



COASTAL COUNTIES WORKFORCE BOARD

Minutes of Workforce Board Meeting Southern New Hampshire University March 12, 2015

Board Members in Attendance: Jennifer Andrews, Craig Burgess, Christa Baade, Mary Ellen Barnes, Joni Boissonneault, Julie Chase, Debbie Chipperfield, Tammy Combs, Samantha Fenderson, Kelly Flagg, Carolyn Farkas-Noe, Denise Griffin, Brian Hodges, Justin Holmes, Michelle Love, Jill Moody, Leon Ouimet, Tricia Richardson, Bob Schmidt, Erika Stone, Lydia Sy, Chris Trider, Neal Williamson, Linda Winton, Michelle Wyman

Board Members Absent: Charles Crosby III, Yvonne McAllister, Jennifer McKenna, Kelly Osborn, Peter Russell

Staff in Attendance: Mike Bourret, Executive Director; Antoinette Mancusi, Deputy Director; Don Marino, Program Manager; Sarah O'Connell, Program Manager; Kristen Perkins, Executive Assistant

Others in Attendance: Brenda Beaulieu, Bethany Campbell, Bill Card, Kevin Connors, Phil Dionne, Nicole Evans, Jaime Grover, Stephanie Haskins, Travis Kennedy, Diana McCain, Anne Nadzo, Mike Roland, Kristine Schuman, Heather Stott, Steve Westra, Dawn Wheeler, Susan Wiley, Grimes Williams

I. **WELCOME / CALL TO ORDER / INTRODUCTIONS** – *Lydia Sy, CCWB Chair*
Chair Lydia Sy called the meeting to order at 9:02 a.m. and welcomed everyone to the meeting. Following introductions around the room, Ms. Sy made the following announcements:

A. **CCWB Board Member Training Sessions**

Feedback from the members who attended was positive. Michelle Wyman found the training helpful and informative. Kelly Flagg felt it provided a better understanding of the different types of reports and the information behind the data presented in the reports.

B. **WIOA – Workforce Innovation and Opportunity Act**

- Takes effect July 1, 2015
- Waiting for the rules to come out – hopefully by March 20th

- Rules will offer insight on how WIOA is different compared to WIA in terms of reporting, documentation and operations
 - Difficult for all partners involved to prepare for implementation without knowing what the rules are
- C. **Cryer Inserts** – Board members were asked to distribute the Spring 2015 Edition of the CCWI Newsletter, several copies of which were provided in today’s board member packets. It is a great outreach tool to let people know what we do, and the consistency of it being published twice a year provides us recognition in the community. It is also a great way to highlight our board members’ and partners’ involvement.
- D. **SMCC Tour** – Julie Chase from SMCC is offering tours of the SMCC Midcoast Campus immediately following today’s meeting for anyone who is interested.
- E. **Minutes of December 11, 2014 Meeting**
VOTED: To approve the minutes of the December 11, 2014, meeting as written. (A copy is attached to the official minutes.)

Motion: Leon Ouimet Second: Chris Trider Vote: All in Favor

II. EXECUTIVE DIRECTOR’S REPORT – *Michael Bourret, CCWI Executive Director*

A. WIOA Overview

- Handouts outlined high-level goals/principles of WIOA.
- Ginny Carroll has been providing one-page newsletters with updates on the transition to WIOA, two of which were included in today’s packets.
- There is a lot of work to do to get in compliance with WIOA.
- Maine has a statewide steering committee comprised of representatives from the four major agencies and affiliates affected by WIOA – Title I, Wagner-Peyser, Adult Education (more collaboration between Adult Ed and the LWIBs) and Voc Rehab.
- One barrier to collaboration between the partners is the antiquated data reporting system at MDOL. Discussions are occurring at the state to upgrade the technology. This is a necessity – the problem is that the partners are not all on the same system. There are common performance measures but no way for partners to report data in the same format.
- **Youth Requirement:** New rules change 30% out-of-school youth to 75%. Our board decided several years ago that this was a priority, and our service provider already focuses their efforts in this manner. Goodwill currently works with out-of-school youth 80% and in-school youth 20%, so they are ready for WIOA in this regard. The other LWIBs in the state will have to rethink their strategy to get in compliance.
- NAWB Conference is at the end of March. Mike hopes the rules are out by then to have a chance to read them before meeting with delegation staffers.

- Mike is hopeful that the WIOA rules will favor serving incumbent workers under WIOA without the layoff criteria.
- Antoinette mentioned that we may need to reach out to board members in the near future asking for comments regarding the WIOA rules.

