

**ANNUAL REPORT 2017**

NEW NAME, REBRANDING, COMPLIANCE…OH MY!

You must accept the truth from whatever source it comes. -Moses ben Maimon, philosopher (1135-1204)

In 2017 my truth came from the federal government, a most unlikely source, I think that you will agree!

The truth that I am referring to is that it would be a good idea to change the name of the organization from the Workforce Investment Board to the Workforce Development Board. It is not always easy to accept the truth, especially if it involves change, and even more so if it is the federal government that is suggesting the change, so at first I resisted.

Seventeen years ago, when the Board selected me to be the Executive Director, we changed the name of the organization from the Regional Employment Board to the Workforce Investment Board. The change was voted on at my first meeting as ED. Seemed like a good idea then.

Now, it didn’t seem to be such a good idea to change our name, no matter what the Feds said! The situation was pretty much the same, new nomenclature brought about by new enabling legislation. In 2000 I thought that it was a great idea to be in the vanguard with a shiny new name…what with the new millennium and all…now not so much.

But then I started to think about the actual change that was being offered, to change from the investment board to the development board. I realized that I experienced the same disconnect whenever I met someone in the community. Whenever someone asked me where I worked my answer would invariably cause them to think that I worked in financial services. The key word in the name was investment. Now I had a chance to use a name that was more descriptive of what we do on a day to day basis.

While it is true that the Board does make decisions regarding the investment of federal funds that come to the area, our work is mainly in developing the human resource capital that is available for the employers in our region. Of course, we also work to develop the skills that jobseekers have as they seek employment.

At our 2017 annual meeting we will unveil the new name and look for the Cape and Islands Workforce Development Board. We will have a new logo and collateral material...banners, letterhead, business cards. Our website will be updated and our url will change to CIWDB.COM.

I want to recognize the work of our Marketing Committee in overseeing this process. We worked with Alison Caron Design on all aspects of the rebranding and appreciate her diligent attention to detail through the entire process.

Finally, I want to thank the entire Board for approving and embracing this change. Your support and encouragement have made a difficult process much easier.

And what about compliance? Well, the changes brought about by the new enabling legislation require a host of changes to how we do business, especially as it relates to our relationship with the state, and the multiple partners that we have.

One of the biggest changes for our Board was the new process to select and contract with an operator for Career Opportunities. Previously we just certified JTEC as the operator based on their performance. Now we are required to engage in an extensive RFP process to select an operator. We went through the process, had three potential bidders attend the bidders conference, and selected JTEC to continue as the operator. Thank you to the WIOA Committee that worked on the RFP and scored the RFP.

Another requirement of the new WIOA legislation is that we develop an umbrella MOU (Memorandum of Understanding) with the mandated partners in the state and federal system. The alphabet soup looks like, DCS, DTA, MRC, MCB, DUA, ACLS, SCSEP. And in the true spirit that anything worth doing is worth overdoing, we have included some community partners like the Outer Cape Coalition and the Wampanoag Tribe.

Another requirement of the new WIOA legislation is that we engage in a strategic planning process that includes economic development entities. We conducted an initial meeting, attended by Secretary Jay Ash of the Department of Housing and Community Services, one of the agencies participating in the newly established Governor’s Workforce Skills Cabinet. This strategic planning activity will continue through the end of this calendar year.

I served on a state EOLWD committee working on improving the way that regions provide services to our business customers. This Business Engagement Initiative seeks to insure all regions provide a high level of service to the business community.

As many of you recall we have reorganized our business service unity three times over the past 7 or 8 years. Our changes have all been designed to increase our interaction with companies and to provide the best customer service possible. I believe that we have done an outstanding job in this regard, and I am happy to share our experience on a state-wide level.

We have continued out efforts promoting the Commonwealth’s Workforce Training Fund Program. This year we assisted over 20 businesses who were considering the program. Going forward, we are seeking opportunities to provide training to a number of businesses by creating consortia applications for training funds.

This past year was my final year as Chairman of the Housing Assistance Corporation, I am still a member of the Board. I also served on several Cape Cod Chamber of Commerce committees. This year I joined Wendy Northcross in conducting a series of round table discussions with local businesses regarding their human resource challenges. I also continued my service on the Coastal Community Capital Board of Directors. I thank the Board of Directors for their support as the organization continues to seek opportunities to work with other organizations providing services to the businesses and job seekers in the region.

I want to recognize the significant contributions of the staff of the WDB. Razza, Kara, and Maria each contribute greatly to the success of our agency.