



**CMWIB Youth Council
Youth Employment Committee Meeting**

44 Front Street, Suite 725

April 28, 2011

3:30 p.m.

Meeting Minutes

Attendees: Jesse Edwards (City of Worcester Youth Employment Office), Rhonda Engelking (Penta Communications), Robin Hooper (TRA), Robert McGlory (DYS/Worcester Community Re-entry Center), Susan Gately (Blackstone Valley Education Foundation), Ron Scott (Ace Medical), Michelle Easton (Bottom Line), Donna Connolly (Colleges of Worcester Consortium), Nancy Thibault (Easter Seals)

Staff: Jeff Turgeon (CMWIB), Sean McGauley (CMWIB), Robert Zukowski (CMWIB)

1. Welcome and Introductions:

- a. J. Turgeon welcomed attendees and all introduced themselves.

2. Review of March 30, 2011 Meeting Minutes:

- a. J. Turgeon asked the committee to review the minutes from the last Youth Employment Committee meeting (please refer to Handouts). No changes or additions were noted.

3. Update:

- a. **Work to Date:** J. Turgeon explained the Employer Response Flow (please refer to Handouts). Businesses would contact CMWIB and WIB staff will gather employer specifics (industry, way they are willing to contribute, region, etc), CMWIB staff would then notifies matching JobOne partners, interested partners follow up with CMWIB within designated timeframe and those names are then given to employers who can follow up directly with the interested partners.
- b. **State Budget Outreach:** J. Turgeon reported out on the State Budget Outreach directing the committee's attention to the Workforce Solutions Group handout (please refer to Handouts). J. Turgeon announced that the MA House of Representatives will be voting on the amendments to the 2012 state budget during April 25th- 29th. Also included for the committee's information was a list of the Workforce Solutions Group Amendments and a list of the Central MA State Level Contingent and their contact information (please see Hanouts).

4. Discussion:

- a. **Design of JobOne website:** Committee members engaged in discussion around the design of the JobOne website. Ideas were recorded and will be used by Penta Communications in the design of the JobOne website. The committee decided that the landing page for the website should be simple and include links for employers and job seekers. The employer link would give information around the incentives for hiring a youth and contact information for the CMWIB for employers

interested in participating. The job seekers link would have information and links to all JobOne partner websites and other useful links to resources.

- b. Criteria for Partner Referrals:** Committee members were asked to think about creating criteria to ensure that youth referred to employers through the JobOne campaign all meet a defined standard. After some discussion the committee suggested that the committee members send the CMWIB their ideas for minimum partner standards including the use of core standards for work readiness training curriculum. These will be consolidated to create a master list used in a suggested Memorandum of Agreement (MOA).
 - c. ACTION:** CMWIB staff will email the request for input from members regarding partner's standards and work readiness training curriculum out to the entire committee. Committee members are asked to respond in a timely manner.
 - d. ACTION:** CMWIB staff will use the partner's training curriculums and recommendations to draft a MOA.
- 5. Timeline of Activities:**
- a.** S. McGauley reported that he met with J. Turgeon and R. Engelking to refine the outreach messaging and to determine the order of action steps for rolling out the JobOne Outreach plan. S. McGauley reviewed the updated Employer Outreach/Education Campaign (please refer to Handouts). The committee suggested that the outreach message be changed to "The long-term negative impact for our economy from youth not having work experience." The committee also recommended that the CMWIB set a date for the JobOne Kick Off Event as early as possible (suggested a Fall timeline).
 - b. ACTION:** CMWIB staff will work to set a date for the JobOne Kick Off Event and begin the planning stages.
 - c.** Members then discussed the outreach to potential JobOne partners. Members were asked to help in developing a list of youth serving agencies to outreach to for potential partnership.
 - d. ACTION:** CMWIB staff will compile a list of contacts to reach out to and send to YEC members for their review and additions.
- 6. Announcements:**
- a. Statewide Youth Employment Efforts:** J. Turgeon announced that the state is working on a youth employment outreach which will include a website with links to each region, the Central MA linking to the JobOne website.
- 7. Adjourn**
- a.** There being no other business, the meeting was adjourned at 4:54 p.m.

*Respectfully submitted by,
Sean McGauley
Communications, Operation and Administrative Specialist*