

**Goal 1 ~ Retain, Expand and Attract Business through Workforce Development**

**Anticipated Results A:** Increased Workforce Training Fund awards and other public and private investments for industry-specific training in the health care and precision manufacturing sectors; as well as sustained support for the Nurse Career Coach as a model to address the nursing shortage and a new strategic alliance with the Western Massachusetts Chapter of the National Tooling and Machining Association to support precision manufacturing companies.

<i>How Measured</i>	<i>Progress and Activities</i>
<p>1. Help 10 companies to secure a WTF grant per year</p>	<ul style="list-style-type: none"> <li>▪ Made presentation to 30 employers on the 3 WTF programs (3/30/07), in collaboration with the RTC. Participated in CommCorp TA sessions.</li> <li>▪ Presented to EANE 38 HR reps on WTF-WCTF funds (3/7/08) and 32 on (3-7-08)</li> <li>▪ Participated with CommCorp and AIM in WTF TA session (1-10-08)</li> <li>▪ Worked with American Saw and Smith &amp; Wesson to secure grants.</li> <li>▪ Worked with Environmental Compliance Services and Hampden Bank to secure grants</li> <li>▪ Assisted several others on applications.</li> <li>▪ Completed WTF outreach informational mailing to 120 industrial park businesses</li> <li>▪ Held Business Resource Fair 7/17/08 that provided WTF info plus info on 25 other business-serving entities; attended by 51 employers / 100 attendees</li> <li>▪ Outreach done at 2008 MassHousing Vendor Fair</li> <li>▪ Outreach done at Affiliated Chambers of Commerce Business Market Show (May 2009)</li> <li>▪ Outreach done at 2008 and 2009 W. MA Clean Energy Conference</li> <li>▪ Assisted 10 companies in submission of new applications or resubmission of applications (Nov. 2008-Nov. 2009)</li> </ul>
<p>2. Contingent upon funding, secure ECCLI/other grants</p>	<ul style="list-style-type: none"> <li>▪ Grant submitted to CommCorp for funding of career coach training, \$15k</li> <li>▪ Met with HCC and Life Care Center of Wilbraham to discuss formation of a Western MA coalition of long term care facilities and ECCLI grant opportunities.</li> <li>▪ Attended ECCLI symposium on 4-1-08.</li> <li>▪ Held Hampden County ECCLI Information Session (5-8-08) with 35 long term care and home health care agencies</li> <li>▪ Assisted Baystate Health in developing a CommCorp Older Workers Retention grant focused on retaining the older nurse</li> <li>▪ Met with the Sisters of Providence Health Systems and Rabig Consulting on an application for funding training for their “small house” long-term care model</li> </ul>

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3. Convene meetings with health care providers and nursing schools to strategize on new methods & funds

- Collaborating for the Advancement of Nursing: Developing Opportunities (CAN DO) funded by Robert Wood Johnson Foundation (9/06-8/08)
- CAN DO governance structure developed, planning process defined, full Partnership meetings convened on a monthly basis
- CAN DO Advisory Board, comprised of CEOs and College Presidents, convened and meets quarterly. As of 2/09, partners agreed to rename to Regional Workforce Development Partnership for Healthcare. Funding to support the broader partnership secured through Baystate/Mercy WCTF grant.
- STAR pilot completed to support 10 MSN/PhD students with the intention of becoming nursing faculty. Invested up to \$15,000 in each participant. 60 applicants applied, seven successfully made through two years of school. Three students have graduated and have secured different types of teaching positions. Four more students will graduate in 2009-2010. Two students were asked to leave the program due to noncompliance.
- Nurses Succeed employer-based pilot completed to support 10 Latina CNAs working in long-term care to advance their nursing education towards LPN or RN degrees
- Community Foundation of Western Massachusetts grant secured to support an economist who has developed a “business case” for the nursing workforce that outlines the costs and benefits of different solutions to close the gap between supply and demand of RNs. Completed business case but continue to update based on current conditions.
- Received \$50K grant from MA Dept of Higher Education Nursing and Allied Health Initiative to develop state nursing business case based on experience developing a similar model in Western MA. Worked with Board Member Craig Moore.
- Held three nursing open houses to increase interest in becoming nurse faculty and educational advancement
- Worked to ensure annual grants to Noble Hospital for workforce training that ran through the REB, \$95k in 2006 and \$100k in 2007
- Participated on WCTF planning grant team with BayState Health, resulting in a phase 2 implementation grant, funded at \$475k, REB will manage partnership
- Developed 3 proposal phases, all funded by Board of Higher Ed, to support health care related nursing curriculum between UMASS & STCC
- Secured several local foundation grants and private provider donations of \$150k in FY09 and FY10
- Developed and submitted \$5M US Department of Labor grant with Hampden, Franklin/Hampshire and Berkshire counties focused entry-level healthcare workers, incumbent CNAs and RNs to advance their education.