B. Grant Updates

- We are in the process of writing a grant to USDOL for an opportunity to work with Goodwill on a pre-release employment project at the Cumberland County Jail. The application is due at the end of March. The total grant is approximately \$500,000. This would allow us to bring populations into the labor market.
- There is an SGA out for an application for apprenticeship money. We will be working with the state on that application which is due at the end of April. Preliminary discussions have already taken place, looking at targeting industries in Maine.

C. CAEL (Council for Adult and Experiential Learning)

- Jade Arn was at the last board meeting. She was with Goodwill for several years and then CCWI, and she is now working for CAEL.
- Subsequent to an RFP, we entered into a contract with CAEL. The goal is development of a Career Pathways Project. CCWI currently works with CAEL via weekly conference calls, with intensive labor market analysis taking place between the calls. We are hopeful to share the information with the board over time and plan to post the information on the CCWI web site.
- This work will prepare us for the career pathways activity requirements of WIOA, in addition to the currently existing JD-NEG.

III. MAKE IT IN AMERICA GRANT UPDATE – *Don Marino, CCWI Program Manager*

- Grant focuses on incumbent worker training and unemployed workers who need to be placed in internships and pre-employment training and possibly post-employment training as well.
- MIIA will be measured on the placement of 80 unemployed workers in cohort or pre-employment training and successfully placing them in paid internships and finally leading to full-time employment.
- Grant also provides companies opportunities to provide valuable training for their employed (incumbent) workers. The goal is 150 incumbent workers through the end of the grant (September 30, 2016).
- In total, at the end of the grant, goal is to successfully serve and receive credentials for 222 participants.
- The 4th quarter of the grant ended on December 31, 2014, and this is the data reported on the handout included in today's packets. As of today, however, the Goodwill Career Navigator, Ryan Anderson, has enrolled 27 participants who are engaged in cohort activities and/or have been placed in internship positions.
- There have been 12 completed internships, with 3 currently taking place. As of today, four of those who completed internships have started full-time employment.

- There are 12 to 15 companies throughout the region who are interested in incumbent worker training. Maine MEP meets regularly to coordinate this aspect of the grant. There is a lot of activity taking place on Brunswick Landing at TechPlace.
- Incumbent training is to be used for industry-specific certifications and programs. By the end of this quarter, there will probably be at least 40 or more incumbent trainings representing up to 15 companies. As of this morning, there are already 25 incumbent activities that are either already in progress or have been approved and are ready to begin.
- Partnerships include TechPlace/Midcoast Regional Redevelopment Authority (MRRRA), Maine Manufacturing Extension Partnership (MEP), Goodwill, and Southern Maine Community College (SMCC). This has been recognized by the USDOL in the March issue of the national electronic MIIA Newsletter (just released yesterday) which features the work done by CCWI and its partners as well as participant success stories.

IV. **GOODWILL UPDATE** – *Heather Stott, Goodwill Senior Director*

- **Location and Space:** The Greater Portland CareerCenter has opened in the jetport area in late January. Goodwill Workforce Solutions is still currently at 185 Lancaster Street, Portland, but will be moving across the street to 190 Lancaster Street. Currently under construction. There will be an information center in the new space as well as WIA/WIOA staff to work with Youth, Dislocated Workers and Adults. Space will be maintained for BES and Voc Rehab to use. Discussions are also taking place regarding partnering with Adult Education on some activities. The goal is to be open to the public April 7th. This location will be our region's One-Stop Center.
- **Performance Measurements:** Changes in the case management system transferred control of exits from manual entry by staff to automated exits by the system based on a 90-day clock. This lack of control by staff in exits may have a detrimental effect on performance.
- **Out-of-School Youth:** It is a harder population to serve and the team has done great work over the years. Because of this work, Goodwill is prepared to meet the out-of-school youth requirements associated with WIOA.

V. **COMMUNITY COLLEGE UPDATE** – *Julie Chase, SMCC Interim Dean of Business and Community Partnerships*

- Mike Roland has offered SMCC staff office space in the Greater Portland CareerCenter to meet with potential clients.
- There was a conference call earlier this week coordinated by Brian Doyle that included the CareerCenter, Goodwill, and SMCC to help meet the needs of Jøtul, a manufacturer in Gorham.
- The handout outlines all of the Maine Quality Center (MQC) projects that are happening in the coastal counties region and also provides contact information for the region's community colleges. New projects are highlighted. SMCC has 14 or 15 active projects with MQC, and a few more are expected soon. Several are continuing into the new fiscal year.
- There is a good mixture of small and large businesses, some of which are represented at today's meeting.

- Highlighted project is the hospitality industry. There is an employment provider workgroup that looked at how to collectively have an impact in the Portland region. Area employers were invited from the hospitality sector to discuss how to get more people into their facilities. Through events, funding streams, and an SMCC Quality Center Grant, pre-hire training was provided for unemployed and underemployed individuals.

