



NORTH SHORE WORKFORCE BOARD

70 Washington Street Suite 314
Salem, MA 01970
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Agenda - Partnership Committee

October 12th, 2018 8:00AM

70 Washington Street, Suite 314 Conference Room, Salem

Membership: Bob Bradford, Diane Smith, Marcia Griesdorf, Peggy Hegarty-Steck, Andrew Shapiro, Samantha McGilloway, Andrew Patton, Kristianne Widman, and Richard Szmyd

- I. Introductions
- II. Discussion of Objectives and Goals for FY 2019 – review and discussion
- III. Strategic Planning Committee Structure - discussion
- IV. WIOA and other Partnerships - discussion
- V. MassHire – update
- VI. Future of Work on the North Shore – update
- VII. Adjournment

Next Meetings: December 7, 2018; February 8, 2019; April 5, 2019; and June 7, 2019

PARTNERSHIP COMMITTEE GOALS AND OBJECTIVES 2018 - 2020

GOAL 4: THE NORTH SHORE WIB WILL INCREASE, STRENGTHEN AND STRATEGICALLY ALIGN RELATIONSHIPS WITH FEDERAL, STATE AND LOCAL PARTNERS/STAKEHOLDERS.

MAJOR THEMES FOR FY2018

- Support Board Member Development and knowledge of greater workforce system
- Public Awareness Campaign that outlines “priority areas” of the NSWIB
- Consistent Marketing effort
- Involvement in 4 to 5 “partnerships” that can be leveraged with many initiatives across the region

Objective #1: To educate and increase the knowledge and awareness of NSWIB members so that they can understand and disseminate the work of the NSWIB

Activity:	Timeframe:	Benchmarks/Indicators of Success
Develop and use a better Board Report format that puts data in context with services provided	2018	Sample format put into place and board feedback is gathered during March and May 2018 meetings. New Format is put into place for September 2018 meeting.

Objective #2: To increase and systematically use quality social media outlets to inform staff, board members, as well as multiple workforce system stakeholders.

Activity:	Timeframe:	Benchmarks/Indicators of Success
Hire a marketing intern part time	2018 2018 2019	Draft Job Description complete (recruited from local area colleges/universities) Intern Hired Evaluate Intern effectiveness and added value for future
Focus on four major partnerships, keeping the Partnership Committee informed of, and overseeing activities within these Partnerships, including	2018-2020	
1. WIOA Partners, focusing on populations under-represented in the labor market i. Goal – meet shared customer goals set for 2018 and beyond ii. Goal – in 2018 report on 10 shared customers placed in jobs as example of how the partnership is working	2018-2020	-Schedule routine meetings and communications -Collect data on Partners quarterly -Evaluate connections fostered by Partnerships -Report to Board quarterly on status of Partnership

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<p>2. Career Technical Education Partnership, ensuring full labor market communications with these organizations and directing educational resources in the direction or priority and critical industries and occupations</p> <p>i. Goal – provide committee with new programs requested and how they fit or do not fit with priority and critical industries/occupations</p> <p>ii. Goal – increase the number of young people interested in these industries and occupations (in partnership with Youth Pipeline Committee</p>		<ul style="list-style-type: none"> -Schedule routine meetings and communications -Collect data on Partners quarterly -Evaluate connections fostered by Partnerships -Periodically Report to the Youth Pipeline Committee -Report to Board quarterly on status of Partnership
<p>3. Local Elected Officials Partnerships, ensuring that they are informed on a periodic basis of NSWIB activity in general and in their specific locality</p> <p>i. Goal – communicate bi-monthly via newsletter with information on WIB activity with region-wide and localized data relevant to local leaders</p>		<ul style="list-style-type: none"> -Schedule routine meetings and communications -Attend at least one North of Boston Mayor/Town Manager Meeting – MAPC annually -Evaluate connections fostered by Partnerships -Report to Board quarterly on status of Partnership

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<p>ii. Goal – Provide data (annually) to cities and towns on customers in their areas.</p>		
<p>Regional Planning Partnership, ensuring that the goals and strategies of this work continues (and adds value to local area strategic plan) over the course of the next four years</p> <p>i. Goal – market the regional plan across multiple stakeholders</p> <p>ii. Goal – update committee on progress toward making plan goals for both regional work as well as local strategic plan.</p> <p>iii. Advocate for financial support from the State and other sources to support the activities outlined in this Plan</p>		<p>-Schedule routine meetings and communications</p> <p>-Collect data on Partners quarterly</p> <p>-Evaluate connections fostered by Partnerships</p> <p>-Report to Board quarterly on status of Partnership</p>

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Other research efforts

Consistently train current staff on effective use of social media

Schedule and format for Board Meeting is adjusted to allow for report out at board meetings. At minimum each sub-committee would report out annually.

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On August 29, 2018, our workforce system launched a new, unified brand -- MassHire. Sixteen local workforce development boards will be MassHire Workforce Boards; 29 one-stop career centers will be MassHire Career Centers. The names will change, but the commitment to our jobseeker and business customers continues.

The North Shore launched our new brand on September 11, 2018 with Secretary Rosalin Acosta.