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<p>4. Secure funding, i.e., John Adams Innovation Institute/others, to support high tech precision machining</p>	<ul style="list-style-type: none"> <li>▪ John Adams Innovation Institute – Initial \$150k grant secured (March, 2006); 2<sup>nd</sup> \$500k grant secured to conduct 28 months Precision Manufacturing Regional Alliance Project (September, 2008)</li> <li>▪ MassMEP - \$300k in funding secured in total (3 cycles – FY'07, '08, '09)</li> <li>▪ Precision Machining courses conducted for 175 incumbent employees of precision manufacturing companies. 153 employees (87%) successfully complete training.</li> <li>▪ REB selected as Agency Adviser to \$600,000 E. Herbert Burk Fund administered by the Community Foundation of Western MA &amp; RENEW receives \$100,000 from the Fund to continue capacity building initiatives.</li> <li>▪ WCTF proposal to expand RENEW funded, June 2007</li> <li>▪ REB receives \$500.00 from Society of Manufacturing Engineers (SME) to support middle school career awareness activities.</li> <li>▪ REB receives \$5,490.00 from area public schools to conduct STEM awareness activities using Mass MEP MTU.</li> <li>▪ REB awarded \$5,088 from WMNTMA to conduct four skills enhancement courses for 52 incumbent employees in fall 2009.</li> <li>▪ REB receives MA state earmark for \$75,000 in FY 09 to conduct training programs for unemployed and incumbent employees.</li> <li>▪ REB receives \$5,000 from WMNTMA in fall 2008 to administer Dick Sunderland Memorial Scholarship.</li> <li>▪ REB selected as partner with UMass, and others, in \$600,000 National Science Foundation Partnership for Innovation (PFI) to transfer technology from UMass to small and medium size precision machining companies (August 2009).</li> </ul>
<p>5. Enter into a MOU with NTMA to outline shared responsibilities to promote precision manufacturing companies via Regional NetWorks (RENEW) project</p>	<ul style="list-style-type: none"> <li>▪ MOU among member companies of the WMNTMA signed (Sept 06)</li> <li>▪ MOU between WMNTMA and nine educational institutions signed (Oct 06)</li> <li>▪ Workforce Development Report on precision manufacturing companies in the WMNTMA, and other companies completed with limited distribution (Oct 06)</li> <li>▪ Education Enhancement Compact w/ 9 educational institutions/RENEW signed.</li> <li>▪ WMNTMA Web Site launched on February 12, 2007</li> <li>▪ REB, STCC and WMNTMA sign MOA committing to joint workforce development initiatives (August 2007, Renewed August 2008).</li> <li>▪ WIRED proposal to DOL submitted; not funded (MA-CT 5 WIB economic-workforce development integrative strategies @ advanced manufacturing / emerging technologies) – continuing to meet for next steps; working on a RIG application for September 08 submission.</li> <li>▪ Final Project Report for RENEW submitted to John Adams Innovation Institute August 2008).</li> </ul>

