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#### RSD & Mktg Committee Minutes

#### January 13, 2015

1. **CALL TO ORDER:** The meeting was called to order by the Jason Hunter at 8:35 a.m.

**QUORUM PRESENT**

1. **ROLL CALL:**

**Presen**t: Joe Mitchell,Stan Hurwitz, andJoe Madaio,

**Not Present: David Flynn\*,** Jean Brillant, Maria Unda, and Alex Perez

**Staff**: Sheila Sullivan-Jardim, Jason Hunter, Keith Hartnett, and Rachel Cherry-Adams

1. **MINUTES – Resource Development & Marketing Committee Meeting, December 9, 2014:**

* The meeting Minutes of December 9, 2014 will be approved at the next schedule committee meeting.

1. **Revenue Planning Worksheet** – *Jason Hunter*

* Federal Funding Initiative 2015 – DC trip visit to federal agencies
  + Travel March 31, 2015 – April 3, 2015
* City Grant Writers Meeting
  + City wide grant meeting
  + Jason Hunter participated last year.
  + Some of the players – Laurie Silva, Ed Jacoubs, Koren Cappielo, and Heather Arrighi
  + Focus of grant is juvenile justice.
  + This is an ongoing meeting; first time BAWIB will be participating.
* Mr. Hunter gave basic highlights on the Revenue Planning Worksheet
  + The 2nd round of AMP it Up (Mass Development, $10,000) – Lorraine Albert (BAWIB) will be coordinating.
  + MACWIC/Manufacturing training [includes Machine operator] – Training is going on at the BAWIB office at this time (started January 5th)—9 trainees. Ms. Sullivan-Jardim indicated that everyone that took the first level testing passed. Everyone will have a resume, and work readiness training. The Committee discussed manufacturing placements (after the training has ended).
  + BAWIB Manufacturing (Lean Manufacturing) Speed Networking Event (January 16, 2015).
  + BAWIB will be working with the BPS Work & Learn program (at the Keith School) again this year [The Brockton Public Schools leverages funds through the BAWIB organization].
  + TDI: Cowork grant – Ms. Sullivan-Jardim explained the grant’s focus. It is a statewide grant. The grant is due January 16th. The grant would be used to outfit the 34 School Street building.

1. **MARKETING PLAN FY’15**

* Strategies and Progress Update
* **Newsletter Update (Feedback & Notes)**– *Keith Hartnett*

Copy of Newsletter included in today’s distribution.

* The newsletter has been sent out to the Board – November (25th) and December (29th) 2014.
* The next newsletter is scheduled to go out on January 19, 2015. The upcoming Employer Forum on the Workforce Training Fund Program (January 29, 2015) can be added
* Subscribers: 48, up 20%
* Newsletter average – Open rate (50%); Click rate (8.3%).
* Mr. Hartnett indicated that lower the bounce rate, the rate is better.
* Can you tell what device these people are using?—mostly desktops per Mr. Hartnett.
* What about I-phone devices optimization?—still is an issue.
* **Increase in distribution**
* How much would we like added?—depends on who we want to add; maybe 20 more distributions
* How is the newsletter being distributed?
* “Refer to a friend” or “share with a friend”—do we have this?--per Ms. Sullivan-Jardim.
* Initially the newsletter was sent out to BAWIB Board and staff for feedback. Next step is to include more public people. What about the Manufacturing cohort?
  + Mr. Hartnett will get listing from Lorraine Albert
* Comments from Committee
  + Too much white space
  + Change top of the newsletter – content in the beginning, headline in the beginning (add links or bullets)
  + What do you think of the content (per Keith Hartnett)?
    - We are creating a “share a mind, letting them know that BAWIB is here”.
    - Include local and State – gear toward the “Business Man”, “What is it in it for me”.
    - Have staff do a blurb, story.
    - Workforce Training Funding success story
    - Employer of the month
    - Story about the Manufacturing training that is convening at this time.
  + BAWIB area in Newsletter – placeholders are in there right now per Mr. Hartnett.
  + Other interest – link portion
* Web Presence/Social Media / Google Analytics - *Keith Hartnett*
  + Distribution - Mr. Hartnett gave a brief synopsis of the Quick Marketing update (Quarterly) report.
  + Numbers reduced during the Christmas vacation.
  + Linked-In – up two more followers (3.64%). Is the Manufacturing cohort included in the Linked-In numbers?
    - Ms. Sullivan-Jardim will check with Lorraine Albert (BAWIB).
  + Youth Jobs increase from last time (8.14%). Since November 10, 2014, three jobs have been post, up from 2; however, there have been problems with UI (user interface) that has caused Mr. Hartnett to add as little as one per day on occasion.

1. **SECTOR INITIATIVES**

* This task has been passed to Bob Diehl at BAWIB. Bob will report next month.

1. **snowball event**

* Feedback from December 18, 2014
  + A little bit out the box
  + Friendly atmosphere
  + The event was great—there was something to take away (e.g., to help a family member).
  + The icebreaker was neat; the attendees liked the questions per Ms. Sullivan-Jardim—next time the questions will be expanded.
* Future event
  + May be once a year.
  + Will there be a recap in the newsletter?
    - The “Give-away” for the morning – Cooler bag
    - Possible raffle
    - Sharing table – for business or slots
    - Capturing information – business card swap (raffle)
    - Icebreakers

1. **Business Card Exchange – status, updates**

* The Committee is still outreaching.

1. **NEW BUSINESS**

* **Building update** – A possible Open House event in spring 2015—the focus would be the building.

1. **ANNOUNCEMENTS /ADJOURNMENT**

*http://maps.gstatic.com/mapfiles/iw3.pngThere being no more business a motion was made to adjourn at 9:50 a.m.*

**Next Meeting – Tuesday, February 10, 2015**

**Location:** BAWIB Business Center

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