

Brockton Area Workforce
BAWIB
Investment Board

Quarterly Board Meeting
8:30 a.m. – 10:00 a.m. on Thursday, December 10, 2015
BAWIB Business Center, 34 School, 2nd Floor Brockton, MA 02301

CALL TO ORDER: The meeting was called to order at 3:10 p.m. by the Executive Director, Sheila Sullivan-Jardim

QUORUM PRESENT

1. **ROLL CALL:**

Present: Pasquale Ciaramella - *Clerk*, Heidi Chuckran – *Treasurer*, Beth Costa, Linda Sacchetti, Joseph Mitchell, Don Zimmerman, Brian McElhinney, Madeleine McGuire, Kathleen Smith, Mary Waldron, Jennifer Patnaude
Not Present: **Suzanne Fernandes*** –*Chair* David Flynn, **Thomas Thibeault***, **Jonathan Carlson***, Jean Brillant, **Charlie Nano***, **Diane C. Kendrick***, **Joe Madaio***, **Stanley M. Hurwitz***, **Archie Gormley***, Joseph Lovetere, and **Dr. Charles Wall***, **Barbora Hazuková***, and **Terry Schneider***,
Ex-officio: John Murray of CareerWorks
Staff: Sheila Sullivan-Jardim, Jason Hunter, Lorraine Albert, Keith Hartnett, Andy Martin, Krystel Love, Marie Bernardo, Stephanie Weaver, and Rachel Cherry-Adams
Guest(s): Eric Heller of UMDI
***Bold** = excused absence

2. **WELCOMING & OPENING REMARKS**

- Ms. Sullivan-Jardim opened the meeting by welcoming all Board Members and guests to meeting.
- Ms. Krystel Love introduced new BAWIB-YouthWorks staff members, Stephanie Weaver and Marie Bernardo. Ms. Love added that Mr. David Vincent has been promoted to YouthWorks' Assistant Director of Youth Services.

3. **MINUTES:**

- The September 24, 2015 BAWIB Full Board meeting minutes were approved by the Board.

4. **MANAGEMENT COMMITTEE**

- **Committee Structure** – Ms. Sheila Sullivan-Jardim
Distribution: BAWIB Committees and BAWIB Committee Structure
 - Ms. Sullivan-Jardim indicated that there are three (3) At-Large Management committee openings
 - Ms. Sullivan-Jardim reviewed the descriptions of the new proposed BAWIB committee structures – Executive Committee, Young Adult Initiative Committee (previously Youth Council), Workforce System Committee (previously Career Center Committee), and Business & Industry Development Committee [Sector strategies that we are working on at BAWIB] (Mr. Joseph Lovetere has indicated that will chair).
 - Alternative Board Service – Youth Career Connect (YCC) Steering Committee, Facility Task Force (help BAWIB with policies), and Marketing Task Force (branding).
 - Ms. Sullivan-Jardim is requesting that each board member select their 1st and 2nd choice for committee assignments and to note that alternative assignments are also available and will fulfill their board commitment.
- **BAWIB FY16 BUDGET (November 2015)** – Ms. Sheila Sullivan-Jardim
 - Total BAWIB is 25% expended.
 - WIA/WIOA grants range from 21% to 25% expended.
 - ✓ YCC – 30% expended [the highest at this time].
 - ✓ Connecting Activities 15% expended (CA) [the lowest at this time].

- **INFORMATION RE: BAWIB June 30, 2015 Budget** [distribution]
 - There were no findings, deficiencies, no material weaknesses.
- **THIRD PARTY RELATED TRANSACTIONS**
 - Third Party Related transactions is informational, used to report funds paid to agencies affiliated with board members.

5. **Career Center Committee**

- **CareerWorks Update** – *John Murray*
 - Distribution: Executive Summary to the BAWIB, 12-10-2015
 - 42% expended through fiscal year.
 - Mr. Murray brought the group’s attention to the first two items on sheet, Total Job Seeker Served and Employers Served [the 3090 FY YTD does not include the unemployment traffic that the One-Stop Center encounters] (both categories fall under general services).
 - Vets – in good shape.
 - Adult and Dislocated Worker – ahead of pace for goals setting.
 - Snapshot FY2015 goals reached and proposed goals for FY2016.
- What’s Happening @ CareerWorks
 - Job Fairs
 - In October partnered with South Shore.
 - In October – at Lantana’s Randolph, 67 employers and 381 jobseekers were in attendance.
 - Plan to have mini job fairs monthly – new this year.
 - The Career Center will be hosting a mini jobfair on December 15, 2015; eleven (11) companies have already signed up to participate.
 - Questions from Board members –
 - There are several items on the Executive Summary that have already exceeded the FY16 goal, is this a trend?
 - Temporary Workers – do they get counted twice in the numbers?
 - Amazon recruitments – This continues at the Career Center to date.
 - Focus for FY2016 – Jobmatching

