



Board of Directors Meeting – Thursday, December 9, 2021
Via: Zoom (remote platform)



Attendees

	R. Adams	✓	L. Harrison	✓	D. Moresi		Staff:
✓	D. Bissaillon		C. Hollaway	✓	B. Morrison	✓	H. Boulger
✓	J. Brosnan	✓	B. House		B. Petropulos	✓	K. Toomey
✓	J. Burke	*	A. Ingegni		R. Recker	✓	H. Williams
	J. Butler	✓	R. Keegan	✓	E. Sheridan		
✓	B. Chaput	*	E. Kennedy	*	M. Taylor		
*	E. Dellea	*	B. Lepicier	*	C. Tyer		Guests:
		✓	J. Lipa	✓	B. Waterman	✓	C. Carmon, Elder Services
✓	D. Evans	✓	J. Lowenstein			✓	B. Polito, iBerkshires
✓	P. Gage	*	D. McNally				
*	T. Gage		K. Messina		*excused absence		

Order suspending certain provisions of the Open Meeting Law and Governor’s Order of limiting meetings of more than 10 people:

Pursuant to Chapter 20 of the Acts of 2021, this meeting will be conducted via remote means. Members of the public who wish to access the meeting may do so in the following manner: Zoom video conference call. No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, for reasons of economic hardship and despite best efforts, we will post on our website an audio or video recording, transcript, or other comprehensive record of proceedings as soon as possible after the meeting. <http://www.masshireberkshire.com>. Today’s agenda is posted on the City of Pittsfield and City of North Adams respective websites. Members of the public who wish to listen to the meeting may do so via Zoom video conference call. This meeting will be recorded and a roll call was conducted via Zoom Chat.

Call to Order:

President Eva Sheridan opened the meeting at 8:02AM by welcoming everyone to the remote meeting and assuring a quorum.

I. Consent Agenda

President Sheridan asked if there were any agenda items that needed to be removed from the consent agenda.

1. Recommendation to approve the Minutes of the September 9, 2021 Board of Director meeting.
2. Recommendation to approve the YTD FY2022 Financial Statement reflecting \$380,469 income; \$290,068 expenses; showing net surplus of \$90,400. There is \$190K in account receivable and \$75,946 in money market.
3. Recommendation to approve the 2022 Guardian Benefits for dental, vision, STD, LTD, and life with BWB paying 100% for employees.
4. Recommendation to approve the 13 programs from 5 Individual Training Account vendors, and to not approve 3 programs from 2 providers due to cost.

A motion was made by Brian Morrison to approve the consent agenda items, seconded by John Lipa, and the motion carried.

II. Announcements/Communications

President Sheridan welcomed newest Board members David Bissailon from Smith Bros-McAndrews Ins. Agency and David Moresi from Moresi & Associates Development Company to the Board. The following meetings were announced:

- ▶ **BWB Offices closed December 23rd & 24th, & December 31st**
- ▶ **Quarterly Board meeting – March 10th at 8AM**
- ▶ **WIOA Partners – December 14th at 1PM**
- ▶ **Berkshire Skills Cabinet – January 18th at 11AM**
- ▶ **Evaluation Committee – January 20th at 8AM**
- ▶ **Youth Council – February 3rd at 9AM**
- ▶ **Executive Committee – February 9th at 8AM**

Communications included new grants and upcoming funding opportunities:

- ▶ Lombardi, Clairmont & Keegan 12% increase for FY22
- ▶ BCBS 22% increase for 2022
- ▶ Thank you from MCLA for assistance with STEM week & Manufacturing Month activities
- ▶ Wahconah manufacturing panel (with Sinicon, Lenco, BCC, BWB)

III. New Business

Executive Director report – Heather Boulger reported on activities since the September Board meeting where BWB has assisted 68 companies and is working with 5 Rapid Response companies including Starbase Technologies. There was a robust STEM week in October with a MassHire job fair, marketing campaign and STEM videos on PCTV with more than 2400 views (included Berkshire Sterile, solar system, driverless cars; be a chemist, ecology for educators, etc.).

Manufacturing month was also highlighted by the BWB including GD Internship/Job Session, virtual tour of BIC; Lenco; Camp GD, “project frontline” with Boyd; career trees; women in manufacturing, etc. showcasing dozens of companies and impacting hundreds of students/educators/community leaders. BWB has received \$13K Mfg Bridge grant and \$165K MassTech Manufacturing grant and will begin recruiting for winter 2022 programming.

