

Partnerships for a Skilled Workforce
Career Center Initiative Board
November 16, 2017

Attendance

Members Present: Mark Key, Chair (phone), Rosemary Alexander, Joan Cirillo, Patrick Davis, Laura Edwards-Lassner (phone), Ernest Houle, Chris Miller, Christine Tibor

Member Absent: Charles Gagnon

Representative, General Manager, Town of Norwood: Louise Meyer

Guests Present: Jason Matthews and Sarah Hoecker, Career TEAM

Staff: Sylvia Beville, Henry Bryson

Agenda

Mark Key opened the meeting with a review of the agenda and a focus on the evolving work of the CCIB. In his view, the purpose of the CCIB is to challenge the new operator and the system to get the best outcomes. The CCIB must establish performance measures and hold the operator accountable for achieving performance standards. The CCIB is also responsible for understanding the challenges inherent in moving to a demand driven system and providing support to the operator.

September Minutes

Ernie moved that the September minutes be approved; Joan seconded the motion; motion carried.

Implementation Successes and Challenges

Jason Matthews, Career Center Director, described the movement to an integrated service model in which state and Career TEAM employees provide a menu of services to job seekers. Attendance at the Career Center Seminar is required, because that is the forum for customers learning about services. The customer service flow or access to services is seamless.

He described the work readiness process and distributed the work readiness checklist. Case managers work with job seekers to prepare them for work, e.g., prepare a general resume, acquire job search skills, complete occupational training. The checklist is the means of guiding job seekers and monitoring their progress. When the job seeker has completed all "assignments" on the work ready checklist, he or she is referred to a member of the business services team, who prepares the customer to apply for a specific job in a specific company. He noted that this is a change in process. Historically, the case managers referred people to a vacancy. In the new model, the preparation and the referral are the responsibility of a member of the business services team, because they are the most familiar with the company and the job. This change in practice is proving to be a challenge, because it moves the responsibility for direct referral to a vacancy from the case manager to the business services staff person.

He listed three major challenges:

- Understanding the components of the many state agencies and programs and amending Career TEAM policies and procedures to meet Massachusetts' requirements
- Integrating a new service delivery model, educating staff on the law and best practices through cross training

- Implementing a new business model that requires change in the duties of some staff. Jason reported that he is working with management to resolve any issues. The chair acknowledged that the level of change may be uncomfortable for some. While there is a need to be empathetic, there must be progress in implementing the business model. This may require the CCIB or the WIB to seek support for all partners from local or state players. That support also may include site visits and other engagements between career center staff and the board.

Members sought clarification about the new process:

- Will the requirement to attend the CCS create a bottleneck?
- Will referral of work-ready customers to the business service staff reduce the time business service staff spend in the field and the number of accounts they create and manage?
- When will the web site be fully functioning and for what period of time will inquiries be redirected from the ETR site to the new site?
- What change tactics have proved successful in other workforce areas?

WIOA mandatory partners should be encouraged to evaluate the service delivery system as it meets (or does not meet) their customers' needs. Board members should visit the centers and take the opportunity to talk to staff.

He also presented a schedule of work. See attached.

Career Center Performance Data Elements

Sylvia reviewed the data elements in the CCIB meeting packet and asked that the members be prepared to produce a final list at the January 18 meeting. Which elements must be put in place now and which could be put in place down the road. Sylvia was asked to identify which are government requirements. It was suggested that the measures be reviewed each year.

Career Center Certification

Henry Bryson reviewed the certification process, noting that the consensus process used to review the operator proposals would be used in the certification process.

Mark Key opened the floor for questions and comments prior to adjournment. There were none.

Meeting adjourned 4:25.