

## **MSW Workforce Board Executive Committee Meeting, May 14, 2024**

### **Unofficial Minutes**

**Members on Zoom:** Lisa Kubiak, Chair, Bob Bower, Mark Fegley, Rev. Lloyd

**Members Absent:** Andy Vizulis

**Others present:** MassHire Metro South/West Workforce Board staff present: Henry Bryson, Greg Bunn, Meghan Burke, Louise Meyer; Cindy Cedrone, Administrative Consultant

### **Welcome and Approval of March 12, 2024 Minutes**

Lisa Kubiak welcomed everyone and asked for approval of the March 12, 2024 minutes. Rev. Lloyd made a motion to approve. Bob Bower seconded. All members indicated approval. Motion passed.

### **Updates**

Greg announced the appointment of Meghan Burke as the Director of Youth Connections, noting the new name “Youth Connections” to clarify the integration, continuity, and integration of “Youth Careers: in school youth” and “Career Connections: out of school youth”. The aim is to streamline outreach and referrals, and to attract more support from foundations and donors. Greg emphasized the importance of an ‘elevator pitch’ to explain the connection of the young programs into one called Youth Connections.

### **Branding/Website Updates**

Henry said that the website was being redesigned with a focus on enhancing the visibility of the Career Center, Board, and Youth Program. This rebranding strategy also aims to differentiate it from the MassHire brand, which will be associated with the Career Center. The Youth Connections brand will help facilitate independent fundraising and create a unique identity for the board. The new website, developed in collaboration with Champ Internet Solutions, is set to launch soon, with the current MassHire MSW website being transformed into the Career Center website. The design incorporates a blog-style format for announcements and events, replacing the traditional calendar. He presented the attached slides with different colors noting the favorite was the third slide lower left with dark blue background and the MSW WB logo. Henry noted that the youth website, the first to go live, would serve as a platform for youth to access information, ask questions, and learn about career exploration and pathways. He also said there would be interactive features and integration of various services.

### **Programmatic Directions**

Greg noted the Board’s strategic direction towards a sector-based approach, focusing on: Healthcare, including long-term care and mental health, Manufacturing and Trade/Construction. He highlighted ongoing projects such as the healthcare program in collaboration with Commonwealth Corporation, the Teen Mental Health First Aid program, and efforts to develop a comprehensive behavioral health certificate at Assabet Valley, Trade and Construction month of April which saw three major events. He shared his recent appointment to the board for the Center for Advanced Manufacturing, aiming to address workforce issues and promote apprenticeships. He also mentioned the possibility of reviving the annual manufacturing summit in Acton and creating more interactive events for the manufacturing sector. He noted the Board is also working on Re-entry efforts for justice-involved individuals, noting the challenge that the most of those released from correctional facilities end up in other workforce regions. .

## **WIOA Lead Elected Official Summit**

Greg said that a summit is being planned for the fall of all 16 lead elected officials (LEOs) to educate them about the workforce system, share best practices, understand their role better, and coordinate with them as an advocacy resource. It may be possible to collaborate with the Massachusetts Municipal Association on this summit.

## **Mass Workforce Association Annual Meeting**

Greg announced the annual meeting of the Mass Workforce Association, which will take place in Salem in June, and encouraged members to attend. Information will be emailed with more details.

## **Other Business**

Greg announced that Brandy DeBarge had left Patriot Ambulance so was no longer on the Board, and no longer chair of the youth committee. He said Ernie Houle was interested in becoming chair of the board. The other members agreed he would be a good person to be appointed. Bob congratulated Walter Gardner, a Board Member, on being elected the new Business Manager of Local 609 which is seen as a positive development for the relationships with the local trade organizations.

Lisa made a motion to adjourn. Bob Bower seconded. The meeting was adjourned at 10:00 a.m.