



**Board of Directors Meeting – March 9, 2023 - Via: Zoom (remote platform)**



*Mission: To develop partnerships, generate resources, and advocate for workforce solutions that result in a skilled workforce, prospering businesses, and equitable access to meaningful career pathways and quality employment for residents and youth.*

*Attendees*

✓	D. Bissaillon	✓	L. Harrison	✓	B. Petropulos		Staff:
*	M. Blake	✓	B. House	✓	E. Sheridan	✓	H. Boulger
✓	J. Brosnan	*	A. Ingegna	✓	M. Sweet	✓	K. Toomey
✓	J. Butler	✓	R. Keegan	✓	C. Smith	✓	H. Williams
✓	B. Chaput	✓	K. Kelly	✓	M. Taylor	✓	S. Milano
*	E. Dellea	✓	E. Kennedy	*	C. Tyer		
✓	P. Euber	✓	D. McNally	✓	B. Waterman		
✓	D. Evans	✓	K. Messina				Guests:
*	P. Gage	✓	D. Moresi			✓	A.J. Enchill, BBEC
✓	T. Gage	✓	B. Morrison		*excused absence	✓	Brittany Polito, iBerkshires.com

**Order suspending certain provisions of the Open Meeting Law and Governor’s Order continued through April 2023**

**I. Call to Order:**

President Eva Sheridan opened the meeting at 8:02AM by welcoming everyone to the remote meeting and assuring a quorum. The meeting will be recorded, please enter name and affiliation into the chat box to officially sign in.

**Consent Agenda**

President Sheridan asked if there were any agenda items that needed to be removed from the consent agenda. The Individual Training Accounts recommendation needs to be removed.

- A. Recommendation to approve Minutes of December 8, 2022
- B. Recommendation to approve YTD Financial Statement reflecting \$890,153 revenue; \$714,730 expenses; \$175,423 net surplus; \$263K checking; \$76K money market; \$83K accounts receivable.
- C. Individual Training Account – 5 programs from 4 non-Berkshire vendors.
- D. MassHire Berkshire Career Center report serving 1961 job seekers & 518 employers.

***A motion was made by James Brosnan to approve the consent agenda items, seconded by Barbara Chaput, and the motion carried.***

**II. Announcements/Communications**

The Executive Director announced the following meetings:

- ▶ Annual Board meeting – June 8<sup>th</sup> at 8AM at Hotel on North
- ▶ Executive Committee – April 12<sup>th</sup> at 8AM via zoom
- ▶ Youth Council – April 6<sup>th</sup> at 9AM
- ▶ WIOA Partner – April 11<sup>th</sup> at 1PM
- ▶ Evaluation Committee – May 18<sup>th</sup> at 8AM
- ▶ Workforce Board & Career Center Certification – April 3<sup>rd</sup>-7<sup>th</sup>, 2023

► MA Workforce Board – March 16<sup>th</sup> at 9:30AM – Berkshire presentation

Communications included new grants and upcoming funding opportunities:

- MA Workforce Issuance #14-503 State Ethics Commission’s new Conflict of Interest Online Training (link will be forwarded for Board members to complete)
- EOLWD Secretary Lauren Jones will be visiting all Career Centers this spring
- MassHire Career Center will be hosting 3 spring multi-industry job fairs throughout the county on March 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup>.
- Our Behavioral Health partners are hosting a career event March 9<sup>th</sup> at BHCP, 66 West Street from 9-2