VI. YOUTH COUNCIL UPDATE – *Jaime Grover, Goodwill Program Manager*

- Youth Council had a well-attended meeting on March 4, 2015. The conference call option has been very successful at increasing meeting attendance.
- Enrollments have been increasing.
- Goodwill has continued their relationship with detention centers in the region, probation officers, to serve the youth better in need.
- A long discussion was held about social media at this meeting – benefits, downfalls. It has been an issue for many youth as they enter the workforce. Goodwill staff is thinking about how to incorporate social media discussions into work readiness and how to promote conversations with employers to get feedback on the topic. The decision was made to form a subcommittee to specifically focus on developing some training opportunities for youth with hopefully some employer buy-in for our region. Jaime will be meeting with Joseph at The Community School tomorrow to talk about how to move this forward and schedule some meetings and hopefully plan something for this summer.
- The other big agenda item was talking about WIOA and changes that will affect the Youth Council. One of the big changes in youth programming is that WIOA eliminates the need for a Youth Council. Jaime provided a handout that outlined the current Youth Council structure and responsibilities as well as the proposed structure for the Youth Standing Committee.
 - Currently, each board is required to have a Youth Council. Membership is comprised of representatives from the local board, service agencies, public housing, parents of eligible youth, former participants, and Job Corps.
 - The idea behind the Youth Council is to provide oversight for youth activities in the region. Duties include coordinating youth activities, developing portions of the local plan, recommending eligible youth service providers, etc.
- Although it is not a requirement under WIOA to have a Youth Council, our region sees the value in having a Youth Council and it is very important for our programming to have representation from all the sectors that are brought together at the Youth Council. At the Youth Council meeting on March 4th, it was proposed to continue the work by having a Youth Standing Committee once WIOA takes effect. It would potentially include members from Adult Education, juvenile justice, law enforcement, a non-profit with youth programming, Job Corps, private sector employers, housing authorities or housing programs, WIOA youth representatives and possibly a former WIOA youth participant. Nominations for a YSC Chair would be made to CCWI and then passed on to the Chair for approval. The committee would consist of 8 to 12 members.

- The Youth Council ends June 30, 2015. The proposal is to establish a Youth Standing Committee to take effect July 1, 2015.

VOTED: To approve the transition from a Youth Council to a Youth Standing Committee effective July 1, 2015, in preparation for the Workforce Innovation and Opportunity Act.

Motion: Michelle Love Second: Denise Griffin Vote: All in Favor

10:26 to 10:40 – NETWORKING BREAK

VII. PRESENTATION

Where Are All the Participants/Job-Seekers? – *Antoinette Mancusi, CCWI Deputy Director*

Antoinette Mancusi:

- The Labor Force Participation Rate (LFPR) has dropped 4%. Theories behind the drop include the aging population, the weak economy and other social trends.
 - Employers say they are not finding job-seekers.
 - There is a decline across the state in people looking for job services.
- One solution to the declining LFPR is to draw in marginalized populations to the workforce, e.g., the disabled, new Americans, attract younger people to Maine.

Craig Burgess: What are the percentages of able-bodied and able-minded individuals who can work and those who choose not to?

Christa Baade: Immigrants moving to Maine who are fluent in English are an untapped potential. We have to find ways to remove the barriers.

Antoinette Mancusi:

- The drop in overall WIA participation is due to people not wanting to engage in training. Why?
 - They've moved on to a new job.
 - Training takes too long.
 - They are not interested in classroom training – looking for OJT instead.
 - Immediacy - the wait for training is too long.
 - Work requirements of welfare reform – double-edged sword

Debbie Chipperfield: People are looking for night training while they work days.

Antoinette Mancusi:

- Balance scheduling of training with accessibility – offer evening classes
- Do a better job of recruiting the marginalized
- We need help from our CCWB members!
 - Refer businesses to our services
 - Refer potential candidates
 - Refer rejected candidates that “just missed” getting the job so we can offer training

- Ambassadors – handouts
 - 10 CCWB members are very comfortable with making referrals
 - 9 CCWB members are somewhat comfortable with making referrals

Michelle Wyman: Boots to Roots – those returning from active duty. Michelle requested follow-up for information on veterans’ programs.

Tricia Richardson: Offer a workshop for the “Closet 3s” – CCWB members who are not comfortable making referrals, mostly because they do not have enough information

Lydia Sy: Refer all or none.

Leon Ouimet: There is something for everyone who walks into a CareerCenter. The military do not turn to the government – they refer to each other. Leon suggesting hosting a workshop at a CareerCenter. Full-service centers are located in Biddeford and Belfast Monday through Thursday – no appointment needed.

