

10-9-2015

Attendees:

Andrew Shapiro, City of Salem; Susan Jepson, Operation ABLE; Laura Dipersia; Sandy Nolfi, Analogic

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

1. CREATE MARKETING AND SOCIAL MEDIA PLANS
2. IMPLEMENT SOCIAL MEDIA PLAN
3. IMPLEMENT OVERALL PUBLIC AWARENESS CAMPAIGNS WITH VARIOUS IDENTIFIED CONSTITUENCIES
4. PUBLICIZE ACCESS POINT
5. RESEARCH AND PUBLICIZE REPORTS ON SPECIAL WORKFORCE POPULATIONS INCLUDING IMMIGRANTS AND OLDER WORKERS
6. WORK 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>	2015 - 2016	<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 192 Twitter followers – heading toward 300.</p> <p>We are working on Linked In Page and this should be ready by next meeting in December.</p> <p>Youth Blueprint and Poster on website and distributed locally – also Youth-specific newsletter sent out this month with all youth publications linked. Hopefully speaking with Superintendents group this fall.</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>Five Data Spots released – a schedule for the next several months reviewed. We need to post these to our facebook</p>

			account and other social media networks.			
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	2015 – 2016	All constituencies have been communicated with and receiving relevant information for their interests and concerns	Continued opportunities to speak about our LMI publications. Working to speak with the Superintendents Group this fall.			
Regular communication with elected leaders	2015 and 2017	Bi-Annual report to the legislature and other local elected leaders Increased attendance at WIB committee and full board meetings	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. Last WIB meeting had reps from Moulton, McGee, Tucker, and Lovely – continued work will take place.			
Identify and Market Access Points (8 to 12) within the region to help support customer	2015	Establishment and distribution to partners of location and hours of operation etc.	Access Point attendance has increased each month as follows: <table border="1" data-bbox="1453 1273 1892 1409"> <tr> <td></td> <td>FY2015 (3/1/2015 – 6/30/2015</td> <td>FY2016 (9/30)</td> </tr> </table>		FY2015 (3/1/2015 – 6/30/2015	FY2016 (9/30)
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		Regular review of services provided at access points, including numbers of people served, etc.													
Support Board Membership Development	2015	1 New Board Members each year – 4 new sub-committee members per year													
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). Learning much about how companies fill positions and what their pain points are. We will design a pilot that is built around our learning, e.g., using a “recruiter” model for staffing.												
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 – fall and spring – around these topics – e.g., the Future of Work.												