***Goal 1 ~ Retain, Expand and Attract Business through Workforce Development (cont'd)***

<p>5. Enter into a MOU with NTMA to outline shared responsibilities to promote precision manufacturing companies via Regional NetWorks (RENEW) project (cont'd).</p>	<ul style="list-style-type: none"> <li>▪ PMRAP MOU among member companies of the WMNTMA signed (Dec. 08)</li> <li>▪ MOU between WMNTMA and nine educational institutions signed (Jan. 09).</li> <li>▪ MOA between WMNTMA, REB, and UMass-Amherst signed in November 2009.</li> </ul>
<p>6. Secure funding, Workforce Competitiveness Trust Fund (WCTF) via Commonwealth Corporation and others to support Early Childhood Education Workforce as a new sector strategy.*</p> <p><i>*NEW METRIC</i></p>	<ul style="list-style-type: none"> <li>▪ WCTF - \$500k grant secured (August, 2008) for two years.</li> <li>▪ Education and training for 140 incumbent employees of Early Childhood businesses, 45 new hires (27 are in training, 7 are employed).</li> <li>▪ Entered into a MOU with Early Childhood Employers &amp; 9 Educational Institutions to outline shared responsibilities to promote a quality workforce (DECE) project.</li> <li>▪ Surveyed the field to increase ability to train more staff by grouping of employers 05/08-07/08.</li> <li>▪ Entered into grant agreement with Comm Corp 08/08 – 08/10 to increase credentialing and education levels of educators to improve quality programs for children.</li> <li>▪ Convene partnership to review project goals and objectives 11/08.</li> <li>▪ 1<sup>st</sup> year focus on recruitment/training cohorts/flexible educational programs.</li> <li>▪ DECE project is woven into REB City of Springfield plan to increase resident training/ education Goal 35 residents / 88 residents in training (outcomes TBD).</li> <li>▪ 1<sup>st</sup> Workforce Development report to be completed by January 2009.</li> <li>▪ Continue to meet with partners to share goals and outcomes to raise community awareness.</li> <li>▪ Year 2 activities include build a sustainable plan to continue grant goals.</li> <li>▪ Have included in June 2008 approved City of Springfield Workforce Plan a goal to <b><i>Implement Programs to Improve the Skills of the Pre-K Educator and Implement Family-Centered Literacy Programs for Parents and Children in Pre-K Programs.</i></b></li> <li>▪ As part of COS plan, funded 2 family-entered literacy programs serving 30 Springfield families.</li> </ul>
<p>7. Secure funding to develop a “green jobs” sector strategy as an emerging industry.*</p> <p><i>*NEW METRIC</i></p>	<ul style="list-style-type: none"> <li>▪ Received \$200k state grant (Dept. of Energy and Environmental Affairs), 7/09 to pilot green jobs training in Holyoke and Springfield (energy auditors, weatherization, solar water boiler technicians).</li> <li>▪ Committee member of the Green Strategy team and its five year update plan to the regional Comprehensive economic Development Strategy (CEDs).</li> <li>▪ Convened a Green Grants regional summit in 9/09 to review clean energy grant opportunities and submissions for Hampden County.</li> </ul>

**Goal 1 ~ Retain, Expand and Attract Business through Workforce Development (cont'd)**

<p>7. Secure funding to develop a “green jobs” sector strategy as an emerging industry. (cont'd)</p>	<ul style="list-style-type: none"> <li>▪ Partnered with the city of Springfield in the “GreenTek” federal DOL Pathways out of Poverty grant submission for GED and technical training in six clean energy skill sets.</li> <li>▪ Partnered with Holyoke Community College in the federal DOL Pathways out of Poverty grant submission for training in weatherization, energy auditor and entrepreneurial skill sets.</li> <li>▪ Submitted an application on behalf of Hampden County and Worcester County for the State Energy Sector Partnership and Training grant. Training will be in Photo-Voltaic installation for unemployed licensed electricians and apprentices and advanced HVAC-R training and certification for unemployed HVAC-R technicians.</li> </ul>
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**Anticipated Results B:** An action plan, jointly developed by the REB and One-Stop Career Centers that will enhance job postings and result in increased career ladder placements, particularly in high growth industries.