6. **YOUTH COUNCIL & SERVICES - Update**

- **FY’16 WIOA Youth** – *Krystal Love*
 - Contracts have gone out to the vendors –
 - Old Colony Y -18 youth to be served (2-year grant)/Customer Service and MicroSoft certification
 - Training Resources of America (TRA) – 15 youth to be served (2-year grant)/HiSet & construction
 - Sound Lab- (1-year grant); serve youth who have already received HS diploma and has not beyond to higher secondary education status.
 - Connecting Activities
 - ✓ Continuing with the schools
 - Brockton High School & alternative schools - Keith School, Edison, Goddard
 - Southeastern Tech
 - Whitman-Hanson
 - The Avon Middle School added
 - In connection with Stoughton HS and Oliver Ames High School (Easton) – hopefully partnerships soon.
 - ✓ Upcoming Events
 - STEM @ BSU – March 18, 2016
 - Career Day – April 5, 2016
 - Youth Career Connect (partnership with Jobs for the Future and Brockton Public Schools – *Andy Martin*)
 - ✓ Off to a great start.
 - ✓ 9-14 year old model
 - ✓ Career exploration programs
 - ✓ On December 9th, Mr. Martin attended Science Fair; he was one of the judges; and several board members attended as well (e.g., Joe Lovetere).
 - ✓ 2nd Year of a 4-year grant; USDOL grant.

- ✓ Career Pathways, Science, Engineering
- ✓ Enrolled 60 Brockton High School cohorts.
- ✓ BPS Superintendent, Ms. Kathleen Smith, indicated that she is still impressed with the whole process thus far.

7. MARKETING & RESOURCE DEVELOPMENT COMMITTEE

- **Google Analytics Quarterly Report - Keith Hartnett**
 - Distribution: Quarterly Marketing Update – September 15, 2015 – December 9, 2015 YoY Comparison
 - ✓ Mr. Hartnett gave a brief highlight of the report.
 - ✓ New website – more responsive to mobile devices.
 - Visits are up 21.66% - 1,640 vs. 1,348
 - Pageviews down- 0.07% - 2,876 vs. 2,878
 - Facebook –
 - ❖ YouthWorks - reach 27; 3230 Likes
 - ❖ BAWIB – 22 Likes
 - LinkedIn – 80 Followers
 - MailChimp (BAWIB Industry Newsletter) – subscribers 447
- **Revenue Planning Worksheet** – Mr. Jason gave review of sheet and highlighted the recent grant submittals.
 - Current project – Working Cities (Funder: Federal Reserve, Applicant: City of Brockton) - \$15,000 awarded.
 - Under Development
 - Urban Agenda – Assist homeless youth transition into safe/secure housing (funder: EOHED, applicant: City of Brockton), \$\$ requested TBD
 - Working Cities Implementation – Assist homeless youth transition into safe/secure housing (funder: Federal Reserve, Applicant: City of Brockton), \$475,000 requested
 - TDI:CoWork – Foster innovation and creative economy participants through entrepreneurship opportunities (Funder: Mass Development, Applicant: City of Brockton), \$160,000 requested.
 - Workforce Competitiveness Trust Fund – Strengthen the transportation industry sector by training 24 CDL drivers over the next two years (Funder: CommCorp, Applicant: BAWIB), \$181,000 requested.

8. OTHER BUSINESS – Jason Hunter/Sheila Sullivan-Jardim

- **Bridgewater State University** - Study Round 2
- **The Brockton Regional Veterans Support Council meets quarterly** – next meeting is targeted for next week at The Brockton War Memorial Building, 156 West Elm St, Brockton.
- **Facility Update** – Sheila Sullivan-Jardim
 - BAWIB Facility Open House, April 7, 2016

9. ARTICLES OF INTEREST

- Take a look at the articles of interest included in the BAWIB Board book.

10. CHAIR’S CLOSING REMARKS & ANNOUNCEMENTS

- Adjourn for the 2nd Annual Snowball Networking Event.

11. ADJOURNMENT

- There being no more business a motion was made to adjourn the meeting at 4:04 p.m.

**NEXT MEETING – December 18, 2015
BAWIB BUSINESS CENTER
Your Partner for Employer Education and Workforce Development**