**III. New Business**

**FY2024 Budget priorities** – Executive Director highlighted our FY2024 budget priorities:

Workforce Priority	FY2022	FY23 Budget	FY23 WIB Assoc. Request	What it means to Berkshire County.
<b>Sector Based Job Training</b> <b>WCTF 1595-1075</b> <b>Learn to Earn 7002-1080</b> <b>Mfg 7002-0020</b> <b>Re-Entry 7003-0150</b>	\$17M WCTF \$1M Re-entry \$2.5M Manufacturing \$300K Learn to earn	\$17M WCTF <b>\$37.5 ARPA</b> \$1.25M Re-entry \$2.5M Manufacturing \$1M Learn to earn	\$10M WCTF \$2.5M Re-entry \$2.5M Manufacturing \$950K Learn to earn	\$95K to support the BWB (sole funding source) \$140K Adv. Mfg training We generated over \$1M in training dollars for Berkshire Community College, McCann and Pittsfield public schools this year to train 250 people.
<b>7027-0019</b> <b>School-to-Careers Connecting</b> <b>Activities</b> <b>Increase Access to CVT</b>	\$7.5M \$2.5M	\$7.5M \$2.5M	\$8M \$3.5M	\$210K to support BWB and school-based liaisons 500 regional internships, 2500 college/career readiness, 750 STEM
<b>7002-0012</b> <b>At Risk Youth: Youth Works</b>	\$24M	\$27.8M <b>\$25M ARPA</b>	\$19.3M	<b>\$115K to place 65 at-risk</b> Pittsfield youth in subsidized employment
<b>7003-0803</b> <b>One-Stop Career Centers</b>	\$9.5M	\$15M	\$15M	<b>\$125K to support Berkshire Career Center</b> Assists 3,000 job seekers; 500 employers; 100 youth
7002-1091 Career Tech Institutes 7035-0001 Career Ed 7009-6600 early STEM 7035-0002 ABE/ESOL <b>HD1421 Bill to access data</b>	n/a \$500K \$2.5M \$40.6M	\$6.9M <b>\$25M ARPA</b> \$2.5M \$3M \$40.6M <b>Rep Josh Cutler</b>	\$15M \$3.5M \$2.5M \$40.6M <b>DUA wage match</b>	Expand voc tech schools Increase access to career education STEM pathways for under represented students <b>Better understand employment outcomes</b>

**Nomination Committee** - The nomination committee is soliciting nominations for FY2024 officers. Board members, especially from the private sector are encouraged to self-nominate. Forms will be distributed and nominations are due by May 15<sup>th</sup>.

**Executive Director Update** - Heather Boulger provided a report on activities since the December 2022 meeting:

- Hired FTE Office Executive
- Currently recruiting for FTE Industry Manager
- Exploring rental options for office space
- Provided Constant Contact update and will be doing bi-monthly updates going forward
- Healthcare Hubs – provided 2 nursing assistant trainings with BHS, MCLA & BCC 80% placement
- WCTF – provided 3 nursing assistant trainings with BHS & Integritus 85% placement
- Supported Taconic High School’s Allied Health nursing students
- Completed CY22 manufacturing training; started Taconic’s Intro to Mfg Training; provided 8 on-the-job training opportunities; and currently recruiting for McCann’s welding training
- Implementing Behavioral Health training in collaboration with BCC and CBT
- Helping employers at every stage of their business cycle – connected with 26 companies

- Rapid Response & WorkShare – assisting 7 companies
- Promoting EforAll for entrepreneurs
- Promoting Lever’s college internship and work readiness
- Hosted Employer Engagement events for 25 companies

**Connecting Activities – Heather Williams** provided the Youth Council report

**Internships & Structured Work Experiences**

- 270 internships (77% of goal)
- 5 Building Trades
- 18 Hospitality / Tourism
- 17 Healthcare
- 120 Education & Childcare / 50 HSSEIP
- 28 Human Services
- 15 Manufacturing
- 42 Rural funded internships - \$2k reimbursed to employers (thanks BERK12!)

**Career Awareness & Exploration Activities**

- 14 Career Awareness activities (career fairs, speakers events) serving 902 students
- 5 Career Exploration events (work readiness workshops, mock interviews) serving 482 students
- Additional \$15K received for a Personal Finance Virtual Course for HS students

**BWB High School intern from Lenox High School** – Maddie (a sophomore) will be managing our social media, labor market research and reports, assisting with marketing and updating our career trees

**Thank you for Board and Youth Council members** – For their active participation in events:

- Monique Blake & Miraval for the Hospitality leadership session
- Vin Marinaro, Becky Ringer for the Lee Love to Learn career readiness event
- Bob Keegan and Kathy Yon for site reviews
- Brian Morrison and Doug McNally for WIOA proposal reviews
- David Moresi and Christopher Smith for assisting with space

**Innovation Pathways** – pathways align with region’s critical sectors. Planning grants received by:

- *Hoosac Valley – Environmental & Healthcare / Social Assistance*
- *Mt. Everett – Information Technology & Advanced Manufacturing*
- *Monument Mountain – Business/Finance & Information Tech (existing: Healthcare / Social Assistance & Manufacturing)*
- *Lenox – Healthcare / Social Assistance & Business / Finance*
- *Pittsfield High – looking into possible Healthcare & Business/Finance*

Developing a Practice Assistant course with BHS for students in healthcare pathway!

