

Brockton Area Workforce
BAWIB
Investment Board

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

2. **ROLL CALL:**

Present: Joe Mitchell, Stan Hurwitz, and Joe Madaio,

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

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

3. **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.

4. **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.

5. **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.

6. **SECTOR INITIATIVES**

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

7. **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

8. **BUSINESS CARD EXCHANGE – STATUS, UPDATES**

- The Committee is still outreaching.

9. **NEW BUSINESS**

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

10. **ANNOUNCEMENTS /ADJOURNMENT**

There 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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