

# WORKFORCE INVESTMENT BOARD (Area III) RECORD OF QUARTERLY MEETING

September 12, 2008 10:00 am – 12 Noon

*Lewiston CareerCenter \* 5 Mollison Way \* Lewiston*

**LWIB Members Present:** Craig Anderson (Board Vice Chair), Paula Bolduc, Ted Britt, April Clark, Tonya Clark, John Christie, David Deas, Diane Dostie, Anita Dunham, Mary LaFontaine, Dale Morrell, Craig Nelson, Barry Roberts, Louise Sidelinger, Bruce Tisdale, Steve Wallace.

**Staff:** Bryant Hoffman (Executive Director), Judy Dyke (Administrative Assistant), Jim Baumer (Director of Business Services), James Westhoff (NSAI Industry Liaison).

**CLEO Board Members Present:** none present

**Guests:** Kathel Bolster (Rapid Response Somerset/Franklin counties), Dave Klein (Division Director, BES), Patty Ladd (General Manager WMCA), Irene Lee (Rapid Response Kennebec county), Jim McGrath, Garret Oswald (Maine Jobs Council), Linda Roberts (Rapid Response, Androscoggin/Oxford counties), Patti Saarinen (WMCA, Lewiston CareerCenter)

## **10:00-12:00 Business Meeting**

\* Craig Anderson welcomed all attending the meeting. A round table of introductions was completed.

\* **Meeting Record:** The June 13, 2008 meeting summary was approved as presented and placed on file.

### \* **WIA Quarterly Performance Reports for Area III:**

Bryant discussed the following reports; the 4<sup>th</sup> Quarter Performance reports for 07/08 and the 4<sup>th</sup> Quarter WIA Performance Report, and WIA Numbers Served in each county. A unanimous vote to approve the reports as presented to be placed on file.

### \* **Rapid Response Program Reports**

Irene Lee gave a brief explanation of Rapid Response services. This is a special program with a team approach to assist companies, which are planning to downsize or close. It is operated by the Department of Labor, Bureau of Employment Services under the direction of Judy Pelletier. Topics covered in these sessions include unemployment filings, healthcare benefits available, CareerCenter services, Trade Petitions, budgeting, labor market information, and workshop topics such as career- decisions making, high growth/high demand jobs review or résumé writing to list just a few. Workshops are customized for each group of workers to be laid off.

Irene Lee, Rapid Response Representative for Kennebec County reported contact with eighteen employers, resulting in three Rapid Response sessions with twenty-five participants. Four companies will be closing.

Kathy Bolster, Rapid Response Representative for Somerset and Franklin Counties, reported eleven contacts had been made with 119 workers affected. SAS, located in Pittsfield, will be laying off the last of their employee this week. Jay Wausau Paper Company will be permanently laying off 146 employees by the end of December, with a Trade Petition pending.

Linda Roberts, Rapid Response Representative for Androscoggin and Oxford counties, reported 21 contacts had been made with 6 Rapid Responses done. ACS, a larger employer of Lewiston has laid off 116

The reports were approved as presented and to be placed on file.

### \* **Business Services and WorkReady™ Credential Report**

Jim Baumer updated the group on the progress of the WorkReady™ Credential Program. Pittsfield's San Antonio Shoe employees will be involved in the first WorkReady™ program focused on dislocated workers. In Lewiston a project for New Mainers will begin soon. This program will be geared to the population who speak English as a second language. Lewiston area will also run a regular program in October. The Waterville area will begin its first WorkReady™ program in mid October.

### \* **North Star Alliance Initiative (NSAI) Report**

James Westhoff reported that most of the Pillar monies have been spent. John MacDonald, Forster Technical School, has received a \$60,000 Enhancement Grant. John conducts the only High School level composite program in the State of Maine. James explained the pilot project for "Skilled Development Portfolios" being brought to Maine trade companies to provide a means of developing a matrix of jobs and skills for advancement in current positions.