Beth Campbell: Talk to all Adult Education directors – working with Gail Senese to develop workshops for Adult Ed.

BUSINESS INSIGHTS – Interactive Q&A on Workforce

Are you having difficulty recruiting skilled employees? If so, how are you meeting your hiring needs? Would you (or your HR department) be able to help with directing participants to our programs? Roundtable discussion as follows.

Neal Williamson: Depends on demand; looking for higher skills (boat building).

Carolyn Farkas-Noe: Chamber isn’t hiring. Different members have different needs. Some are unwilling to train (attitude, wage rates).

Jennifer Andrews: Yes, hard to find skilled welders; recruiting from Portland and Bangor. Housing in Rockland is a problem. Working with Manpower to meet hiring needs.

Kelly Flagg: Difficulty recruiting skilled welders, pipefitters; hard to get people to commit to training. Drug testing drops the number of viable candidates. Direct management, admin, and engineering people to CareerCenters.

Brian Hodges: Convened local boat builders. Help train current employees (incumbent) to become management. Recommend virtual training instead of classroom. CareerCenters could offer computer training. Do part of training at home?

Justin Holmes: Retirement portfolios took a hit. There will be a rush of retirees. Businesses reinvest in training?

Michelle Wyman: Difficulties are similar to those issues faced by Kelly Flagg. Struggling to find qualified/skilled workers. Marine electricians are hard to find. Drug screening eliminates candidates.

Tricia Richardson: IT training – constantly retrain. Virtual instructor-led training.

Bob Schmidt: Difficulty with finding employees for Brunswick manufacturing facility. There is a 16-week training curve for making the L.L. Bean boot. Next available classes are May and July. It is hard to find general skill level and willingness to work 3rd shift. Seasonal employees are hard to find for fulfillment center.

Michelle Love: Some difficulty finding candidates with an advanced financial background. Tellers need basic business acumen. Downeast is a tough area.

Denise Griffin: New thought – immigration population – midcoast/downeast. Hiring and managing new immigrants – cultural differences, educate managers.

Lydia Sy: Barriers to survival jobs include drug use, lack of diploma, bad credit, language barriers. It's hard to get people to participate in training. Widespread issues. Virtual interviews with out-of-state people. Not meeting hiring needs – 700 to 800 job openings.

Linda Winton: Provide basic skills training – basic math and writing skills. Train for entry-level positions to get to next step. Offer WorkReady – combine with apprenticeship.

Craig Burgess: No problems finding store managers or IT. Challenge to find entry-level (competing with Wal-Mart).

Julie Chase: Incumbent workers – Maine Quality Centers.

Debbie Chipperfield: It's a challenge finding skilled machinists. Maine Quality Center grant support – precision machine training through York County Community College.

Tammy Combs: Very difficult finding skilled workers – multimillion-dollar yachts. Lack of motivation, lack of initiative, misrepresentation (showing up with entry-level skills), poor attitude. They want the money but don't want to do the work.

Samantha Fenderson: When MDOL hires, it is hard to find people with Master's certificates, etc. Geographic, statewide, even SMCC trouble. Difficulty hiring skilled medical workers (nurses, CNAs, housekeepers, etc.) and entry-level workers. Using travel agencies and other hospitals to fill openings from out of state.

Erika Stone: Raising wages. Referrals to CareerCenters for those not hired – email, include link.

Chris Trider: Apprenticeships. Recruit year round (increase and decrease demand). Construction industry. Look for people who want to learn the trade – they don't need to already have the skills. Phil Dionne – Maine Apprenticeship Board. Joan Dolan, Gloria Payne – more employers involved. Not always union. Training dollars are available for incumbent workers.

VIII. EXECUTIVE SESSION

None.

IX. ADJOURNMENT

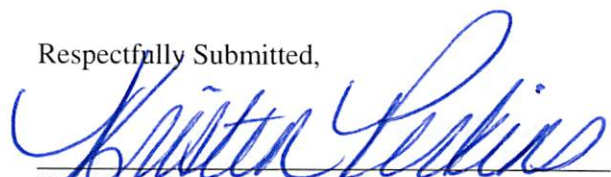
Meeting adjourned at 11:43 a.m.

Motion: Denise Griffin

Second: Kelly Flagg

Vote: All in Favor

Respectfully Submitted,



Kristen Perkins
CCWI Executive Assistant

APPROVED: _____

5/29/15

2015 Coastal Counties Workforce Board Quarterly Meetings

September 10, 2015
December 10, 2015

Southern NH University (Brunswick), 9:00 a.m. – 11:45 a.m.
Southern NH University (Brunswick), 9:00 a.m. – 11:45 a.m.