

Brockton Area Workforce  
**BAWIB**  
Investment Board

**RSD & Mktg Committee Meeting Notes  
March 10, 2015**

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**ABSENCE OF A QUORUM**

1. **CALL TO ORDER:** The meeting started at 8:35 a.m.
2. **ROLL CALL:**
  - Present:** Joe Mitchell
  - Staff:** Sheila Sullivan-Jardim, Jason Hunter, Keith Hartnett, and Rachel Cherry-Adams
3. **REVIEW & APPROVAL OF PRIOR MEETING MINUTES**
  - The meeting Minutes of December 9, 2014 and January 13, 2015 will be approved at the next scheduled committee meeting.
4. **REVENUE PLANNING WORKSHEET** – *Jason Hunter*
  - Mr. Hunter gave highlights for recent grant additions on the Revenue Planning Worksheet
  - The following are new grant applications:
    - Summer STEM Institute – Provide youth with STEM career pathway awareness (funder: United Way, applicant: BAWIB).
      - Under \$10,000
      - Providing an opportunity for 80 youth
      - 8-week summer course.
      - Youth going into the Career Connect group.
    - Violence Prevention – Increase violence prevention awareness in youth (funder: Eastern Bank, applicant: BAWIB). This grant is due Friday, March 13, 2015.
      - Anti-bullying
      - Controlling aggression
      - 10 hours of entrepreneurship
    - American Apprentice Initiative – Increase apprenticeships in nontraditional jobs (funder: DOL, applicant: DCS). The State will be submitting this grant to the Department of Labor.
    - Discussion – Apprenticeship.
5. **FEDERAL FUNDING INITIATIVE 2015**
  - DC trip visit to federal agencies --Travel March 29, 2015 – April 3, 2015
    - Mary Waldron, John Murray, Bob Diehl, Sheila Sullivan-Jardim, Jason Hunter and Vicky Palantzas.
  - Met more funders last years. The key is making relationships with the legislative aides
  - Sheila Sullivan-Jardim and Jason Hunter will be attending the AFP [Association of Fundraising Professionals], Mass Chapter’s “Meet the Funders Roundtable” breakfast, May 13, 2015 –roundtable style
6. **MARKETING PLAN FY’15**
  - Strategies and Progress Update
    - Building our Brand – BAWIB, YouthWorks

- Distribution – sample company logos (subsidiaries, DBAs, Affiliations)
- Ms. Sullivan-Jardim indicated zoned check for our building location (34 School Street) in the City of Brockton (as it pertains to external signage)
  - ✓ Zoned as C3 which is an area of the city that code has recently be changed. All exterior signage in the zone will need to be reviewed by the zoning board. They are specifically concerned with any signage that detracts from the architectural elements of the building.
  - ✓ The square feet allowed in total for the building is 1.5 x the frontage of the building.
  - ✓ No more than one color is permitted for the sign background on any (1) building.
  - ✓ No more than two signs are permitted for any one business use and occupancy.
  - ✓ No more than two letter sizes for any one sign is permitted
- WIOA (The Workforce Innovation and Opportunity Act] Investment regulations – name changes
  - From One Stop Career Center to America’s Job Network
  - From Local Workforce Board to Workforce Development Board
- Mr. Joe Mitchell – mentioned fonts to consider for internet, pens, etc.
- **Newsletter Update (Feedback & Notes)**– *Keith Hartnett*  
Copy of Newsletter included in today’s distribution.
  - What else to include in newsletter?
  - 136 emails are sent out – 2 opt out each month per Mr. Hartnett
  - Newsletter was great as it was per Joe Mitchell – like it the way it was; the format is fine per Joe Mitchell
  - Mr. Hartnett is adding emails from the BAWIB Master list..
  - Links – changing in a month or two per Mr. Harnett
  - Previous newsletter
    - ✓ Open Rate = 34.1%, up 7.71%.
    - ✓ Click Rate – 6.8%, down 88.8% (doubled).
  - The next newsletter will be sent out March 30, 2015.
- Web Presence/Social Media / Google Analytics - *Keith Hartnett*  
Distribution - Mr. Hartnett gave a brief synopsis of the Quick Marketing update (Quarterly) report.
  - Majority of traffic is through Digital Literacy and Summer Jobs.
  - Unique Users Up 15.64% - 843 vs. 729.
  - Bounce Rate down – (This metric is currently broken).
  - Youth Jobs Report – We have 737 views since inception up 6.2%.
    - Rep. Mike Brady would like to share this information on his Facebook page.
  - Salesforce – YouthWorks staff met with LaunchPad. The Launchpad app can be utilized by the YouthWorks staff (job orders, job matching).
  - 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.

## 7. **SECTOR INITIATIVES**

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

## 8. **NEW BUSINESS**

- **Building update** – Ms. Sheila Sullivan-Jardim
  - Ms. Sullivan-Jardim indicated that “We bought the building; closing April 30<sup>th</sup>”
  - Ms. Sullivan-Jardim added that “We are in a domino effect now, i.e., we have to own the building for certain activities to go forward”.

## 9. **ANNOUNCEMENTS /ADJOURNMENT**

*The meeting adjourned at 9:38 a.m.*

**Next Meeting – Tuesday, April 14, 2015**

**Location:** BAWIB Business Center

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