

WORKFORCE EXECUTIVE BOARD MEETING MINUTES

2/27/23, 2:00PM

Attendees: Judy Burke, Charlene Jancsy, Danielle McFadden, and Cynthia Smith

Excused: Tom Raiche, Ray Wrobel

The meeting was called to order at 2:00pm. The first order of business was to welcome everyone and give a brief introduction. Kevin introduced 2 new staff members: Jessica Bunting, Senior Program Manager, started 1/4/23; and Hunter Berube, Program/Grants Specialist, started 11/29/23. There was a brief discussion, and the Board welcomed the two new staff members. Jessica and Hunter then left the meeting and the rest Board continued with the agenda.

The meeting continued by following the Executive Meeting Powerpoint Presentation and reviewing the slide from the December meeting again – Role Responsibilities. The Board requested to include and discuss Role Responsibilities between the Workforce Board and the Career Center. A brief discussion took place on the roles of the Workforce Board and the Career Center.

Kevin presented a Comparison Chart highlighting the best estimates, where the Workforce Board will be in June 2023. This included areas of rebuilding such as the Youth Council and also adding 3 new initiatives such as the Mobile Career Center, City of Lowell Workforce Development and the Transportation Initiative. A brief discussion ensued regarding developing new satellite locations for the Career Center. These include the Lowell Housing Authority and Middlesex Community College. The final discussion was in regards to building back to full staffing and the need to have positions filled to better meet our targeted outcomes.

Next Kevin presented a slide showing updates of new collaborations between Career Center staff and Workforce Board staff. Both are working together to develop a communications plan to the many audiences who receive employment information. We discussed the use of video, multi-languages, QR codes and targeted marketing as new updates in working on this plan.

As part of our communications plan going forward, Kevin would like to ask each of our Board members to participate in developing a short OpEd piece highlighting the importance of employment to their business. A sample OpEd piece was shown and each member will be contacted over coming months.

Next, a chart was shown outlining the workforce grants that have been successfully received this past year totalling \$341,785. The grants were in 4 categories, in school for Greater Lowell Tech and out of school for Youth Build, IINE and Lowell Career Center.

Kevin outlined 3 new initiatives that are being rolled out for the Workforce Board:

- City Workforce Development (first meeting 2/1/23)
- Transportation Initiative (first meeting 2/15/23)
- Mobile Career Center Bus (efforts are ongoing)

A brief discussion ensued regarding these three initiatives.

Kevin presented the next slide outlining Legislation and support of House Docket No. 1421:

The director shall provide information secured under this section to other entities, including the 16 MassHire workforce development boards, where such information is to be used for: analysis of programs, financial analysis, establishment of common systems between federal, state or local agencies supporting workforce development services for a shared customer base for the purpose of fostering workforce development partnerships and inter-agency collaboration.

For wage data requests, the department shall provide demographic information; program participation; geographical location of services; and educational and other credential attainment. The department shall adhere to all privacy laws to protect individuals' private information while allowing measurement of aggregate data.

This is being supported by the State Workforce Board and Kevin requested permission for the Executive Board to also support this legislation with area legislators. A discussion ensued regarding the purpose of this legislation and how it helps the Career Center and Workforce Board.

Next Kevin showed a slide listing our MA Legislative Delegation. There were several changes in representation in our district based on recent election redistricting. The Workforce Board will be reaching out and contacting these Legislators regarding legislation and funding over the next months and particularly at budget time.

Next a discussion took place regarding the recommendation to create a Grant Oversight Committee. The purpose would be to work with the grant writing staff to identify and steer grant applications available to the Workforce Board or Career Center. A discussion ensued and a consensus approved creating this committee.

The annual Career Center Monitoring Updates were reviewed. The 4 monitorings included:

1. Department of Career Services for Fiscal (completed 2/23)
2. Department of Career Services for Programming (target completion 3/23)
3. Department of Career Services for Board Oversight (target completion 4/23)
4. Department of Career Services for System Certification (2024)

The next point on the Agenda was to discuss dates for upcoming Executive Board Meetings. Potential meeting dates for the Executive Board and the Full Board were distributed. Charlene Jancsy recommended the Executive Board meetings be on a bi-monthly meeting schedule. The Board was in support of the Full Board's upcoming meeting dates.

A discussion took place regarding a potential 'Thank You' Reception for outgoing interim chair Maureen Fitzpatrick. The date being targeted is 2/21, but it is subject to change. The Board will be notified whether this date is confirmed or a new future date is identified.

Board Leadership was discussed next. The three topics were:

1. Officers
2. New Executive Board members
3. New Full Board members

The Board discussed the need to bring private sector individuals onto the Board and make sure our Board's balance meets the state requirements.

It was suggested that the following Board members be contacted to inquire if they would be interested in serving on the Executive Board. A discussion took place regarding time requirements and the need to have experienced Board Members advance to the Executive Board. Charlene Jancsy requested that a copy of the matrix for Board membership and a copy of the bylaws be distributed to members of the Executive Board.

The next slide shown listed five private sector companies who may be interested in joining the Full Board. These companies included:

- Pridestar Trinity EMS Company
- Aqualife/Sanalife
- UPS
- QRyde Corporation
- Luna Taxi Service

A discussion ensued and it was recommended that Kevin continue outreach with these companies regarding future Board membership. It was suggested that perhaps those interested would be introduced as part of June's Full Board Meeting Agenda.

At 3:45 a motion by Judy Burke to adjourn was seconded by Cynthia Smith. The vote was unanimous.