

WIOA Business (Employer) Engagement Workgroup Minutes – August 18, 2015

Attendees

Ann Deres	Andrea Kingman	Roberta Soolman
Sue Whitaker	Yashira Pepin	Kimberly Napier
John McCarthy	Elaine Joyce	David Gadaire
Ken Messina	Susan Quinones	Chris Brennan

Via Phone

Kimberly Row Cummins	Steward Loosemore	Tracy
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Update

- A meeting was held on Friday, August 14 regarding the flow chart. The purpose of the flow chart is to:
 - Design a flow from business perspective
 - Identify services that businesses want
 - Identify goals and measures
 - Provide a framework for serving businesses
- Other topics of discussion were who our audience would be, entry points, assessment and triage, account management, service delivery, metrics, and next steps.

Dave handed out a copy of the flow chart and suggested that the committee go over it together

Entry points:

- What companies do we want to target? Combined effort with companies in several regions, plan that everyone would be on board
- Company coordination
- Regional based
- Need outreach plan, know companies we get to and companies we don't get into
- Market how to target companies – we have a work plan which is how we work together
- Want to know who contacted agencies
- Missing piece Local Economic Development – should be on entry points for businesses
- Company think DTA first, DETA communicates with everyone
- Should we add Adult Basic Education – they do trainings also
- We could also add ABE to list
- Businesses that are new – use a welcome wagon approach. Do some kind of marketing plan
- Potential strategy, career centers doing outreach to new businesses (utilize BSR's)
- How do they get the information, lack of communication
- Utilize the Business Work Journal
- Need a process so everyone knows about this, how do the chambers do it?
- For new businesses, explain role of each staff member, engage business with any information they need regarding government, find out what their need is
- Maybe seek assistance from Secretary of State, Jay Ashe – city/towns need some kind of registration – supply a list of new businesses
- Need a way of identifying the need – new skill cabinet could be on their “to do list”
- Centers belong to different Chambers – receive news letter telling what new companies are on board and send out welcome letter, giving them information about our Career Centers and telling them to utilize the resources available to them.
- Problem with utilizing the Secretary of State – they have 2 different list – maybe renew certification every year
- Looking at roles/responsibilities – can we get that done

- Could be time consuming
- Accessing entry points, does every new business have to register – Sec. of State is a logical point of contact, once in system you get to all of us
- Add municipalities
- Local Economic Development Office
- Layoff aversion should be added
- They are membership organizations, could be an issue
- Add Vocational Technical Schools
- Training provider – maybe use this term
- Some look at schools as a place to get new hires
- What about Staffing Agencies?
- Staffing Agencies is under Source and Talent
- Need to have a consistent message
- Suggestion to have a system for a new business – example: communicate with the business for roughly 1 year with our programs, so every 6 weeks or so, follow up with one of our programs and discuss it, then in another 6 weeks or so discuss another program etc.
- Good suggestion
- Rapid Response has an incumbent worker piece usually used under WTF
- Community Colleges utilize incumbent worker training

Suggestion made:

- Add Expo to Business attends Job Fair/Expo (2nd box)

Assessment, Triage & Referral:

- Career Centers don't have resume bank
- Need to use consistency, purchase something new so we can all utilize it
- Agree that we don't have a resume bank
- WIOA allows incumbent worker training

Suggestions made:

- Change wording to read instead of resume bank use Workforce Development System (3rd box)
- Where it says "assess needs of workers" – add businesses also. (4th box)

Account Management:

- What does talent development mean?
- Meet with businesses to develop the pipe line
- If someone goes on Job Quest, someone should know in the Career Center should know that
- Doing some changes to Job Quest – Marilyn working on a fix regarding employees/employers
- Volume of work, management could be in the mix, but lots of time needed
- If we were the contact of job posting sent to the employer, we get the hire, if we do it for all staff agencies we are doing their job
- Need a conversation on how it would work with staffing agencies. A check box and we could take credit if we are working with staffing agencies

Suggestion made:

- For talent development add the word pipeline (2nd box)
- Set as a default (3rd box)
- Rapid Response should go before Career Center (7th box)

Homework:

List concerns for Job Quest for next meeting.