

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

**Workforce Development Board (WDB) Certification Workgroup  
DRAFT Meeting Notes: June 23, 2015**

***Members in Attendance:***

*Christine Abramowitz (Regional Employment Board of Hampden County), Gail Brown (Greater Lowell Workforce Board), Christine Cordio (Clinton Public Schools), 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), Joan Phillips (MA Rehabilitation Services), Nancy Snyder (Commonwealth Corporation), Derek Kalchbrenner (Adult Community Learning Services), Sheila Sullivan-Jardim, (Brockton Area Workforce Board); Department of Career Services: Diane Hurley, Leslie Seifried, Sacha Stadhard. Also Susan Quinones and Yashira Pepin*

***Members not in Attendance:***

*Jolanta Conway (ACLS), Joyce Livramento-Young (South Shore Workforce Board), Tim Dooling (DCS), Eddie Bartkiewicz (DCS)*

**Discussion on Employer Involvement**

- Suggestion for Workforce Board members to bring the discussion from the WDB Certification Workgroup back to Board members/Executive Committees/ subgroup as an avenue for employer involvement
- Suggestion to re-visit a different meeting time for the WDB Certification Workgroup as the meeting time may not be convenient for employers
- Workforce Development Board are employer driven Boards and must be populated by 51% of businesses
- Employer involvement is key to this process
- Workforce Boards could provide information to Businesses and then responses can be brought back to the WDB Certification Workgroup
- A survey could be developed and sent to businesses to get their feedback
- Survey could be sent using Survey Monkey

Possible survey questions:

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

Hampden Board uses a Board self-assessment tool that asks questions relative to the direction of the Board and its effectiveness. Hampden will share this tool w/the WDB Certification Group.

- It's important to find out why Board members are on the Boards
- Often times there are misconceptions about what happens at a Career Center in that there are not qualified candidates
- Through the employer involvement process, Business can be educated about the work and services of the Career Center
- Marketing study done in New Bedford found that there is a need to market image and publicize the services provided in Career Centers
- One measure of high performance is how well Career Centers market their Career Centers

### **Goal Statement**

Suggested goal statement is for Workgroup proposed for the WDB Certification Workgroup:  
*Drive improvement for the Massachusetts workforce system through continued high standards of excellence for workforce boards*

Group to think about goal statement and suggest ways for enhancement or improvement.

It was mentioned that the goal statement ties into the Governor's message: Let's go further faster.

### **Review WIOA Board Functions – What are top 3 to focus on for Board growth?**

- Key function of a Board should be to develop strategic partnerships among employers and education and workforce entities and regional industries to ensure that there are strategies in place to meet industry hiring needs.
- Mass Commission for the Blind is always looking for the opportunities to place consumers and needs to know the opportunities available in businesses so to better prepare individuals for positions.
- Better engagement between Community Colleges and Workforce Development Boards.
- It was noted that the Workforce Boards need to balance vendor neutrality.
- The WIOA Steering Committee document which highlights Workforce Development Boards gathering business intelligence and communicating to staff across partners/ systems will be shared.

### **Discussion of the four functions that a Board must demonstrate to be certified**

- Question: What metrics need to be in place to show that we are improving as a board?
- Collaborations are key – there is always room for improvement
- Marketing needs to be improved on to get a better understanding of what happens at the Career Center
- Questions: How do we measure that Boards are engaging required WIOA partners?

- ACLS started convening ABE LWIB representative and having quarterly meeting. It was found that there wasn't a clear understanding of what their responsibilities were in relation to the Boards.
- A job description was developed to inform the ABE members of their responsibilities to the Board
- Possibly develop a tool that members of the Boards could use to keep constituents informed
- Board member orientation is not consistent across the state – this could one more criteria for Board standards
- Possible develop a description for Board members that describes the responsibility relative to their position on the Boards
- Caution that job description is not too prescriptive
- Good idea to share best practices around Board orientation
  
- Question: What are characteristics of a good Board?
  - Answer:
    - A good agenda is important to get Board participation. Interesting topics (offering value) are key to get businesses involved in Board meetings.
    - Email blasts notifying members of what's going on (i.e. awarded grants)
    - Mix up required elements of a meeting with interactive
    - Networking is important for Board membership involvement.
  
- Question: How can we weave these characteristics into the current standards or are there new standards we want to create? How can measure what is already being done.
  
- Question: How can we measure services to a focus population? How are we being innovative in serving focus populations?

### **Discussion on new Board functions**

- New Board functions could fit into current functions. Possibly do a cross-walk and blend the functions into a document that can be reviewed
- Additions to the existing Board functions will be highlighted
- Input will be requested regarding:
  - Requirements
  - Changes
  - Feedback on what is already in place
  - Non-Board participation
  
- A smaller workgroup will be engaged to develop a document which will merge the existing Board functions and the new Board functions

A sub-group was developed consisting of members of the WDB Certification Workgroup to review and provide feedback on the suggested standards of excellence for Board certification. Members are:

- *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 (Executive Office of Labor and Workforce Development)*

**Correction to June 9<sup>th</sup> meeting notes** - High Performance Board membership matrix needs to be in place by August 2015 for certification.

**Next Meeting:**

Tuesday, July 7 at 1:00  
Hosted by [Central MA Workforce Investment Board](#)  
44 Front Street, Suite 300  
Worcester, MA 01608

For those not able to attend in person, please join us via telephone:  
877-937-6179, participant code: 7195530