

4-14-2017

Attendees:

Bob Bradford, Andrew Patton, Andrew Shapiro, and Mary Sarris

PARTNERSHIP COMMITTEE GOALS AND OBJECTIVES 2015 - 2017

GOAL 4: THE NORTH SHORE WIB WILL INCREASE, STRENGTHEN AND STRATEGICALLY ALIGN RELATIONSHIPS WITH FEDERAL, STATE AND LOCAL PARTNERS/STAKEHOLDERS.

MAJOR THEMES AND GOALS FOR FY2017

1. SUPPORT BOARD MEMBER DEVELOPMENT
2. PUBLIC AWARENESS CAMPAIGN ABOUT CRITICAL DEMOGRAPHICS, INCLUDING IMMIGRANTS AND MATURE WORKERS
3. COMMUNICATION WITH ECONOMIC DEVELOPMENT PARTNERS

Objective #1: To educate and increase public understanding of the benefits of the NSWIB and increase interest and desire of stakeholders to partner with and support the work of the NSWIB.

Activity:	Timeframe:	Benchmarks/Indicators of Success	Notes
Create a marketing and social media plan, including mini-strategies for critical and emerging industries	2015	Identify Audience(s) and incorporate into marketing plan and social media plan	
	2015	Update marketing plan, including overall and mine- marketing strategies	
	2016 - 2017	Carry out plan	

<p>Greatly increase Social Media Presence – Twitter/ Facebook and others</p> <p>- Establish LinkedIn Page for the NSWIB and link with efforts of the North Shore Career Center and other Workforce Development related group</p> <p>Publish LMI in user friendly formats, focusing primarily on technology.</p>	<p>2015 - 2016</p>	<p>Increase twitter followers to 300. Consistently, have content distributed via Twitter – i.e. events, data, stories</p> <p>Established LinkedIn Page with at least one group formed to provide forum for discussion of Workforce Development on North Shore</p> <p>Blue Print Brief Published 1/15</p> <p>Updated to data in November 2015, 2016</p> <p>Begin publishing weekly ‘factoid’ (name TBD) that will cover workforce development data and points of interest. Twitter, Facebook, LinkedIn will be distribution points.</p>	<p>Currently at 215 Twitter followers – heading toward 300.</p> <p>We have developed a Linked In Page and this should have a group created within the next several months...several members have already ‘liked’ the page.</p> <p>Youth Blueprint and Poster on website and distributed locally – also Youth-specific newsletter sent out this month with all youth publications linked.</p> <p>We have looked a job growth across cities and towns through 2015 – may become a Data Spot or small report – we need to put on website</p> <p>Six Data Spots released – a schedule for the next several months reviewed. We need to link these with our other social media outlets</p>
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<p>Implement public awareness strategies as identified in the Plan about Blueprint and other related publications, including constituencies such as gateway cities, media, schools and colleges (including parents), non-profit partners, industry organizations, companies in critical/emerging industries</p> <p>Regular communication with elected leaders</p>	<p>2015 – 2016</p> <p>2015 and 2017</p>	<p>All constituencies have been communicated with and receiving relevant information for their interests and concerns</p> <p>Bi-Annual report to the legislature and other local elected leaders</p> <p>Increased attendance at WIB committee and full board meetings</p>	<p>Continued opportunities to speak about our LMI publications. Working to speak with the Superintendents Group this fall/winter.</p> <p>Sent out Bi-Annual Report to legislature. Finalizing a MOA with all NSWIB cities and towns on WIOA activity with only two towns remaining. Discussed strategy around these two remaining towns.</p> <p>Last WIB meeting had reps from Moulton, McGee, Tucker, and Lovely – continued work will take place.</p>
<p>Identify and Market Access Points (8 to 12) within the region to help support customer</p>	<p>2015</p>	<p>Establishment and distribution to partners of location and hours of operation etc.</p> <p>Regular review of services provided at access points, including numbers of people served, etc.</p>	<p>Starting in Fy17 we will begin tracking all services in Access points relative to goals set for each access point.</p>
<p>Support Board Membership Development</p>	<p>2015</p>	<p>1 New Board Members each year – 4 new sub-committee members per year</p>	<p>WE discussed new goals for FY 2017 that correspond to our Strategic Plan-</p>

			<ul style="list-style-type: none"> • Support Board Member Development • Public Awareness Campaign about critical demographics, including immigrants and mature workers • Communication with Economic Development Partners
Continued learning by WIB/Career Center staff on company workforce needs	2015 - 2017	Company visits and interviews to refresh industry viewpoint and needs	Career Center/WIB/Partner staff involved in a Customer Centered Design project to make employers at the center of our work (demand driven). Took part in Learning Exchange at the White House on Feb. 16 th . Press release was sent out and articles in Lynn Item. Excellent way to learn about other areas and challenges within the workforce system
Public awareness campaign about critical demographic groups, including skill and ability of immigrants and older workers	2015 - 2016	Published reports on website	
Communicate with economic development partners to help coordinate workforce development with general business growth	2015 2015 - 2017	Economic Snapshot Published in November 2014. Continued involvement on North Shore Alliance for Economic Development board and attend meetings.	Working with the NS Alliance on two events – winter and spring – around these topics – e.g., the Future of Work. Regional Planning also includes work with

the Greater Lowell WIB and Merrimack Valley WIB.

Committee during the December 2016 meeting discussed at length the WIOA MOU currently under discussion for completion this fiscal year. Specific discussion was around who the partners are, the schedule and content of meetings, and the details that must be included in the final documents. Current activities include learning the workforce services of all partners and determining how they fit together. In addition, the committee discussed the need for additional training dollars to ensure that shared customers can received training they need to move in to the many open jobs currently available in the region. The group also discussed technology needs and the possibility of a crosswalk that will allow different software packages to communicate with each other across agencies, allowing for simplicity in service customers with multiple needs. The committee was asked to think about how the WIB might develop a financial plan around

shared costs that address the issues
in questions.