

Brockton Area Workforce
BAWIB
Investment Board

BUSINESS & INDUSTRY COMMITTEE
MEETING NOTES
March 11, 2016

QUORUM NOT PRESENT

1. **CALL TO ORDER:** The meeting was called to order by Chair, Mr. Joe Lovetere

2. **ROLL CALL:**

Present: Joe Lovetere, Phil Sheppard (Charles Wall)

Not Present: Brian McElhinney, Joe Mitchell, Stan Hurwitz, Charlie Nano, and Joe Madaio

Guest: Bob Costa, Owner -BC Tent & Awning (Avon, MA)

Staff: Jason Hunter, Andy Martin, Stephanie Weaver, and Rachel Cherry-Adams

3. **INTRODUCTION & VISION SETTING:**

Mr. Lovetere welcomed everyone and thanked them for their interest at this first meeting of the Business & Industry Committee meeting. Welcome to Mr. Bob Costa of BC Tent & Awning (Avon) to our meeting. Mr. Lovetere gave a brief synopsis of what happens at the BAWIB organization. Introductions around the table. Mr. Hunter gave a brief overview of the youth and adult workforce systems, how we interact with jobseekers and vendors, and how the WIB's duties have been streamlined.

➤ **Introduction to changes under WIOA**

- Discussion – Demand Driven 2.0 Policy that the State has implemented in the wake of the new WIOA legislation. Under this directive, career centers and WIBs are to become more employer driven statewide. While BAWIB has historically placed an emphasis on business engagement, we are hoping to expand our reach, increase awareness of BAWIB services, and create a more business-friendly branding strategy.
- Mr. Martin gave some examples of the Demand drive premise—assessing the need of the employers, the WIB as an advisor role.

➤ **Committee Mission**

- Focus of the committee's objectives.
 - Going to the employers to see what they want to see in the prospective employees and how can they benefit.
 - Matching employers to jobseekers.
- Discussion – how impactful BAWIB can be and how best to attract the interest of the BAWIB SDA's business community.
 - How we reach out and how we market (e.g., come up with a “catchy” tag line for BAWIB organization). Mr. Lovetere talked about what his company (HUB Technical Services, LLC in South Easton, MA) does—He indicated that it is not about computers, but it is how technology is used.
 - What are the jobs wanted
 - Mr. Lovetere talked about “Manufacturing”
 - This committee is not geared toward STEM.

4. PROMOTING BAWIB SERVICES – Jason Hunter

- Developing compelling messaging which creates interest and excitement to drive business participation (opening statement and survey questions to ask) --How to outreach to the business community (possible survey)--**Action Items that are ready for the broader committee to consider:**
 - To assess the demand for specific services that could influence BAWIB’s strategy; this committee plans to administer a survey of businesses of in the BAWIB SDA.
 - For the next meeting BAWIB staff will search in-house for similar surveys conducted over the last several years and craft an updated version to bring to the committee for suggestions (e.g., mail Chimp.
 - BAWIB staff will also ask the Metro South of Chamber about accessing their network of businesses for the survey.
 - Chambers, trade associations, and Rotary groups (industry park and business association) --Mr. Lovetere (Chairman) will work with Bob Costa (BC Tent & Awning) to address the members of the Avon Industry Park Association which he chairs. The goal will be to raise the visibility of our Workforce Development Center as a regional asset that can assist them in their employment needs and goals.

5. ASSESSING SKILL GAPS

- Capture data from business and industry to determine their needs and prove results
- Can we serve existing companies who would like to invest in their current staff?
- What should the balance be between serving those unemployed and underemployed?

6. TARGET INDICATORS

- Success measurement matrix
 - The guiding questions for today’s discussion:
 - “How do we assess the needs of our region’s businesses that are within the scope of BAWIB’s services?”
 - “How do we improve the promotion of BAWIB services?”

7. ADJOURNMENT

- *The meeting adjourned at 10:30 a.m.*

Next Meeting – Friday, April 8, 2016 9:00-10:30a.m.

Location: BAWIB Business Center

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