\* **Spotlight on New Board Members**

Paul Bolduc is the DHHS Aspire Regional Program Manager. Her goal as a new Board member is to make connections with businesses for Aspire clients. John Christie has begun as the Augusta CareerCenter Manager. Ted Britt is Plant Engineer at Schulz Engineering, located in Augusta, one of several company sites throughout New England. Tonya Clark is a recruiter at T-Mobile in Oakland and hopes to find good referrals for her company. Steve Wallace has recently accepted the position of Executive Director at Oxford Hills Chamber of Commerce.

\* **Board Elections & Appointments: Presentation of Slate & Nominations from the Floor**

The slate of nominations is as follows: Craig Anderson nominated as LWIB Chair and Craig Nelson for LWIB Vice-Chair. Each individual accepted the two-year position with an option to continue beyond the initial period. The slate was accepted by acclamation. Service Board members graciously accepted continued Board Memberships for a two-year period.

\* **FOCUS GROUPS: Finding the “Missing Links” in Three Key Workforce Programs**

Facilitators: Mary LaFontaine, Jim Baumer, and James Westhoff

**September 12, 2008 LWIB Meeting Focus Groups**

**Scenario # 1: WIA Programs at One-Stop Centers Mandated by Law**

The group choose to concentrate on 1 and 2 given in this scenario. The first two issues given deal primarily with Wagner-Peyser services, which are a primary service offered through the One-Stop system. The group did not deal with issues 3-7 in its review and recommendations.

Focus was on the “Job Order” system offered to employers. In Maine, the system in place has the reputation of not being particularly “business friendly”; recently, the system became more acceptable by having employers list jobs with “Job Bank Central.” Currently, the job listing function is changing to a web-enabled system; the “roll out” of that system has been successful.

The issue now (with regard to #s 1 & 2 of the Scenario) issue is how to familiarize the employer community with it: keys to that process include:

- Key strategies for marketing might include:
- Regional and state human resource groups
- Access to free e-mail providers (posting of icons)
- Workshops (use technology for outreach)
  - Outreach by Polycom
  - Web-enabling system like webinars
- Consistent marketing program
- Word-of-mouth process.

**Scenario # 2: The WorkReady™Credential**

Scenario issue # 1: To develop private sector support for the **WorkReady™** program, employers must be convinced that the program has value and is important to hiring and developing employees.

- Development of data, increased opportunities to present to groups of employers (as well as individuals)
- use of “success stories” are all important to develop employer support. Prove that the program has value.
- Give employers information re demographics

Scenario #s 2, 3, & 4:

- Better ways to capture applicants (on-line testing, on-line assessment using existing programs)
- Identify key employers as sources for recruiting employees
- Follow up with applicants that fail initial assessments for entry (use of CareerCenters)
- Identification of unsuccessful job applicants by employers—info to them about the **WorkReady™** program option to develop basic skills.

### **Scenario # 3: Workforce Training: The WIRED Philosophy Reapplied**

The group concentrated on key points crucial to the reapplication of the WIRED model:

- Development of a WIRED-like project cannot be artificially built: the industry cluster must own and support it to make it work and grow.
- Professional organizations can be/must be a major resource to build a model
- Funding is crucial—both to begin and then as seed-money to grow
- “Meetings go where attitudes take them.” Positive approach predetermines buy-in.
- Regional and local identity is necessity.
- It is important to look at secondary/tertiary businesses to see if you can bring those businesses here to help the cluster (i.e., Vendors, Suppliers).
- RIG Grants are the possible vehicle to move beyond political boundaries and develop the necessary regional identity.
- Moving towards the future everything is going to be data and demand driven.

**Please Mark  
Your Calendars**



**Upcoming Events**

### **Quarterly LWIB meetings**

**December 12, 2008**

**9:30 am – Coffee    10:00 am – Meeting    12 Noon - Adjourn to light lunch**

### **Annual Corporate Meeting:**

**October 3, 2008 (11:00 am – 1:00 pm) Pine Tree State Arboretum Augusta, Maine**

BLOG Address: <http://workinme.blogspot.com>