

WIOA Workgroup Meeting – June 9, 2015

Attendees

Ken Messina	Dave Sullivan	John McCarthy
Elaine Joyce	Stewart Loosemore	Chris Brennan
Dave Gadaire	Ann Deres	Angie Grant
George Kohout	Sue Whitaker	Sue Quinones

NOTE: All meetings will be held in Framingham.

- Review of minutes from June 2 meeting – All agreed, minutes were approved.
- Welcome to our two newest members: Dave Sullivan and George Kohout.

Main Focus:

- To set up our goals
- Go over policy

Policy:

- Ken mentioned the policy that was in place for Mass BizWorks, which basically states our intent to re-enforce the strategic dimensions of the program that would enable the WIBs, Rapid Response and Career Centers to continue to expand the work to assist businesses. With this we need to discuss the challenges, how we as a team can put this together, working with Career Centers, utilizing our sub-committees, talk about reportable services (MOSES). A copy of the Continuation of Mass BizWorks Program and Tracking Icon in Moses was handed out/faxed to the attendees so that they could read it over and have a discussion at the next WIOA meeting.

Discussion

- Dave – goal on marketing, give Mass BizWorks committee a bench mark
- Ken – Kim put together a strategic plan – might be a good starting point (copies were given to the attendees)
- John – agreed the strategic plan was a very detailed plan – good resource to start with
- Dave – discuss metrics as a goal: what is a good measurement that tells the story
- Chris – start from what exist, start with reportable services and what exists in Mass BizWorks. We need feedback from Alice and the Governor's office
- Ken discussed program awareness, making sure they are counting the meetings with businesses.
- John – awareness fact should be counted
- Chris – need to get to the penetration rate, be flexible with what we count
- Ken – before DOL didn't count the employee meetings. We should count the first initial meeting with the employer
- Dave – that makes sense, what defines a business partner:
 - Program awareness
 - Count penetration rate
 - Measurement relationship with employers
 - Qualified referrals
- Ann – plan 2014/2015, career center WIBs are telling them what to do – Ann mentioned she has 5 goals that she is judged by
 - Number of employers served

- Attract new employers to Career Center
- Repeat customers
- Number of employers listing job orders
- Number of events for employer to attend (job fairs, recruitments etc.)
- Ken – should we count individual and multiple companies?
- Ann – job fairs is considers one event, even though multiple employers are there
- Chris – important to have connection with reportable services, discuss having the training mandatory
- Dave G – baseline that all regions agree on 4/5 elements/metrics – statewide system
- George – don't do the same outreach as Career Centers do – tours of companies, metrics of businesses, be engaged in advisory boards
- Ken – try to include education through BizWorks, need to capture everything businesses
- Dave S – I deal with a variety of companies – don't oversell the product, bring together what you have.
- You can use Federal Bonds, Tax Credit – measure of federal bonds, job orders and placements. Some concerns: bad referrals, is the company getting the services they deserve
- Ken – trying to make sure we reach the fill rate
- Sue W – agrees with Ken, maybe get credit for screening people
- Dave G – be careful not to push our inventory – get back into the relationship
- Ann – let's think about what needs to be done, problem we have no one able to screen job seekers for potential jobs – need more staff
- Chris – process look at how Career centers are designed
- Angie – team concept – BSRs and Employer players work within a team
- BSRs and Job Developers work together – has to be a cross over
- Sue W – need outside sales representatives – needs to be out to develop relationships
- Dave G – capacity issue
- John – for the past 17 years, we were designed in WIA, now we have a different model – have to adapt to change
- Ken – trying to do more by working together, BSRs, RR, Community Colleges are all in one area – do away with territory issues
- Dave G – terms of goals – more unified system – again what counts:
 - Program awareness
 - Count penetration rate
 - Measurement relationship with employers
 - Qualified referrals
- Ken – suggested that people take a look at the strategic plan as a homework assignment – bring back comments for next meeting
- Chris – glad Community College are taking part – we should bring in Mass Rehab, DTA
- Angie – sees DTA as part of job seeker group
- Dave G – WIOA does put on DTA to be on the business side, they join in at Partners Meetings, make sense to have them but have the right people at the table
- Ken – put it as an action item – Call out people from different agencies to be part of this group
- Chris – maybe have them as a Focus Group – instead of having them meet every 2 weeks
- Dave G – find out why people can't be referred to a specific job – reason
- John – Moses has a drop down for hire/not hired and reason why
- Angie – how do we know what happens to those we don't hear back from
- Sue – what are the outcomes, if we don't have system in place to get the information we need
- Dave G – how many are referred? How many are screened?

- Chris – need wage record matching
- Ann – regarding referral job orders: measure percentage referrals that were provided by Career Center and/or internet self-referral

POD Method

- Angie – all case management work in a team
- You – could have 2 to 3 career advisors, and a BSR working together
- You could have a resource team made up of a job developer and a BSR familiar with the needs/training
- Sue – what are the pros/cons of this model?
- Angie – Pros more service and hands on for job seekers, having more than 1 person working with a customer, BSR can share all information on the customer for better service
- Con – timing issue – BSR working with team/going out on the road
- John – from BSR perspective it would be like dealing with multiple industries/occupations
- Angie – teams not split by industry

NEXT MEETING

June 23rd, 1671 Worcester Road, Framingham from 10:00 to 12:00.