

**Massachusetts Workforce Investment Board  
WIOA Steering Committee  
Job Seeker & Business Subcommittee**

**Workforce Development Board (WDB) Certification Workgroup  
Meeting Notes: July 7, 2015**

***Members in Attendance:***

*Christine Abramowitz (Regional Employment Board of Hampden County), Gail Brown (Greater Lowell Workforce Board), Steve Sullivan (MA Community Colleges Executive Office), Maria Kefallinou (Quinsigamond Community College), Louise Meyer (Employment and Training Administration), John Oliveira (MA Commission for the Blind), Nancy Snyder (Commonwealth Corporation), Derek Kalchbrenner (Adult Community Learning Services), Sheila Sullivan-Jardim, (Brockton Area Workforce Board), Yashira Pepin (EOLWD), Department of Career Services: Leslie Seifried, Sacha Stadhard*

***Members not in Attendance:***

*Jolanta Conway (ACLS), Christine Cordio (Clinton Public Schools), Joyce Livramento-Young (South Shore Workforce Board), Joan Phillips (MA Rehabilitation Services), Tim Dooling (DCS), Eddie Bartkiewicz (DCS), Diane Hurley (DCS)*

**Goal Statement - Approved**

*Drive improvement for the Massachusetts workforce system through continued high standards of excellence for workforce boards*

**Report Out of Sub-Group Members:** *Derek Kalchbrenner (Adult Community Learning Services), Christine Abramowitz (Regional Employment Board of Hampden County), Gail Brown (Greater Lowell Workforce Board), Steve Sullivan (MA Community Colleges Executive Office), Christine Cordio (Clinton Public Schools), Yashira Pepin (EOLWD)*

The Section B of the FY14 MA WIB Certification Policy was reviewed sharing comments from the sub-group to make future Certification questions more robust and use language in alignment with Governor's and Secretary's vision of workforce development.

The WDB Certification group discussed the input and suggestions from the WDB Certification sub-group and provided the following additional comments and suggestions to be included in the WIOA WDB Certification questions in Section B.

**1. Strategic Plan (SP):**

- a. Accessing the 'supply side' – work being done with UI and MOSES sharing information. Some areas, like Metro North utilize Crystal Reports. Bridgewater State has been supplying good data. The DCS LMI Team will provide training to assist areas in using HWOL, TORQ, LMI...

- Resources and tools can be included in the WDB Certification Policy that can assist Boards with identifying population characteristics in the local areas.
  - b. Regarding convene-broker-leverage, list the Core partners by name (Vocational Rehabilitation, Adult Basic Education, and TANF).
  - c. Career pathways may already be in place – develop and/or replicate successful models.
  - d. Include in language as part of good career pathways, Community Colleges, Career Vocational Tech, Voc Ed, and other partners must be involved.
  - e. Serving Adult Literacy and individuals w/disabilities should be included on an areas dashboard/score card. Would also be in MOU's. (Serving ABE and Individuals with disabilities is covered in section above.)
  - f. Disseminating proven & promising practices – (aligns with new requirements in WIOA). Does this belong in the SP or in the Operational Plan?
- Section 188 – State should put as a standard in the annual operational plans.
  - Common intake forms across the local areas – the State will need to take the lead on this.

1a. Question: How is participation defined? What is the role of the Board in each regions economic development goals?

1b. Regional Planning areas have not been defined as of yet, however this question should remain for now.

## 2. Dashboard or Scorecard:

- a. Elaborate on 'special populations' i.e. Adult Learners and Persons w/disabilities
  - b. Sync with other workgroups to clarify language regarding 'Business' vs 'Employer'
  - c. Determine what programs are being measured
  - d. Are college placements being tracked? The Performance Workgroup may be working on this
  - e. Communicating the results to not only the board and public but also to career centers – is same information shared across all partners and the public?
  - f. Reconsider asking the 'value added' (2b)
  - g. More specific instructions on what to include the dashboard/scorecard
- Important not to duplicate work from other workgroups.
  - Suggestion for dashboard/scorecards to have commonality for easy comparison.

## 3. Performance Tools: Reconsider, might be picked up by another committee

## 4. Revenue Plan:

- a. Should align with priorities and strategies of the strategic plan
- b. Should include core partners for leveraging resources
- c. High level analysis of needs and gaps in services can be done based on customers that utilize the career centers
- d. Should include priorities around revenue generation opportunities

- e. 4a. and 4b. - varies across areas - suggested to leave questions in until possibly screened out at the next level

### **Discussion on Evaluation on Board Certification**

Current evaluation tools used to review Board Certification were briefly discussed. There was discussion as to whether the current evaluation tools would be relevant to the work of the group.

- o Question: Do reviewers start out with a common understanding?
- o Answer: Yes, reviewers did meet initially to have a common understanding

Nancy Snyder offered to share sample review sheets and rubrics with the group.

### **Continued Discussion on Board Employer Input**

The group discussed how to get employer input for the Board Certification process. At previous WDB workgroup meetings it was suggested that a survey be developed as a method of capturing employer input.

Reviewed possible survey questions:

- o Why Businesses are serving on the Workforce Development Boards?
- o How you ever been to a Career Center?
- o Do you know the services that are offered at a Career Center?
- o Do the business host open positions offered through Career Centers?
- o What are the issues or obstacles that get in the way of business involvement and how can the State or Workforce Boards enhance involvement?

Nancy Snyder offered to share survey questions for Workforce Training Fund applications

Louise Meyer offered to share MSW's LMI Works study  
OSCCs utilize satisfaction surveys

Agreed best to keep survey to Employers on the Boards – additional questions that came up:

- o Have you recommended OSCC services to other businesses/employers
- o Are you engaged in the Strategic Plan strategies and in agreement with them?
- o What services do you receive from the OSCC? Job postings, Job Fairs...
- o Do you have any youth connections? Offer internships?

The survey design should include a menu where employers can check off the services and programs they utilize through the OSCC's.

Introduction to the survey should include the language which encompasses the Governor's message of collaboration between workforce development and economic development.

Work with other committees and groups so employers are receiving ONE survey

**Next Steps:**

- Include additional comments and suggestions from July 7<sup>th</sup> WBD Certification workgroup into the Board Certification questions - Section B and will distribute to the group.
- Sharing of documents – Leslie to receive materials from Nancy and Louise and will send to the workgroup members. Leslie will also share HPWB documents so areas can see the reviewers approach to certifying Boards.
- Christine Abramowitz, Gail Brown, and Louise Meyer, will collaborate on drafting the introductions to the survey based on the message from the Governor.

**Next meeting is a Conference Call: 877-937-6179, participant code: 7195530  
Tuesday, July 21<sup>st</sup> at 1:00**

For those interested in participating on the call from the DCS Central Office, the DCS 1<sup>st</sup> Floor Conference has been reserved.