

## **WIOA Business (Employer) Engagement Workgroup Minutes – July 7, 2015**

Review of June 23<sup>rd</sup> minutes – committee approved minutes

### **Action Items (from previous meeting)**

- Ken sent out the Workforce One Communication
- Chris mentioned having a joint meeting with other committees
- Recommendation/suggestions on getting assistance on how to measure metrics – Dave will make a phone call after the meeting

### **Update JS & E**

- Meeting was held in Boston and Alice presented an update on WIOA
- Ken gave an update on our workgroup – mentioned to Jen James that we should change the word “Employer” to “Business”. Also discussed Relationship Base verses Point of Contact Base – measuring the relationship with company
- George – relationship piece is good – we don’t approach our business partners like the Career Centers. Thinking of DESE, DTA etc., how relationships look
- Ken – we don’t want to piece sell our services, bundling services – training on July 29<sup>th</sup> anyone visiting business should attend
- Dave – get announcement of training out to all partners

### **Goals & Metrics**

- Dave – define system differently to include all partners – similar operating principles
- Dave S – question on how he would market the program
- Ken – explained we are not going to be the person from that agency, but with your understanding of these programs we can turn it over to the appropriate person
- Dave G – supply verses demand – making our supply meet their demands.
- Dave A – calls for some kind of referral/tracking mechanism – MOSES may not be the best option
- Chris – Ken developed a list of “point of contact” at each center – this could be used by all partners, regional meetings
- Dave G – List has to include all partners not just CC Directors/Manager’s – has to include DESE, Mass Rehab, MOBD, Community Colleges, etc. Whole point is to get us to work as one system on business side
- Ken – we have a Marketing group/resource guide – take a look at the guide and any information that needs to be entered please email Kimberly Napier at [knapier@mnreb.org](mailto:knapier@mnreb.org) – want to make this group more interactive
- Sue W – Workforce Central going from supply to demand model. Did a video to show need – Sue will send YouTube video out to all
- Paul V – using cluster model – making a closer relationship with businesses – learning more about the industry. Still have some obstacles to get over but understand there are mixed feelings
- Ken – sector based – Colorado has huge sector based strategies – business can go into the system, cross over of skills
- Dave G – ideal group 6-8 people ½ industry based and ½ generalists

- Stewart – focus on demand, not supply
- Centralizing point of contact/actual person/developing relationships – need to have names and phone number of person to contact
- Kathy – mentioned that the Legislators wanted Ken to do a presentation on the resource guide – that needs to happen
- Ken – what if we don't have the right pool of people to help businesses – we have to think differently
- Dave – explain definition of who we are and how we work
- Patricia – one plan to train customer for the position – social media can be a good resource
- Angie – Career Centers – we service the individual that are enrolled
- Dave G – once we cover the need doesn't mean we have to utilize customer who use the Career Centers – we could put the recommend we have a universal database including job matching
- Ann – testimony from Employers and BSRs
- Chris – we need a better database, center to center coordination/hot job
- Dave G – not just center to center, but partner to partner coordination - single point of authority over 5 secretaries/part of MOA, business as a true partner – Need to get MOA signed
- Chris – give single point of authority to DCS/Ken
- Kimberly – database for all Secretariats to converse, Workforce Innovation Fund, Alice and Jen James working on this (date of July 23, 2015)
- Dave G – will call Jen James and Ron Marlo to make sure they are all on the same page (Workforce Innovation Fund)
- Dave S – no referral is better than a bad referral
- Dave G – we don't want to go back to fill rate mentality – checking with all of our partners
- Ann – section to talk about referrals in MOSES – name of person who referred – consistency in communication and training
- John Mc – wondering when looking at job seekers – different population group – looking at it from demand side – how do we dovetail this?
- George – can't locate specific people for job at hand – may need to develop some training
- Dave G – need debate on who is first point of contact. Just met with Retail Association, greatest needs are for cybercrime security people – community colleges
- Ken – set a process that everyone agrees to, flow charting from agency to agency
- Dave G – who is the first contact and who is the best contact?
- Patricia – is the person who is accountable the point of contact
- Dave G – need a person that will oversee the project
- Ken – confidentially waiver signed by all partners
- Chris – snow shoveling example – agree with Ken on flow chart
- Patricia – asked to explain what information she should send to Kimberly regarding the guide
- Ken – pull up guide on web – check the contents and if you feel something should be added just email Kimberly regarding grants/agencies etc.
- Dave G – benefits! Qualified people may be found
- Ken – can you add a staffing section?
- Dave G – how could we word it?
- Stewart – Will send Ken a list of Chambers – MACE individual chambers all volunteers

#### **Benchmarks/Metrics**

- Penetration rate – 8% now/want 20%
- Chris – what is used to get the percentage rate?

- Ken – we developed a dashboard – looking at everything in MOSES, pulling together with our partners
- Dave G – universal way to define and resource it
- Ken – follow up piece
- Stewart – bad referral or good referral, how many are coming back? Good interaction to bring customers back
- Sue W – how can we set a 20% penetration rate if we don't know what the funding will be?
- Dave G – we need to set goals
- Sue W – be strategic on our target
- Stewart – shouldn't be how many times you contact someone – but also referrals – uniformity
- Chris – feels there should be a work plan – additional resources
- George – expanding our partners to help reach our goals – not just the Career Centers
- Elaine – Mass Biz Works is to get everyone on the same page
- Dave G – With a better way to measure business relationships – we recommended putting in place a universal database, has anyone come up with a better way?
- Ken – different levels of metrics – light business awareness/program awareness, strong placements
- Chris – suggested an employer evaluation component – done regionally, also statewide component
- John M- first thing is initial contact
- Kimberly – put into strategic plan
- Dave G – universal evaluation plan
- Stewart – difficulty on how you measure/define metrics – different levels of metrics
  - Are you meeting their demands?
  - Are they coming back more often?
  - Are you stealing from others?

#### **Next Meeting – July 21<sup>st</sup> in Framingham**

- **Metrics will be the main focus**