

**Central Massachusetts Workforce Investment Board
Cultural Competence Advisory Committee Meeting
44 Front Street, Suite 300 Worcester, MA 01608**

**August 28, 2012 3:00-4:30 pm
Minutes**

Present: Don Anderson, Jennithan Cortes, Jeff Turgeon, Sean McGauley, Maria Siemaszko, Monica Bond, Jean Poteete, Keesha LaTulippe, Sue DeLeon

Guests:

Unable to Attend: Roy Lucas, Lenny Cooper, Casie-lee Miller, Anh Antunes, Lisa Brennan

- **Welcome:** J. Poteete and K. LaTulippe welcomed guests and called the meeting to order. It was noted that a quorum was present.
- **Approval of June 26, 2012 Meeting Minutes:** Upon a motion by D. Anderson and a second, the June 26, 2012 minutes were unanimously approved.
- **Old Business:**
 - **Community Event Outreach Sponsorships:** Members discussed a list of upcoming events and an update of recent community events at which Workforce Central had staff representation (please see handouts section). The committee then defined the goal of attending these community events- *to increase awareness of the career center to diverse populations and to increase the career center 'foot traffic' of these vulnerable populations*, and discussed methods of meeting these goals.
Action: Staff to look into the community events list to determine which events reach the most people for the least amount of money.
Action: S. DeLeon and K. LaTulippe to compile a list of community events in the Southbridge area and send them to S. McGauley.
 - **Access Point Partner Recruitment & MOU's:** D. Anderson reviewed the draft Partner Recruitment MOU (please see handouts section). D. Anderson noted that this would outline what is expected of each organization involved in the MOU. The group also discussed hiring interns from area colleges to be trained outreach staff. The issue of information sharing was also discussed.
Action: J. Turgeon and S. McGauley to design a draft outreach poster for the career center showcasing success stories (UPS poster).
Action: M. Bond to send contact information to J. Turgeon from the Ministerial Alliance. J. Turgeon to contact them regarding outreach assistance.
Action: M. Bond and K. LaTulippe to send college contacts to J. Turgeon. J. Turgeon to reach out to these contacts.
Action: J. Turgeon and S. McGauley to update the CMWIB's marketing plan to incorporate these new outreach efforts.

Action: M. Bond to send J. Turgeon the “release of information” language used at Lutheran Social Services.

- **Staff Training Topics:** Members were asked to keep ideas for staff training in mind and reported that there was approximately \$2,500 reserved for staff training this fiscal year.

Action: J. Turgeon to ensure that “Staff Training Topics” be included as a topic on the next CCAC agenda.

- **Mystery Shopper Service:** J. Turgeon met with the Mystery Shopping company that had worked with another Massachusetts WIB/Career Center recently. After reviewing the service cost, the committee concluded that a different and less costly route may be a more appropriate fit.

Action: J. Turgeon to contact Laurie Ross of Clark University to discuss partnering on this issue.

- **Next Steps:**

Action: K. LaTulippe to draft a committee work plan to be used as a guide.

- **Other Business:** There was no other business noted at this time.

- **Adjourn:** There being no other business, the meeting was adjourned at 4:55PM. The next meeting is scheduled for September, 25th at 3:00PM.

Respectfully submitted by,
Sean McGauley
CMWIB