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Agenda - Partnership Committee

February 9th, 2018 8:00AM

70 Washington Street, Suite 314 Conference Room, Salem

Membership: Bob Bradford, Diane Smith, Marcia Griesdorf, Peggy Hegarty-Steck, Andrew Shapiro, Samantha McGilloway, Andrew Patton, Sandy Nolfi, and Richard Szmyd

- I. Introductions
- II. Discussion of potential Objectives and Goals for FY 2018 and formulation of NSWIB Strategic Plan
- III. WIOA Partnership MOA Implementation – *update*
- IV. Regional Planning Draft Labor Market Blue Print – update
- V. Future of Work on the North Shore/North Shore Technology Collaborative – update
- VI. Adjournment

Next Meetings: April 13th 2018, June 8th 2018

2018 – 2020

Partnership Committee –

Themes:

- Support Board Member Development and knowledge of greater workforce system
- Public Awareness Campaign that outlines “priority areas” of the NSWIB
- Consistent Marketing effort
- Involvement in 4 to 5 “partnerships” that can be leveraged with many initiatives across the region

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

- a. Better inform WIB members of workforce development successes and challenges so they can, in turn, spread appropriate messages to their colleagues and customers
 1. Develop and use a better Board Report format that puts data in context with services provided
 2. Allow one Committee to report in greater depth at the WIB meetings
 3. Deeper dive discussions through:
 - i. Workshop services for board members and their invitees on specific topics that strengthen knowledge and understanding of specific workforce issues and concerns; and/or
 - ii. Lengthen board meetings by 30 minutes to have these discussions.

Objective #2 – increase and systematically use social media outlets to inform staff, board members, as well as multiple workforce system stakeholders.

- a. Hire a marketing intern part time
- b. Consistently train current staff on effective use of social media
- c. Focus on four major partnerships, keeping the Partnership Committee informed of, and overseeing activities within these Partnerships, including
 1. WIOA Partners, focusing on populations under-represented in the labor market
 - i. Goal – meet shared customer goals set for 2018 and beyond
 - ii. Goal – in 2018 report on 20 shared customers placed in jobs
 2. Career Technical Education Partnership, ensuring full labor market communications with these organizations and directing educational resources in the direction or priority and critical industries and occupations
 - i. Goal – provide committee with new programs requested and how they fit or do not fit with priority and critical industries/occupations
 - ii. Goal – increase the number of young people interested in these industries and occupations (in partnership with Youth Pipeline Committee)
 3. Local Elected Officials Partnerships, ensuring that they are informed on a periodic basis of NSWIB activity in general and in their specific locality

- i. Goal – communicate bi-monthly via newsletter with information on WIB activity with region-wide and localized data relevant to local leaders
 - ii. Goal – track job seeker/customer referral back to the WIB from these leaders.
- 4. Regional Planning Partnership, ensuring that the goals and strategies of this work continues (and adds value to local area strategic plan) over the course of the next four years
 - i. Goal – market the regional plan across multiple stakeholders
 - ii. Goal – update committee on progress toward making plan goals for both regional work as well as local strategic plan

DRAFT

PARTNERSHIP COMMITTEE GOALS AND OBJECTIVES 2018 - 2020

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

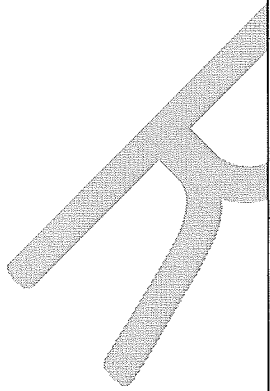
MAJOR THEMES FOR FY2018

- Support Board Member Development and knowledge of greater workforce system
- Public Awareness Campaign that outlines “priority areas” of the NSWIB
- Consistent Marketing effort
- Involvement in 4 to 5 “partnerships” that can be leveraged with many initiatives across the region

Objective #1: To educate and increase the knowledge and awareness of NSWIB members so that they can understand and disseminate the work of the NSWIB

Activity:	Timeframe:	Benchmarks/Indicators of Success
Develop and use a better Board Report format that puts data in context with services provided	2018	Sample format put into place and board feedback is gathered during March and May 2018 meetings. New Format is put into place for September 2018 meeting.
Allow one Committee to report in greater depth at the WIB meetings	2019	Schedule and format for Board Meeting is adjusted to allow for report out at board meetings. At minimum each sub-committee would report out annually.
Develop user friendly and easy to access workshops for board members and	2019 -2020	Established and executed schedule for workshop series (4) that would involve Career Center, NSWIB and Partners as well as board members.

