

12-11-2015

Attendees:

Andrew Shapiro; Susan Jepson; Andrew Patton; Richard Szmyd and Diane Smith

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 197 Twitter followers – heading toward 300.</p> <p>We are working on Linked In Page and this should be ready by next meeting in February</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>Five Data Spots released – a schedule for the next several months reviewed. We need to link these with our other social media outlets</p>

<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>	

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 have design a pilot that works on a quicker response time to job openings...we are also working on obtaining consulting services around Lean Management and conducting a process map of our services.
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.