<i>How Measured</i>	<i>Progress and Activities</i>
<p>8. Develop joint action plan between the REB and OSCCs, for OSCC Committee approval, to enhance job postings along a career ladder</p>	<ul style="list-style-type: none"> <li>▪ Analysis of the career centers' job openings/postings by Commonwealth Corporation to assist in the development of an action plan to enhance job postings – (9/20/06).</li> <li>▪ Draft action plan to enhance employer usage of Centers developed by Employer Services workgroup for March 22 One-Stop Committee review</li> <li>▪ Activities to enhance employer services and increase numbers of new employers to be served by career centers and to post jobs added to centers’ continuous improvement plans.</li> <li>▪ Created plan under HPB grant to pilot “joint” employer outreach to include targeting 50 “new” employers (in particular, those in the health care and precision manufacturing industry clusters) 20 others to be “re-activated” (12/09)</li> <li>▪ Outreach done to regional labor unions and independent contractors by both the REB and the career centers for job and business development.</li> </ul>

**Anticipated Results C:** The REB will be the recognized expert for workforce development needs, working with the major economic development organizations for business retention, expansion and attraction.

<i>How Measured</i>	<i>Progress and Activities</i>
<p>9. Outreach to/inform (personal contact and other) major econ. dev. orgs about our role in business retention/expansion/attraction</p>	<ul style="list-style-type: none"> <li>▪ Met on an ad hoc basis with Bob Pyers of the EDC to collaborate on attracting and landing new businesses to relocate to the region.</li> <li>▪ Met with EDC staff at its monthly meeting "Homefield Advantage" to provide REB input for workforce development efforts to retain business in the region.</li> <li>▪ Developed closer working relationship with the New England Black Chamber of Commerce and the MA Latino Chamber of Commerce</li> </ul>

***Goal 1 ~ Retain, Expand and Attract Business through Workforce Development (cont'd)***

10. Actively participate with regional econ. dev. on all major business retention/expansion/attraction projects that require workforce development and monitor the progress and impact of our involvement on these projects

- Participated in work with EDC/City Economic Development agencies to recruit:
  - Athena Health Care
  - Homesite Insurance (Springfield)
  - Honda Jet (Westfield)
  - Schott - Germany-based company
  - Liberty Mutual (Springfield)
- Participating in the Retention and Recruitment task force of the EDC
- Participating in the Holyoke Employment Partnership
- Presentation at the Affiliated Chambers of Commerce Business Market Show (May 2008) on the REB and its role in workforce development
- Participation in the monthly regional Economic Development Partnership meetings
- Member of the board of trustees and the coordinating council for the Pioneer Valley “Plan for Progress”
- Member of the advisory board of Internhere.com, a college internship program to support graduate retention
- Member of the advisory board of the STCC “Achieve the Dream” college development initiative funded by the Gates Foundation
- Committee member of the Hartford-Springfield Economic Partnership’s (HSEP) new initiative to address the goal of getting college non-completers re-enrolled.
- Have included in June 2008 approved City of Springfield Workforce Plan a goal to ***Increase Technical Training in High Growth / High Demand Industry Sectors***

