

WIOA Employer Engagement Workgroup Minutes – June 23, 2015

Attendees

John McCarthy	George Kohout	Angie Grant
Dave Gadaire	Ken Messina	Elaine Joyce
Kathy Clark	Yashira Pepin	Ann Deres
Sue Whiter	Stewart Loosemore	Kimberly Napier
Christopher Brennan		

Review of the June 9th meetings – minutes approved

- Ken – Update JS & E sub-committee meeting – job seeker piece missing. Need a balance separate from the business group and job seeker side? What are your priorities regarding the implementation of WIOA?
- Yashira – group thought there wasn't enough focus on job seeder side – maybe another group – many questions
- Ken – change the word employer to business – Employer is “labor exchange part”
- Dave – are we marketing our inventory? Are we building to the business partner? – This is going to be huge. Would like to present a Cadillac model, but also have plan B in place.
- George – what other examples of business services do you want to show?
- Ken – our program bundled in one – training programs to have people understand all the programs
- Dave – agreed at last meeting to review some existing tools that are in place

Strategy Plan – Kimberly

- Explained the strategic plan that she put together:
- She used the 3 goals that were already in place – which are achievable. With each goal she created 1 or 2 goals and came up with an object to meet each goal. She is in the process of generating a flow chart. She explained how goals are not measurable but objectives are
- 20% penetration rate
- 4 focus groups so far
- 1 – 1 marketing works
- Buy in from everyone – 85% of Mass BizWorks entities
- Kimberly also mentioned that a survey needs to be developed and according to what the survey shows, we can continue to conduct additional trainings
- She wanted to make sure that everyone understands that this strategic plan is not a marketing plan, but a marketing plan should be implemented

Open Discussion

- Ken – MOA being worked on by Jen James
- Dave – would like to see a draft of the MOA before it goes out
- Ken – original reason for the MOA was sharing information with our partners
- Chris – how do regions get it done locally? MOBD, Education side?
- Dave – our next benchmark is 20% penetration, this plan supports that- get secretaries to feed in locally
- Kimberly – take 2 goals and separate them – higher level and local level. One agreement everyone signs to work collaborately – once in writing people will understand and sign off
- Chris – thinks it needs to be spelled out more clearly if there are 2 parts locally and statewide

- Dave – like Kimberly’s idea of putting 2 goals together
- Ken – what did you put in your state plan?
- Chris – should we have employer engagement numbers in state plan?
- Ann – all we’re talking about is not for things, but for next July1, 2017
- Ken – talking about pulling together/working together to have higher penetration rate
- Ann – if we’re looking for higher – systems need to speak to one another for real numbers
- Dave – has to be new funding – Regional plan ties into State plan
- Ann – first goal – 20% penetration rate, we’re at 8% - asking for a large amount of money
- Ken – the plan has been to pull together 9our resources, that’s why we trained our BSR’s., Community Colleges, WIBs etc.
- Ann – looking at another 12% that has to go to fix the agencies
- Dave – absolutely right – but put the Cadillac model in place, this has to be our new funding. We are making recommendation for goals. Need a body to oversee, not monitor, that all this happens/work together
- Chris – what if we tied next years’ increase in line item directly to Business Services - FY 17 net increase
- Yashira – WIOA performance group – review regs, performance measures that have been changed, how to report on them, other state performance measures that are not defined – goals/outcome, system changes needed. Eventually set up a meeting between Performance Group and Business Group
- Chris – recommend your idea to Dave Manning/Tim Dooling
- Yashira – will take to them
- Sue – keeping guide up-to-date. Contact should be up-to-date. New businesses should get all this information as a business owner
- Dave – I don’t know how many Chambers are marketing this packet, but part of the recommendation is that who owns it should be responsible for the updated information

Dashboard

- Ken – at first the Dashboard numbers came into place by word of mouth - phone calls were made to our partners for the information needed. The idea of this was to have a one spot information sheet for the happenings around the State
- Chris – explain more on the MOBD part?
- Ken – TIFs – projects and new jobs
- Chris – TIFs= standard email that all Career Centers get information WFTT money should be given to Career Centers
- Dave – expand the Dashboard – Community College, Voc Rehab, etc., update every 6 months
- Ken – Rob sends out information to Merlot – it should be sent out to everyone
- John – Joe Mello has brought more updated versions – it’s updated on a regular basis
- Sue – communication – who gets what, is something we need to take a look at
- Ken – should we have a place where everyone can go? Send a link to everyone?
- Dave – will make a recommendation
- Chris – distribution list? Keeping up to date
- Dave – define where communication has to go – create an ownership

Policy

- Issuance – Policy for Business Services 15-05 June 20, 2015
- Dave – Business Services benchmarks – consistency on reportable services
- Angie – new staff and refreshers – VET reps

- Sue - sales training for BSRs
- Kathy – agree with Sue regarding the sales training
- Chris - training series, program/ service oriented
- Dave – selling relationship sales – could see a series of trainings, Merlot could be a great tool
- John – agrees with do need training, but it's an assessment of what they need (customer)
- George – Looked at Dashboard, this could be a way to get our partners to buy in. DESI would contribute to this, DTA, Mass Rehab, (OJT dollars)
- Ken – Everyone that touches businesses should be trained
- Ann – Mass Rehab – do they do training that we could attend?
- Dave – could make it part of the MOA, expand into Health and Human Services
- Ken – by doing this we will up our penetration rate
- Chris – pull out WIOA parts of business engagement and send out to all of us
- Dave – has looked and nowhere is it defined
- Yashira – Will send the business service section of regs looking to States to define points
- Dave – might be good to get the Secretary's interpretation
- Ken – will send out DOL link on Best Practices
- Sue – wage/record matching information
- George – look where State's going
- Dave – consistency of reporting – learn how other states do this
- Kimberly – common application DESI was asking for
- Dave – universal record for every company

Next Meeting – July 7 in Framingham

- 15-05 Continuation of Mass BizWorks Program and Tracking Icon in Moses Issuance
- MOA
- Updated version of Dashboard
- Consistency on communication
- Consistency in data
- Ownership of system
- Consistency in mandated training
- WIOA Regs (Yashira)