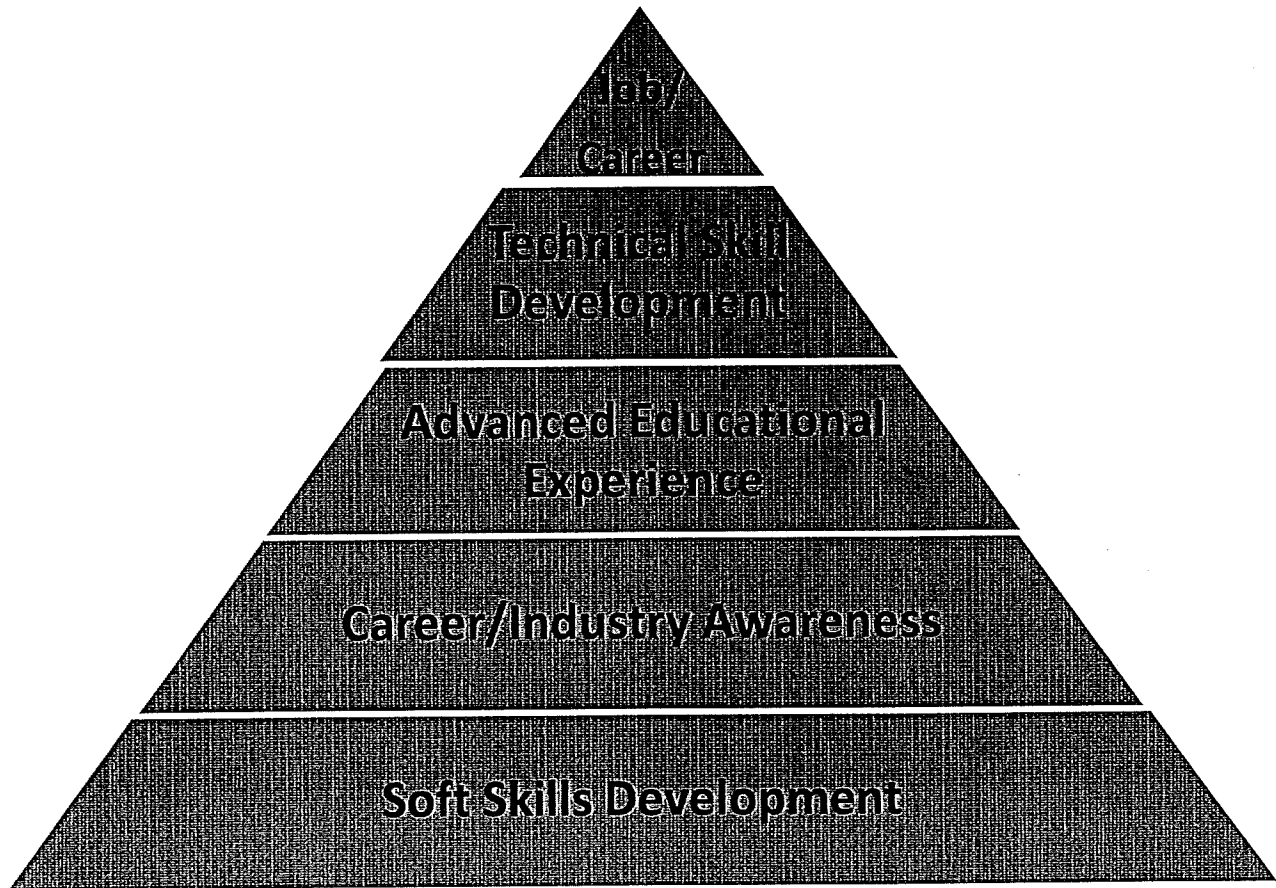
MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission. Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers and expanding the talent pool for businesses seeking trained, skilled employees. The brand, MassHire, unifies and empowers all state, regional, and local workforce entities. It enables them to communicate with clients — job seekers and businesses — with a clear, consistent, powerful message. MassHire provides a foundation for conveying the depth, breadth, and connectivity of its value and services across all audiences.

In discussions with businesses, jobseekers, education partners, workforce development professionals, and other stakeholders, EOLWD gathered extraordinary insight. For example:

- It became evident that employers and job seekers are largely unaware of the resources provided by the state's workforce system. In short, much of our target audience simply didn't realize they could turn to a statewide network for employment or business services.
- We unearthed new challenges and opportunities for more effectively addressing the unique employment and business needs for a dynamic 21st century economy. Mindful of the amazing work being done by our Commonwealth's workforce entities, our master brand, MassHire, enables customization and sub-branding flexibility. It incorporates the names and/or service areas of all local facilities.

Our new Website:

<https://masshire-northshorewb.com/>



Examples:

Soft Skills Development: Career readiness workshops, Signal Success and NSYCC created curriculum,

Career/Industry Awareness: Job Fairs at Lynn Vocational Technical Institute, Lynn English, and Lynn Classical High Schools, Peabody High School, Salem High School Field Trips to Microline, Medtronic, Innovent, Solectria, Krohne. Amp it Up experience with teachers provides their students with insight to companies.

Advanced Educational Experience: School Banks, School Child Care, Public Access Television, Technical School Culinary/Auto/Cosmetology Programs, Salem High School- Freight Farm- growing hydroponic produce on site, Peabody Chamber of Commerce YEA program

Technical Skill Development: CTE/Co-op Programs, Teachers – DESE Summer Externships, Medtronic Women in Engineering, Partners Summer Internship Program, Teachers – Amp It Up One Day Externships.