**College & Career Teams – in EVERY district!**

Examples of expanded career readiness systems and activities on behalf of the teams:

- Wahconah – 1st annual school-wide career fair
- Pittsfield High – STEM business tours, school-wide ‘real-world’ & career fair, Innovation pathways, PLTW
- Hoosac – career speaker events, Innovation Pathways, sustainability of career fair
- McCann – PD sessions for teachers to further integrate career readiness into their curriculum
- Lee – bringing back Groundhog job shadow day; enhancing business partner contacts/internship sites; updating Lee’s school website with up to date career readiness information, Love to Learn event

**Employer sessions – How to Host High School Interns!**

Sessions offered throughout winter / spring. Please promote.

- March 15th; 9-10:30 AM Red Lion Inn
- April 26th; 9-10:30 AM MCLA
- May 12th; 9-10:30 AM BHS Hillcrest Campus

**Summer Youth Works 2023** – Seeking donations to support the 9<sup>th</sup> annual North County Youth Works program (not funded through CommCorp). \$2500 pays for a summer youth experience for an at-risk youth.

**IV. Berkshire Black Economic Council** – President & Executive A.J. Enchill provided an overview of the myriad of BBEC activities to help aid, advocate, education, connect, and revitalize the recruitment and retention of the black community, businesses and entrepreneurs in the region.

- Goals to increase the number of Berkshire Black businesses & minority owned businesses; Locate, recruit and retain Black entrepreneurs & businesses; help Black-owned business gain access to coaching, professional development, grants and capital; and to promote economic justice by advocating public policy and diversity.
- Their website: [www.BerkshireBEC.org](http://www.BerkshireBEC.org) outlines their membership, directory, programming, bulletin, and opportunities.
- Programming includes Black Business meetings to outline resources; Black Art Council for DEIA curriculum, inclusivity and marketing; Internship luncheon; Transformative Development; and more
- There is a bulletin & events page which outlines upcoming community activities and postings
- There Opportunities page is accessible and easy to navigate in posting/finding employment opportunities; matchmaking; grants & technical assistance; mentorships; and internships

Discussion ensued about how timely and resourceful this presentation was.

- A.J. noted there are small business grants due March 15<sup>th</sup> to encourage revitalizing, through capital funds, downtown Pittsfield; and an upcoming African Street Fair happening in north county that will be connected to performances at MassMoCA.

Board members thanked A.J. for the information, for the easy navigation of the website, and for posting community opportunities for engagement and participation. Board members were excited to hear about the myriad of programming and are encouraged to take action.

#### **IV. Strategic discussion**

- Doug McNally noted that there as an OpEd in today’s Berkshire Eagle outlining limited vocational training opportunities. Discussion ensued and it was decided to have the BWB draft an informational OpEd to showcase the enormous amount of opportunities in the Berkshires.
- Ken Messina noted the upcoming U.S. DOL monitoring happening in Massachusetts next week. Berkshires were NOT selected as a region to visit as they were here a few years ago.

#### **V Adjournment**

Heather Boulger encouraged Board members to “like” the Berkshire Workforce Board (MassHire) social media pages and engage in upcoming workforce activities.

President Sheridan offered her appreciation to the Board for their continued commitment and participation and wished everyone good health. The next meeting of the full Board will be June 8, 2023 at 8AM IN PERSON at Hotel on North in Pittsfield. ***With no further business to discuss, a motion to adjourn was made by Beth Petropulos, seconded by Deni Evans, and unanimously approved.*** Meeting ended at 9:00AM.

Respectfully submitted,  
Chelsea Tyer, Secretary/HRBP