Staffing – Shannon Zayac welcomed a healthy baby in November. Marybeth Mitts has been assisting during the interim. Lauren Paro announced her retirement and BWB is seeking an Office Executive/Bookkeeper. BWB is also seeking at Market Maker for business outreach and economic/education coordination – we have a 3-year commitment for funding. Please forward any resumes.

Training Update – Healthcare:

- WCTF CNA training completed in November with 7 graduates
- Healthcare Hub CNA training with BHCS’ blended program graduated 9 in November
- Healthcare Hub BHS has enrolled 12 Medical Assistants in training
- Applied for \$250K behavioral health grant working with the Brien Center and others
- Applying for another round of WCTF before the new year

Manufacturing - Currently recruiting for McCann’s in-person Intro to Mfg training; BCC’s on-line ToolingU; and BIC virtual digital literacy program to start in winter 2022.

Hospitality – fully supporting BCC’s Fast-Track Hospitality & Culinary program

Discussion ensued about how employers are contacted about graduates and marketing efforts to potential trainees and the community.

Youth Director update – Heather Williams and Kat Toomey highlighted employer engagement efforts including the development of an internship guide, career readiness toolkit, and training sessions for employers. Board members were encouraged to help increase career readiness engagement and asked for commitments to hire a youth this summer; donate to sponsor a youth, encourage decision makers to assist, take up a collection, forward grant ideas, and inform colleagues about this important opportunity to make a difference for our youth.

Connecting Activities – **176 internships / structured work experiences (70% of goal)**

- 84 host employers (52% of goal)
- 55 paid internships (55% of goal)
- 53 STEM internships (53% of goal)
- 13 Healthcare internships / 10 employers
- 15 Hospitality/Culinary internships / 14 employers
- 6 Manufacturing internships / 6 employers
- 21 Construction / Building Trades internships / 19 employers
- 41 Education / Childcare / 12 employers
- **3 Career Awareness activities serving 22 youth**
- **2 Career Exploration activities serving 16 youth**
- **3 schools MyCap / College & Career Planning serving 200 youth**
- **3 teacher externships; 14 educators engaged in PD**

Innovative Pathways –

- ▶ Lenox Memorial High School – submitted application to DESE on 10/29 for official designation of their Healthcare/Social Assistance & Business/Finance Pathways!
 - Strategies for Success (College & Career Planning for all 6-9th graders)
 - Dual Enrollment with Southern New Hampshire (Anat & Phys); BCC/MCLA for Business/Finance Courses
 - CNA course approved as part of curriculum! Kimball Farms Skilled Nursing Facility serving as internship site (Resident Assistants), additional opportunities being worked out with BHS
 - Mirval on board with providing opportunities for Business/Finance pathway
 - Shared course opportunities with Monument and other IP schools/districts in the future
 - BWB, DESE, Drury admin & MCLA meeting on 11/16 to explore planning a Healthcare / Social Assistance Innovation Pathway at Drury
- Hoosac is developing a STEM / Environmental & BioMed pathways – potential for future IP designation

High School Intern – BWB will be hosting an intern – Teagan from Lenox High School this winter/spring to assist with local labor market information research, marketing/social media, and other special projects including an educator video project, general support of connecting activities, and attendance at various community meetings/events.

IV. Strategic Discussion

Board members shared a variety of workforce items.

- Most companies/occupations are finding it challenging to find applicants at all levels.
- Job Quest shows almost 3,000 job openings in the region
- The Berkshire October 2021 unemployment rate is 5.9% (MA 5.1%) with 61,306 in labor force, 57,711 employed and 3,595 unemployed.
- There is still concern with fraud happening with unemployment claims and MassHire continues to work with Department of Unemployment Assistance.
- Retention is also a growing concern as employees are job hopping.

- Some companies are still experiencing ghosting where the prospect doesn't show up for the interview and/or the job.
- Elder Services is reaching out to all of their retirees and membership to creatively see if they are willing to work a few days each week.
- Increase in baby boomers retiring and not returning to work and large number of younger workers who only stay in positions for a year or two.
- No longer a wage issue rather than a culture issue.
- Future of work is changing – more remote work
- Important for our Board to focus on workforce items that we can have an impact on – pipeline development, recruitment and retention are FY22 priorities.

V. Adjournment

The next meeting of the full Board of Directors will be March 10, 2022 at 8AM. ***With no further business to discuss, a motion to adjourn was made by Barbara Chaput, seconded by Bryan House, and unanimously approved.*** The Executive Director asked for private sector referrals to join the Board and to step into leadership roles. President Sheridan thanked board members and staff for their continued hard work and wished everyone good health and peace during the holiday season. Meeting ended at 9:00AM.

Respectfully submitted,
Chelsea Tyer, Secretary/HPB