

**Central Massachusetts Workforce Investment Board
Career Center/Adult Career Services Committee
340 Main Street Suite 400, Worcester, MA 01608
March 27, 2018
3:00 p.m.**

Meeting Minutes

Members in Attendance: Joshua Froimson (Chair), Joyce Clemence, George Cortes, Karen King, Paul Morano, Leslie Baker, Barry Metayer

Staff in Attendance: Ethan Brown (CMWIB), Jeff Turgeon (CMWIB) and Jennithan Cortes (Workforce Central Career Centers)

J. Froimson welcomed attendees and called the meeting to order at 3:10pm. No conflicts of interest were noted.

J. Froimson - A motion was made and seconded to approve the Consent Agenda which included the January 9, 2018 Committee Meeting Minutes. The vote passed unanimously.

J. Cortes confirmed the BEST has established a new process to increase the number of qualified candidates referred to an employer with an ultimate goal of increasing the number of career center candidates hired by employer partners. The BEST group will use the current case management system MOSES, to cross reference all job orders with job seekers who possess the basic requirements of the employer. This is a quicker screening process, but will yield a more focused and for effective job match. The new process began in March and has already yielded 74 referrals across a number of industries. The new process will also be supported by the texting and robocalling features. After reviewing outreach data, the use of Premium Job Orders was found not be as effective and will be phased out in favor of the new system. Several job orders have been grandfathered in and the team has the capacity to establish Premium Job Orders if a specific need arises as determined by the BEST Manager. J. Cortes did express continuing challenges around getting confirmation of hires. Challenges reside on both the job seeker and employer side, but more so with employers. Often incentives are used to encourage job seekers to provide placement information, but employers have little incentive to respond once an individual from the career center is hired. Follow up phone calls and emails are made, but employer response is limited once the service is complete (new hire). The BEST group and career center leadership will continue to seek ways to engage employers to confirm placements.

J Cortes confirmed career center management has had regular meetings with staff and have asked for their feedback regarding the implementation of the recommendations for the Career Center certification. He did state most staff will not see any major changes in their roles and responsibilities and have ongoing dialog and support from management. They see no issues with implementation.

J. Turgeon presented the final version of the Regional Blueprint to be presented to the State. The presentation highlighted the mission, priority industries, as well as our combined regional (North Central and Central MA) goals with a timeline into 2022. The blueprint will be presented to the State on March 30th and barring the need for additional changes would be approved and accepted by the State. J. Turgeon confirmed aspects of our plan such as the new BEST group referral

process are seen as a successful model and are being considered for implementation in other regions.

J. Turgeon confirmed the CMWIB has completed its evaluations in support of DESE's ABE programs submission process. The Board was asked to review several grant proposals submitted by vendors to assess their alignment with the regional plan. The reviewed proposals are in alignment and DESE will move forward with its approval process.

The Committee then reviewed the Issue Tracker document and noted several updates and edits to be made. The Committee did discuss ways to better connect employers with the various resources through the Board, the City and other regional and local organizations and to ensure better coordination across these agencies. Aspects of the Employer Resource Center concept will be reviewed for incorporation.

J. Turgeon confirmed the MASSHIRE rebranding initiative is underway. The new Board name will be MASSHIRE Central Regional Workforce Board. The official launch is expected for Summer 2018.

J. Froimson confirmed he will be working with the career center on its job order process improvement.

G. Cortes confirmed he is working to facilitate a meeting between City of Worcester department heads and the career center. The goal is to have career center staff provide an overview of its services and resources to support employers to include the use of its job posting database JobQuest, its process for employer engagement, job order development and job matching.

ACTION: G. Cortes will follow up with career center management.

J. Froimson announced the next Committee meeting will be on May 8, 2018.

With that, a motion to adjourn was made, seconded, and approved unanimously.

Respectfully submitted by: Ethan Brown

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