

**CMWIB Youth Council
Youth Employment Committee Meeting**

44 Front Street, Suite 725

November 22, 2011

3:30 p.m.

Meeting Minutes

Attendees: Donna Connolly; Jesse Edwards; Rhonda Engelking; Priscilla Holmes; Robin Hooper; Frank Kartheiser; Nancy Thibault; Susan Gately; Ron Scott

Staff: Jeff Turgeon; Robert Zukowski; Sean McGauley; Roy Lucas; Ed Gagne

1. **Welcome and Introductions:** There being a quorum present, R. Scott called the meeting to order at 3:36PM. All that were present introduced themselves.
2. **Review of August 17, 2011 Meeting Minutes:** The committee was asked to review the minutes from the last meeting. There were no changes noted at this time.
3. **Update:**
 1. **Website:** S. McGauley presented the draft website mock-up developed with PENTA Communications. The website was well-received. S. McGauley noted that he is working with R. Engelking to develop a searchable database of JobOne partners for employers to use when on the site.
 2. **Videos:** J. Turgeon reported that the first JobOne PSA is nearing completion and hopes to have the finalized version for the next meeting. The videos are being created with the help of the City of Worcester's Cable Department. Staff is also working on 2-3 other follow up PSAs, including one which will include powerful facts around youth employment.
Action: J. Turgeon asked members to come up with some interesting and powerful "factoids" and send them to J. Turgeon at TurgeonJ@worcesterma.gov.
 3. **State Youth Employment Outreach:** J. Turgeon reported that the state has been working to develop a statewide youth employment outreach. The state has had a number of meetings and asked local areas to share their outreach efforts to develop a statewide plan that will work in sync with the local efforts. The state has conducted some business focus groups to gain employer insight on the outreach plan. The state information is being shared at the local level. J. Turgeon will keep the committee in the loop.
4. **Discussion:**
 1. **Policy:** The group received a JobOne Chart (please refer to Handouts section) which crystallized the JobOne relationship. Committee members also received a copy of the finalized partner MOU (please refer to Handouts section). All interested in becoming a JobOne partner were asked to return the MOU signed by their organization.
 2. **Partner Recruitment:** Members engaged in an exercise where they were asked to write down 3-5 youth serving programs that are not already involved in the JobOne initiative that CMWIB staff should reach out to. Members were then asked to write down 3-5 employers or industry groups that the CMWIB staff should reach out to.



In the final portion of the exercise members wrote down any questions that they would like to see included in the “FAQ” section of the JobOne website.

Action: CMWIB staff will review the information provided by the group and develop a list of potential JobOne partners, employers, and industry groups to contact on behalf of JobOne. Staff will also review the FAQs and develop a list of questions and answers for the website.

- 3. Employer Recognition Awards:** J. Turgeon reported as a part of JobOne, staff would put together an Employer Recognition Awards event. In its first year, the event would be small, but with hopes of expanding the event into a fundraiser in years to come. Members were asked to think about some criteria to base the awards on. This discussion was tabled for the next meeting.

Action: All feedback regarding criteria to base the employer recognition awards on should be sent to J. Turgeon at TurgeonJ@worcesterma.gov.

- 4. JobOne Sticker Program:** As a part of the JobOne initiative, employer partners would receive a sticker to display at their business.

Action: R. Engelking will request a quote on the design and printing of a vinyl sticker or button.

- 5. Career Fair & Work Readiness:** CMWIB and Workforce Central staff have been working together to develop JobOne Career Fairs. These fairs would be invite-only for JobOne partners. Since partners will have a career-readiness component in their program, the career fairs would yield a high level youth participant.

Action: R. Lucas to send out PowerPoint presentation for his work readiness workshops.

- 5. Announcements:** R. Hooper announced that she had 100% participation from her students who attended the Youth Orientation at the career center with R. Lucas. All students were signed up and received membership cards.

- 6. Adjourn:** The meeting was adjourned at 4:43PM.