<b>Goal 2 ~ Increase Basic Skills for a Quality Workforce</b>	
<b>Anticipated Results A:</b> Establishment of an integrated delivery system that results in increased numbers of low income adults and youth, disadvantaged minorities and newcomers, dislocated workers and their families, successfully transitioning from literacy programs to One-Stop Career Centers, post-secondary education and other workforce development programs, leading to economic self-sufficiency.	
<i>How Measured</i>	<i>Progress and Activities</i>
1. Develop referral process to increase the numbers who enroll into OSCCs, post-secondary education, other workforce development programs	<ul style="list-style-type: none"> <li>▪ The REB and its P-21 partners were funded by the Commonwealth Corporation in early December to develop strategies for increasing the transition of ABE learners to workforce development and post-secondary education and training programs</li> <li>▪ The REB and its ABE partners are working to change DOE policy which currently prescribes that DOE providers can only list “transition to training” as a goal for their learners if the training is at least one year in duration. This is a disincentive to coordinate with the workforce development system since most training programs are less than one year in length.</li> <li>▪ Have included in the in the City of Springfield June 2008 approved Workforce Plan a goal to <b>Increase Adult Literacy Education Services</b>, which includes increasing numbers of individuals Transitioning to One-Stop Career Centers, Post-Secondary Education and other Workforce Programs</li> </ul>
2. Develop coordinated tracking system to insure that in subsequent years the results of the referral process lead to economic self-sufficiency	<ul style="list-style-type: none"> <li>▪ The REB and the Davis Foundation have begun planning to develop a tracking and reporting system which would allow the region to measure the impact of ABE programs and evaluate outcomes for ABE learners</li> </ul>
<b>Anticipated Results B:</b> Increased number of workplace education programs that provide sustainable skills to incumbent workers, especially in high growth industries.	
3. Develop inventory of current workplace education programs funded by public or private funds	<ul style="list-style-type: none"> <li>▪ Completed in November 2007</li> </ul>
4. Implement 3 new workplace education programs, contingent upon funding availability 5. Develop plan to improve the capacity of local ed providers to deliver literacy services to incumbent workers in a workplace setting	<ul style="list-style-type: none"> <li>▪ In progress – will be looking to be a pilot site for new MA SWIB efforts to combine WTF and DESE workplace education funds for a flexible workplace education program; related to that:</li> <li>▪ Have included in the in the City of Springfield June 2008 approved Workforce Plan a goal to <b>Increase Adult Literacy Education Services</b>, which also includes an objective that calls for obtaining flexible funding that will support the development of an <i>Adult Literacy Pilot Program</i> that focuses on learners whose primary goal is a transition to post-secondary education and training and/or employment. Funded a “Blended Literacy-Workforce Development Program” in Springfield as part of plan, to serve 15 English Language learners. (8/09)</li> <li>▪ Will pursue new RFP, “Learn at Work” so that at least 1 workplace ed. Program is funded in our region (12/09)</li> </ul>

**Goal 3 ~ Develop Youth Employability Skills**

**Anticipated Results A:** The Pathways to Success by 21 (P-21) and Massachusetts Partnership for Youth Employment (MPYE) partnerships will grow and will be sustained by creating a new Youth Council workgroup that will focus on the Strategic Plans developed by the P-21 and MPYE partners.

<i>How Measured</i>	<i>Progress and Activities</i>
<p>1. Establish new Youth Council workgroup to implement P-21 and MPYE Strategic Plans / measure progress towards goals.</p>	<ul style="list-style-type: none"> <li>▪ New YC workgroup implemented ("At-Risk and Older Youth" Workgroup) - October 2006</li> <li>▪ Awarded \$60,000 in P21 funds to implement P21 strategic plan including Workplace Readiness Certificate Program - October 2006</li> <li>▪ Organized local partners for state summit on high school graduation - 3/5/07</li> <li>▪ High School Graduation Planning Group (HSGPG) formed to develop dropout prevention plan for Springfield, Holyoke and Chicopee schools - May 2007</li> <li>▪ July 1, 2007, REB is awarded a \$50,000 "Youth Vision" grant from the USDOL/CommCorp to be one of two demonstration sites in MA. The grant will help the REB carry out P21 capacity building activities.</li> <li>▪ P-21 Professional Development grant graduates 23 local youth workers 2/24/09</li> <li>▪ HSGPG develops an Action Plan – Sept., 2007</li> <li>▪ HSGPG implements strategies identified in the Action Plan to prevent and reduce student drop out rates – on going through October 2008</li> <li>▪ HSGPG engages in forum with MA Dropout Prevention and Recovery Commission on April 28<sup>th</sup> in Springfield at Sci-Tech High School to testify on policy recommendations related to drop out prevention and recovery.</li> <li>▪ REB participates in planning of Western Regional Summit: This Time Must Be Different (6/11/09) focusing on drop-out prevention strategies</li> <li>▪ HSGPG reconvenes to review state recommendations for Drop-Out Recovery November 2009.</li> </ul>

**Anticipated Results B:** Increased numbers of youth, especially low income, disadvantaged and minority youth, who participate in the work readiness curriculum and obtain quality year-round and summer internships, including in Science, Technology, Engineering and Math (STEM) related occupations.