<p>staff/partners (e.g. online, brown bag lunches, etc):</p> <ul style="list-style-type: none">i. Workshop services for board members and their invitees on specific topics that strengthen knowledge and understanding of specific workforce issues and concerns; and/orii. Survey NSWIB members on additional ways to increase their knowledge of the workforce system and share ideas and thoughts...(e.g. lengthening board meeting by 30 minutes, etc)	<p>2019-2020 2019</p>	<p>Briefings on these workshops recorded and shared with Board and Partners. Make these briefings available on-line (anytime.)</p> <p>Schedule adapted to promote time when needed for board members to discuss topics in more detail.</p>
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Objective #2: To increase and systematically use quality social media outlets to inform staff, board members, as well as multiple workforce system stakeholders.

Activity:	Timeframe:	Benchmarks/Indicators of Success
Hire a marketing intern part time	2018	Draft Job Description complete (recruited from local area colleges/universities)
Consistently train current staff on effective use of social media	2018 2019	Intern Hired Evaluate Intern effectiveness and added value for future
Focus on four major partnerships, keeping the Partnership Committee informed of, and overseeing activities within these Partnerships, including	2018-2020	Develop short training program on social media and impact on the organization and outreach
1. WIOA Partners, focusing on populations under-represented in the labor market	2018-2020	-Schedule routine meetings and communications -Collect data on Partners quarterly -Evaluate connections fostered by Partnerships -Report to Board quarterly on status of Partnership
i. Goal – meet shared customer goals set for 2018 and beyond		

<p>ii. Goal – in 2018 report on 10 shared customers placed in jobs as example of how the partnership is working</p>		
<p>2. Career Technical Education Partnership, ensuring full labor market communications with these organizations and directing educational resources in the direction or priority and critical industries and occupations</p> <p>i. Goal – provide committee with new programs requested and how they fit or do not fit with priority and critical industries/occupations</p> <p>ii. Goal – increase the number of young people interested in these industries and occupations (in partnership with Youth Pipeline Committee</p>		<p>-Schedule routine meetings and communications</p> <p>-Collect data on Partners quarterly</p> <p>-Evaluate connections fostered by Partnerships</p> <p>-Periodically Report to the Youth Pipeline Committee</p> <p>-Report to Board quarterly on status of Partnership</p>
<p>3. Local Elected Officials Partnerships, ensuring that they are informed on a periodic basis of NSWIB activity in general and in their specific locality</p>		<p>-Schedule routine meetings and communications</p> <p>-Attend at least one North of Boston Mayor/Town Manager Meeting – MAPC annually</p> <p>-Evaluate connections fostered by Partnerships</p> <p>-Report to Board quarterly on status of Partnership</p>

<p>i. Goal – communicate bi-monthly via newsletter with information on WIB activity with region-wide and localized data relevant to local leaders</p> <p>ii. Goal – Provide data (annually) to cities and towns on customers in their areas.</p>		
<p>Regional Planning Partnership, ensuring that the goals and strategies of this work continues (and adds value to local area strategic plan) over the course of the next four years</p> <p>i. Goal – market the regional plan across multiple stakeholders</p> <p>ii. Goal – update committee on progress toward making plan goals for both regional work as well as local strategic plan.</p> <p>iii. Advocate for financial support from the State and other sources to support the activities outlined in this Plan</p>		<p>-Schedule routine meetings and communications</p> <p>-Collect data on Partners quarterly</p> <p>-Evaluate connections fostered by Partnerships</p> <p>-Report to Board quarterly on status of Partnership</p>