

Greater New Bedford Workforce Investment Board, Inc.

Business Development Committee Meeting Minutes

April 21st, 2010

Workforce Investment Board Conference Room 207

Meeting Minutes

Committee Members in Attendance: Christopher J. O'Neil, Chair; Michael R. Shea

Committee Members Absent: James Butler, Paul Correia (emailed proxy to the chair), Dennis Galvam (emailed proxy to the chair), Roy Nascimento (emailed proxy to the chair), Charles N. Sisson, Derek Santos, Michelle Hantman, Andrew T. Guilbeault, Thomas Davis, Lisa M. Lemieux, Jeffery Travers (emailed proxy to the chair)

Workforce Development System staff attending: Craig Baker, Sean McGauley, Ed Dennehy, John Whalen, Brenda Francis

WIB Board Members: Mary Harrington

Introductions

Chair Chris O'Neil called the meeting to order at 8:35 AM and announced the proxies for Paul Correia, Dennis Galvam, Roy Nascimento, and Jeffry Travers. Quorum was present.

Consent Agenda – February Meeting Minutes:

Mike Shea motioned to approve the [February Meeting Minutes](#), Chris O'Neil seconded, and it was approved unanimously.

Logo Color-Confirmation:

Chris told the group that the WIB staff had approached print and sign professionals, upon a recommendation by the Executive Committee, to make sure the proposed color scheme would work with various print mediums. After the feedback from the vendors, the chair decided to go forward with the original color scheme presented in the [WIB logo style guide](#), as the vendors did not give recommendations on color. Chris also noted that the only other color scheme that was recommended was black and blue and he felt as though these colors were too close to the current WIB logo.

New Slogan- Vote:

Chris presented the group with the proposed slogan "*Charting the Course for Workforce Development*" stating that the idea behind it was to define which each of the parties in the system do. He asked the group if there were any comments or other suggestions, there were none. Mike Shea motioned to approve the slogan "*Charting the Course for Workforce Development*" to be brought in front of the Executive Committee on Wednesday, April 28th, Chris O'Neil seconded, and it was approved unanimously.

Phase 2: Career Center Logo & Website Development:

Chris informed the group that they are looking to define more clearly what each of the parties' roles are within our workforce system. Once the WIB logo and website are developed, the second phase would be to brand the career center in a way where the system looks unified, but there is still a clear difference between the career centers and the WIB. He presented the committee with the idea of a logo depicting the front of a boat navigating through the water and also asked for feedback and other suggestions on some possible logos for the career center. Brenda Francis noted that the current career center logos were uniform with all of the other career center logos across the state of Massachusetts and was unsure if the career centers are able to stray away from this brand. She also mentioned that a portion of the career center logos are developed to incorporate their region (i.e. a whale's tail, a cranberry, etc.). Mary Harrington and Mike Shea suggested incorporating the compass into the career center's logo to allow the career center to stay within the statewide brand, but also tie into the WIB.

There was also significant discussion around changing the name and perception of the career center to better appeal and connection to businesses. Chris O'Neil would like to get away from "jobs" and move toward "careers." When asked for the strong words that would attract businesses the committee came up with the following:

- outsource
- Southcoast
- Career
- no cost
- Professional Job Search
- Recruiting
- Business Resource Center
- Business Recruitment Center
- Professional
- Business Development Center
- Pre-screened
- Business
- Finding your businesses next star
- Resource
- Center
- Advantage

- Stress Free
- Job Order
- Smart

Craig Baker suggested that the board be surveyed to determine what other words are effective in branding. The committee was in agreement that even if the Career Center was marketed more towards businesses, the unemployed would still know where to go, but it would give the Career Center more credibility with businesses and get away from the “Unemployment Office” connotation.

Chris asked that all suggestions for career center logo be given to Sean McGauley.

The committee also decided the Marketing Working Group should meet with Medium Studio at the Career Center to get a sense of what they do, begin brainstorming for phase 2 and how they should be branded. This meeting will be scheduled in the near future.

BDC’s Scorecard-Updates & Edits:

a. Resource Development:

Craig Baker referred to the [Resource Development](#) and highlighted that the Healthcare Skill Gap Partnership is on track, State Energy Sector Partnership is going through final budgeting stages and is being run by Brockton WIB as the lead and Union Wear is ongoing with training. He then highlighted the Applications/Projects under Development, Craig explained that the WIB has reached out to all major employers and the only one to respond was Precise, who only has a small pocket of employees that could not be split up.

Craig further reported that there is a need for the counseling for alcohol and drug abuse certification. The certification and license require 270 hours of training over 10 months with an online test that has a 90% pass rate.

b. Marketing Report

Sean McGauley provided the group with the [Marketing Reports for March and April](#), but as requested by the committee at the last meeting, focused his presentation on the [future marketing efforts for the WIB](#). Sean has been working with Carmen Aguilar and Ed Dennehy to develop a flyer, a press release, and an E-blast announcement for the Advanced C.N.A. program; however this effort is on hold until a class date can be confirmed.

Sean has also been working on the cable access program "Taking Care of Business" to address a request by the Mayor. The committee discussed the importance of this and it was concluded that a meeting should be planned to get all of the area cable access stations to agree to run "Taking Care of Business" on their stations. This meeting will be planned in the near future. Other future marketing efforts included the mission story for the June annual meeting, marketing the career center, and developing a WIB presence on social media websites.

Career Centers Update:

Ed Dennehy passed out the [Career Centers Update](#) and highlighted that they have been trying to engage Market Basket, however, they aren't sure they are going to need the Career Center's help in recruiting. Ed explained that it is still too early to tell if they will work with the Career Center, but they will continue to engage them.

Ed also passed around a sample letter and postcard that was mailed out to area businesses this week using the Chamber's list that was offered up by committee member Roy Nascimento. Chris O'Neil suggested a short, 1-minute video to be included on the Career Center website under the Job Order page to explain the process before employers start filling out the order. The new Career Center flyer, developed by Medium Studio, will be drafted by the end of this week.

Next BDC Meeting 5/26/10, 8:30 AM

New Business & Announcements:

Craig Baker announced that SRPEDD is looking for an At-Large Commissioner. SRPEDD meets once a month on Wednesday nights. Jean Fox is also currently on the board. The committee decided this announcement should be sent out to the full board with the time commitments and responsibilities.

Adjourned at: 9:55 AM

Respectfully Submitted,

Sean McGauley
Communications Coordinator