<p>2. Assess/refer/enroll youth in need of work readiness skills development in the WR certificate program w/ 50% of WR enrolled youth obtain a quality internship/job</p>	<ul style="list-style-type: none"> <li>▪ Updated WR curriculum to include module on on-line job applications and to align with new MA Work-Based Learning Plan – July 2007</li> <li>▪ "Train the trainer" sessions on the newly revised WRCP begin July 13, 2007 and continue until all trainers have been re-trained. Trainings continue to be held on a quarterly basis with the next one scheduled on October 19, 2009.</li> <li>▪ The REB and One-Stops co-sponsored a business outreach breakfast to expand job opportunities for youth in March 2008. Both Career Centers ran youth job fairs in the spring of 2008.</li> </ul>
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**Goal 3 ~ Develop Youth Employability Skills (cont'd)**

<p>3. Assess/refer/enroll youth in need of work readiness skills development in the WR certificate program w/ 50% of WR enrolled youth obtain a quality internship/job (cont'd)</p>	<ul style="list-style-type: none"> <li>▪ Have included in the in the City of Springfield June 2008 approved Workforce Plan a goal to <b>Improve Youth Education Proficiency and Career Awareness</b> which includes increasing internships and summer work experiences.</li> <li>▪ Placed over 100 youth in private sector summer and year-round internships/jobs at Big Y, WMECO, MassMutual (FY'09)</li> <li>▪ Placed over 1240 youth in ARRA-WIA summer jobs (Summer 09) with 88% attaining work readiness goals.</li> </ul>
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**Anticipated Results C:** Increased numbers of older and out-of-school youth being served at the One-Stop Career Centers and obtaining jobs that offer career ladder opportunities.

<p>4. Establish baseline for the current level of older, out-of-school youth placed into unsubsidized jobs; increase by 10% over time</p>	<ul style="list-style-type: none"> <li>▪ Analyzed for FY'06 the # and % of youth served by age groups 18 and under, and 19-21; and the total # placed and the EE rate of youth 18-21, by the Career Centers.</li> <li>▪ Through P-21, 74 older youth were served through the One-Stops with 27 placed in jobs as of March, 2008 (end of Resource A-C grants).</li> <li>▪ Through March 08, # of WIA older youth entering employment doubled and between FY08 and FY09, increased by another 50%</li> <li>▪ Youth served by OSCCs increase by 1,000 between FY08 and FY09.</li> </ul>
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**Goal 4 ~ Build Stakeholder Understanding and Support for Workforce Development**

**Anticipated Results A:** Key stakeholders support and participate in the work of the REB as the leader in building the workforce development system.

<i>How Measured</i>	<i>Progress and Activities</i>
<p>1. Meet with local legislators, Mayors to develop understanding and support for workforce development as key driver of economic development</p>	<ul style="list-style-type: none"> <li>▪ Met with Holyoke Mayor Industrial Development Advisory Committee, re; REB workforce development priorities, 5-2-07</li> <li>▪ REB asked to lead in development of City of Springfield workforce development planning project (Sept. 07 – plan timetable finalized with goals and benchmarks / Plan Completed in Final Form, June 2008, Press Conference to announce planning grant August 18, 2008, Leadership Steering Committee formed).</li> <li>▪ Held informational meeting with Elizabeth Cardona of the Governors Western MA office, 7-1-08.</li> <li>▪ ED met with Coakley-Rivera in state legislature as Co-Chair of Workforce Development to discuss the workforce development system &amp; our region. (9/09)</li> </ul>
<p>2. Conduct advocacy and support campaign for literacy and workforce development efforts*</p> <p><i>*NEW METRIC</i></p>	<ul style="list-style-type: none"> <li>▪ A 21-member Literacy Cabinet of leaders in the business, education and non-profit communities recruited and began meeting quarterly in May 2007 to provide support and advocacy for literacy and adult education</li> <li>▪ Seven-part series for The Republican that focused on an educated workforce as key to the region’s future published in May 2007 and reprinted in September 2007. Reprint sent to leading policy makers and others.</li> <li>▪ Monthly literacy related columns appear in the region’s largest daily newspaper, The Republican, the largest chain of weekly newspapers, The Reminder, and three Spanish or bilingual publications</li> <li>▪ Media coverage by Channel 22, abc40, Channel 3, WAMC public radio and ComCast on major literacy initiatives pitched or designed.</li> <li>▪ More than 100 people, including legislative leaders from the MA House and Senate attend REB’s “Breakfast of Champions” May 25, 2007</li> <li>▪ REB informational articles in community newspapers</li> <li>▪ Speech to early childhood educators on May 1<sup>st</sup> 2008 at the annual SECEP awards ceremony on their place in workforce development</li> <li>▪ REB Co-Sponsors October 2009 event with national media personality Chris Matthews, “United in Hope,” to support Springfield and the region’s community-based educational and literacy initiatives.</li> </ul>
<p>3. Issue quarterly e-newsletter, highlight and promote REB activities and workforce development services and programs.</p>	<ul style="list-style-type: none"> <li>▪ March 06 e-news issued - covered summer jobs, new grant for manufacturing, potential for health care, OSCC 10 year anniversary</li> </ul>

