

Brockton Area Workforce  
**BAWIB**  
Investment Board

**BUSINESS & INDUSTRY COMMITTEE (B&I)**  
**MEETING MINUTES**  
**October 14, 2016**

---

**QUORUM PRESENT**

1. **CALL TO ORDER:** The meeting began at 8:35 a.m.
2. **ROLL CALL:**
  - Present:** Joe Lovetere, Joe Mitchell, Stan Hurwitz, Joe Madaio, and Bob Costa, Brian McElhinney, and Maryellen Brett
  - Not Present:** Charlie Nano
  - Staff:** Sheila Sullivan-Jardim, Lorraine Albert, Keith Hartnett, and Rachel Cherry-Adams
3. **MINUTES: Review of Prior Meeting Minutes June 9, 2016**
  - The meeting Notes of June 9, 2016 were approved by the Business & Industry Committee.
4. **EMPLOYER SURVEY**
  - Handout distributed: Employment & Training Needs Assessment Survey (the survey itself and the results).
    - One of the goals – visibility for the One-Stop Career Center, CareerWorks and BAWIB.
    - Showed a big count – 37 responses to date.
    - The B&I committee asked to review the survey results and report back Ms. Lorraine Albert with their comments (the survey will be discussed in more detailed at the next scheduled B&I meeting).
    - SURVEY – DISCUSSION
      - Q8 7. What factors contributed to the hiring difficulties (page 15)
        - 44.44% - Applicants lacked required education/credentials
        - 22.22% - Applicants were unable to pass a drug test
        - 22.22% - Applicants were unable to pass a criminal background check
        - 44.44% - Applicants lacked language skills
      - The committee discussed/debated on the issue of ESOL and literacy, i.e., lack of unpaid classes, the concerns surrounding both these issues e.g., training dollars, how to make programs more visible for the employers. Ms. Sullivan-Jardim gave an example of the Workforce Training Fund grant recipient that benefited from training dollars to train/educate their workers (Churchill Linen).
      - Businesses applying for Workforce Training Funds/Why not create a partnership with the Workforce Training Grant – share their info on our [business] website(s).
      - Ms. Lorraine Albert gave a update for the current CDL training at the Career Center /BAWIB
  - DISCUSSION – Training
    - Mr. Joe Lovetere/Forklift training (short term training) and hoisting license (a long term training process). Certification would get the people hired. Possibility of getting Parker Driving involved if possible.
    - Mr. Lovetere conveyed his organization Hub Tech’s experience with a private contractor [AT Leisure Contractor Licensing] who delivered the Forklift certification training at their Easton facility recently.

- Maryellen Brett/Massasoit Community College has a hoisting/Osha Training course.

**ACTION**

- Mr. Lovetere will do more research on what programs are available at private companies and at Massasoit Community College.
- Mr. Lovetere will be researching local Industrial Parks for connections and meet/greets.
- Mr. Lovetere emphasized the important objectives for the Business & Industry Development Committee
  - Form training programs to meet the needs of the employers (businesses).
  - Our primary goal is to help develop strategies that address the training needs of private businesses in our immediate region.
  - We determined one of the best ways to gain an understanding of the needs would be in the form of outreach. We are doing this with our Survey and direct marketing.
  - We are seeking to determine how best we can serve the community by making recommendations for training programs which can fulfill the needs of potential employers.
  - We are also looking to educate them on BAWIB's mission and the existence and capabilities of our Career Center and other programs.
- NEXT STEPS/ACTION
  - Take a more in-depth look at the survey, i.e., the trends, opinions – send to Lorraine Albert at BAWIB office. Ms. Albert will then consolidate all of the comments.
  - Sheila Sullivan-Jardim & Lorraine Albert (BAWIB)/Look at Local Market Information (LMI) – the trends,

**OLD BUSINESS**

**5. AVON INDUSTRIAL PARK MEETING UPDATE – Mr. Joe Lovetere**

- **Portal**
  - Connect to internships
  - How to encourage employers to advertise for these employees.
  - Recommendations that would come out of this committee (Business & Industry Development) will make us more efficient.
  - BAWIB can send out the survey with a link to the Metro South Chamber – [The Chamber may be able to conduct the survey for us and promote it for us as well] OR
  - The Chamber can send out to their members and share the information with BAWIB.
- **Follow-up/Outreach Strategy**
  - Reach out to following and other similar associations:
    - ✓ Stoughton Chamber of Commerce – Mr. Terry Schneider
    - ✓ East Bridgewater Business Association
    - ✓ Avon Industrial Park
    - ✓ South Shore Chamber

**NEW BUSINESS**

**6. YOUTH CAREER CONNECT MENTOR PROGRAM**

- Distribution – “We are Looking for MENTORS! Flyer
  - Please pass this information on (per Ms. Sullivan-Jardim)
  - This is the 2<sup>nd</sup> year of the program.
  - The flyer indicates what is needed from the Mentors, their availability and what the Youth Career Connect is all about.
  - Contact: David Edwards, YCC Coordinator, YouthWorks-BAWIB.
- Mentioned by Mr. Lovetere/STEAM / STEM + art-- The philosophy of STEAM revolves around the concept that: STEAM = Science & Technology interpreted through Engineering & the Arts, all based in Mathematical elements.

**7. EMPLOYER & INDUSTRY ENGAGEMENT UPDATES**

- AHEC/HealthCare Event/ Ms. Lorraine Albert (BAWIB) is involved with the upcoming regional program event; no date has been set. Involves Higher Ed/Allied, acute hospitals in conjunction with the Board of Higher Education.

- Southeastern Massachusetts Advanced Manufacturing Collaborative (SMAMC) Manufacturing Event & Trainings/Basic Manufacturing Skills Training [Lorraine Albert] – This training is available at no cost to employees of manufacturing partners of the SMAMC. The training is being funded through a grant from the Massachusetts Technology Collaborative and is the first of four training phases that will be offered to help improve the basic manufacturing skills of the partners’ workforce. Subsequent phases of this training will focus on developing the skills of the pipeline of future employees in our region. Phase I training will consist of, for example – Shop Math and Blue Print Reading.
  - ✓ Discussion – re: CNC training dilemmas, i.e., protecting both sides; will there will be jobs at the end of the trainings. How do we converse with employers? —pertains to e.g., manufacturing and healthcare.
- Outreach – Discussion regarding literacy issues [brought to the floor by Brian McElinney]
  - Create a roster – type of businesses (i.e., what category a business falls).
  - Placement
  - Upcoming jobs in the region – develop listing
  - Demands of employers coming into the Career Center
  - What Jobs are job seekers looking for
  - How do we get the entry level person employed –this is going to be the key
  - How can we focus on the language aspect?

**8. FALL MEETING DATES**

- Friday, November 4, 2016
- Friday, December 9, 2016

**Meeting ended at 9:55 a.m.**

**Next Meeting – November 4, 2016**

**Location: BAWIB Business Center**

**Your Partner for Employer Education and Workforce Development**