. • The Massachusetts Workforce Board Association and the Massachusetts Workforce Professionals Association are in merger talks. 	<ul style="list-style-type: none"> •
Discussion of region’s workforce priorities with Mayor Carlo DeMaria of Everett and City Manager Tom Ambrosino of Chelsea	<ul style="list-style-type: none"> • Tom Ambrosino, City Manager, spoke about the challenges he sees in Chelsea. <ul style="list-style-type: none"> o In the past 2.5 years he has seen transformation in Chelsea and its economy. o The transportation network good and is expanding with the silver line extension. o Still relatively affordable housing, strong housing market. <ul style="list-style-type: none"> ▪ Lots of residential units built and more growing o Many challenges – <ul style="list-style-type: none"> ▪ Chelsea has the largest percentage of residents in the Commonwealth born outside of US (44%). ▪ 82% of students speak English as a second language. ▪ Poverty is also reflected in the schools – 67% of students are economically disadvantaged. ▪ Workforce development challenges: <ul style="list-style-type: none"> • Education gap • Lack of English skills – spoken and written • Transportation – odd work hours • Criminal backgrounds – CORI changes have helped, but an issue • Immigration status is another challenge – most work in underground economy and leaves them very vulnerable o Positives: <ul style="list-style-type: none"> ▪ Burgeoning hospitality industry: <ul style="list-style-type: none"> • Hotels are growing and there are lower barriers to employment ▪ He hopes that casinos will help with lower barriers to employment o REB can help with increasing English language training very helpful to Chelsea • Mayor Carlo DeMaria of Everett spoke about the challenges in his city. <ul style="list-style-type: none"> o Everett has many of the same challenges as Chelsea. o Housing is big challenge, as is transportation since Everett is the only city in inner core that is not connected to good transport. o There is a lot of diversity; many residents are undocumented. o He wants a thriving community – but not gentrified. o Workforce challenges: <ul style="list-style-type: none"> ▪ Everett and Chelsea 	<ul style="list-style-type: none"> •

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	<ul style="list-style-type: none"> ▪ If not on the “lists” residents do not get state funding o A dilemma is how does to keep current residents in Everett as people move in o The Mayor’s highest priority is transportation. 85% of the employed population works outside of Everett now. He wants to bring in employers in that pay living wage. o Linkage fee for affordable housing. o Rapid growth. 15% in past 8 years. <p>Questions and Comments:</p> <ul style="list-style-type: none"> o A member commented that Chelsea’s afterschool program needs committed volunteers. <ul style="list-style-type: none"> ▪ Communication is tough because of language needs of students. o A member commended the Mayor and City Manager for elevating the trades and noted that entrepreneurial training was needed too. o A member noted that hospitality provides great opportunities for career advancement and is a good industry for Chelsea. o A member asked if the REB can work to make trade professions honorable, attractive and high profile through a campaign? <ul style="list-style-type: none"> ▪ An electrician is a “STEM” profession ▪ Value and celebrate different trade career paths/ o Mayor DeMaria noted that Wynn is putting a career resource center into city hall. o The REB is looking to figure out access points in some of our more difficult cities to reach. 			
Other business as may come before the Quarterly REB Meeting	<ul style="list-style-type: none"> • 			
Upcoming Meetings	<ul style="list-style-type: none"> • Sandra Smith referred Members to TAB6 in the meeting packet which lists the upcoming REB meetings for FY18 and updated lists of REB Members and Staff. • The last FY 18 meeting is Tuesday, June 19, 2018 (Annual Meeting) 			
Adjourn	<ul style="list-style-type: none"> • The meeting was adjourned at 10a.m. 			
	<ul style="list-style-type: none"> • Documents used at March 7, 2018 REB Quarterly Meeting: <table border="1" data-bbox="443 1117 1587 1320"> <tr> <td data-bbox="443 1117 1121 1320"> <ul style="list-style-type: none"> • Agenda • New REB Member Bios • December 2017 Meeting Minutes • REB Case Statement – Draft • Summary of Small Group Discussions on Case Statement • Development Task Force Powerpoint </td> <td data-bbox="1121 1117 1587 1320"> <ul style="list-style-type: none"> • REB Major Activities Report • Grants List • Committee Updates • FY18 REB Meeting Dates • List of REB Members • List of REB Staff Members </td> </tr> </table> 	<ul style="list-style-type: none"> • Agenda • New REB Member Bios • December 2017 Meeting Minutes • REB Case Statement – Draft • Summary of Small Group Discussions on Case Statement • Development Task Force Powerpoint 	<ul style="list-style-type: none"> • REB Major Activities Report • Grants List • Committee Updates • FY18 REB Meeting Dates • List of REB Members • List of REB Staff Members 	
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