***Goal 4 ~ Build Stakeholder Understanding and Support for Workforce Development (cont'd)***

3. Issue quarterly e-newsletter, highlight and promote REB activities and workforce development services and programs. (cont'd)

- January 07 e-news issued - covered new Board members; CAN DO/STAR program, RENEW with links to new report; Dress for Success
- June 07 e-news issued covering new board members, summer youth update, LW legislative breakfast spotlight, Next Step program spotlight and updates on WCTF funding in manufacturing, CAN DO STAR awards, WIB Annual Plan available on website
- May 08 e-news unveiled new REB website and promotes June workforce conference
- July 08 e-news reported on Summit success; actions of REB Board at June meeting and CAN DO private match fund raising campaign results.
- Sep. 08 e-news reported on Sec. Bump attendance at Board meeting to announce \$1.3M in grants; the summer program successes and literacy updates
- Jan 09 e-news highlighted our High Performing Board designation by Sec. Bump, Re-entry grant award and P-21 graduation ceremony of 23 youth workforce professionals
- Feb 09 e-news highlights Bill Ward as a Biz West Difference Maker awardee and WMECO program for Putnam Youth learning electrical industry
- Jul 09 e-news covered Board meeting at which REB presented the Hasbro Summer Learning Initiative with a \$2500 private contribution in honor of our past Chair and Hasbro Executive, Mike Niziolek, new Board members, update on WCTF grant for early childhood educators, new family literacy initiative, and Western MA Youth summit
- Sep 09 e-news announces new Board members, highlights success of '09 Summer youth program and NEFWC award and updates WMECO youth program and gives update on WCTF grant for early childhood educators
- NUMEROUS and EXTENSIVE press coverage (all on web site, most recent):
  - 2009 Summer Youth Press Conference Press Release and Coverage
  - Summer Youth Vendor Press Coverage
  - Future Green Jobs Economy in Hampden County – Biz West
  - News Article on ARRA Funds to Hampden County - Biz West
  - WMECO-REB Project
  - 2009 Employer Breakfast and Summer Jobs Kick-off
  - "Making Progress" by Kenneth Ross, Biz West
  - REB as "High Performing Board"
  - Numerous Healthcare & Nursing News & Publications
  - Numerous Literacy News Articles
  - Numerous Precision Machining News
  - Numerous Early Childhood News & Publications

