

Greater New Bedford Workforce Investment Board, Inc.

Business Development Committee Meeting Minutes

August 13, 2009

GNB WIB Office - Conference Room 207

Meeting Minutes

Committee Members in Attendance: Christopher J. O'Neil, Chair; Roy Nascimento, Paul Correia (by Proxy), Dennis Galvam (by Proxy), Thomas G. Davis (present for part of meeting)

Committee Members Absent: James Butler, , Charles N. Sisson, Lisa M. Lemieux, Michael R. Shea, Jeffrey F. Travers, David Cabral, Derek Santos, Michelle Hantman, Andrew T. Guilbeault

Board Members in Attendance: Ed Dennehy

Workforce Development System staff attending: Bridget Alexander

Meeting called to order 9:10 AM

Consent Agenda:

June 23rd Business Development Committee Meeting Minutes

No vote, as we did not have quorum at this time and the meeting minutes were not revisited.

Scorecard:

Bridget went over the draft scorecard (see attachment). Bridget reviewed the Industry Sectors and Target Populations. One of the items on the scorecard which creates fairly significant change to BDC's responsibilities is the addition of the LiteracyWorks (LW) and the LiteracyWorks Cabinet. Roy Nascimento commented that it makes sense for the BDC to absorb LW's responsibilities and the Cabinet, considering the loss of Jason Wentworth, the LW Entrepreneur.

There was also discussion around separate goals for populations and sectors that will overlap come implementation time, i.e., one program would meet goals for one or more populations within an industry sector. Bridget commented that one program could work with multiple populations within one sector program and that was fine. The sectors and populations still needed to be identified separately in the scorecard. Also, the Leadership Retreat was coming up on August 19th and the sectors and populations would be refined and possibly changed at that time.

As the use of the scorecard moves forward there needs to be more regular communications with the BDC due to the sheer volume of topics the BDC is responsible for overseeing.

Chris asked if there was any feedback on the timeline of goals set out in the scorecard. Everyone present was okay with the goal dates, especially considering this is to be a working draft document

A vote to use this document as a working document occurred. Roy made a motion and Chris seconded the motion and it was approved unanimously.

WIB Rebranding & Website Project:

Bridget explained a new approach to accomplishing the BDC's and BDC's Marketing Working Group's previously outlined goals. This new approach would occur in two phases. In Phase I, the WIB will undergo a logo change (one option being to keep the current logo), establishment of branding rules and a new website in look, feel and function.

In Phase II, a Career Center website will be created with the same look and feel as the WIB website. The websites will be created to allow a user to move between website without necessarily realizing they are navigating two different sites.

A draft plan exists for Phase I and will be made available to BDC members for comment and feedback.

One consideration was the solicitation for the logo change. Chris's company was exploring such a consultant and will let us know if this is a viable choice, financially. Also, this would take that portion of the job away from the website developer, which may work better. Roy was supportive of breaking up the consultants/vendors if funding permits.

The branding rules would also guide for staff, e.g., fonts, colors, sizing, spacing, and even signatures on e-mails would all become consistent and there would be a manual.

Another issue raised was the WIB's tagline...should the tagline imply the WIB provides direct services?

Adjourned at 9:50 AM.