**Goal 4 ~ Build Stakeholder Understanding and Support for Workforce Development (cont'd)**

<p>4. Develop Action Plan to inform 50 largest employers in Hampden County of the mission and role of the REB in the workforce development system</p>	<ul style="list-style-type: none"> <li>▪ Not done.</li> </ul>
<p><b>Anticipated Results B:</b> Business and workforce development agencies plan for and address workforce issues more effectively.</p>	
<p>5. Provide LMI/research and workforce development info to 25 schools, businesses and economic development and CBOs, upon request</p>	<ul style="list-style-type: none"> <li>▪ Since July 2006, provided LMI/research assistance to Putnam VTHS, Hampden County Corrections, Ludlow Adult Learning Center, VOC, Springfield Housing Authority, City of Springfield (Mayor's Office), Gates Expeditionary Learning School, PVPC, All 4 S-T-Cs, RTC, EDC, American Saw/Lenox, WestMOST Network, 5 Star Logistics, VOC consultant (Julie Rappaport), LPVEC (Jan Davis), MOBD (Jeff Daley), Putnam and Western MA Community Foundations, Black Chamber of Commerce (Nate Davis), MA Office for Business Development (Rob Vedovelli), Collins Electric (Larry Egan), Ground Work Springfield (Patricia Moss), STCC, City of Springfield (Citi-Stat), Westfield state College (Susan Moulton-Consultant), MassInc.(Ben Foreman), City of Springfield (Economic Development department): 31 entities in total</li> <li>▪ Gathered LMI information for City of Springfield as part of City's WD planning</li> <li>▪ As part of DOL Youth Vision Grant, provide LMI presentations to over 90 Springfield School Counselors over 4 sessions (February 2008)</li> <li>▪ Held March, 28<sup>th</sup>, 2008 Employer Outreach Breakfast highlighting labor market impact on providing opportunities for youth</li> <li>▪ Held June 18, 2008 Workforce Conference which highlighted labor market trends, attended by 250 people</li> <li>▪ June 2009 Western MA Youth Summit highlighted Youth labor market trends attended by 150 people</li> </ul>
<p>6. Issue quarterly press release/report: snapshot of local labor market trends, info on Career Center usage</p>	<ul style="list-style-type: none"> <li>▪ Centers doing on their own</li> </ul>
<p><b>Anticipated Results C:</b> Increased public investment through state and federal legislation, employer investment through matching grants and private foundation support.</p>	
<p>7. Educate state/fed legislators on the economic benefit of increasing state/federal investment in workforce development</p>	<ul style="list-style-type: none"> <li>▪ Two Statehouse visits, multiple personal visits with lawmakers made and six sets of letters, emails and phone calls made to legislators on literacy issues</li> <li>▪ E-mailed state reps and senators re: support for Connecting Activities funding each FY.</li> <li>▪ A May 25, 2007, literacy legislative breakfast drew over 100 people, including the House and Senate leadership and resulted in a pledge from the Speaker Pro Tem to do all he could to restore \$2 million in previously cut funds for adult basic education, a promise that was kept in the final budget</li> </ul>

***Goal 4 ~ Build Stakeholder Understanding and Support for Workforce Development (cont'd)***

<p>7. Educate state/fed legislators on the economic benefit of increasing state/federal investment in workforce development (cont'd)</p>	<ul style="list-style-type: none"> <li>▪ A March 7, 2008, legislative breakfast gave lawmakers a snapshot of literacy needs at all levels, helping to result in a \$1 million increase to adult education funding from 2007</li> <li>▪ Participating in state workgroups forming position statements, re: WIA Re-authorization (Summer-Fall 09)</li> </ul>
<p>8. Increase corporate/foundation funds for the CYIE &amp; other programs/secure employer cash match to publicly-funded proposal</p>	<ul style="list-style-type: none"> <li>▪ Secured private funds for Summer'07 from 22 companies totaling \$88,500.</li> <li>▪ Secured private funds for Summer'08 from 33 companies totaling \$125,000</li> <li>▪ Secured private funds for Summer'09 from 27 companies totaling \$90,018</li> <li>▪ Secured \$100,000 from the E. Herbert Burke Trust Fund and an additional \$5,000 from the Dick Sunderland Memorial Scholarship Fund to promote careers and provide direct training in precision machining</li> <li>▪ Secured several local foundation grants and private provider donations for the CAN DO/Health Care initiative of \$150k in FY09 and FY10</li> </ul>
<p>9. Show Return on Investment by indicating #s served and impacts in an Annual Report to the community. *</p> <p>* <i>NEW METRIC</i></p>	<ul style="list-style-type: none"> <li>▪ Drafted initial annual report outline as part of High Performing Board submission, July 08</li> <li>▪ Developed rough draft of a report based on the outline (Summer-09)</li> <li>▪ Engaged Paul Robbins to craft a clearer message and format that would be digestible to general audience and promote REB activities and impacts of our program (Oct-Dec 09)</li> </ul>