



BERKSHIRE COMPACT FOR EDUCATION

Welcome

Dec. 4, 2017



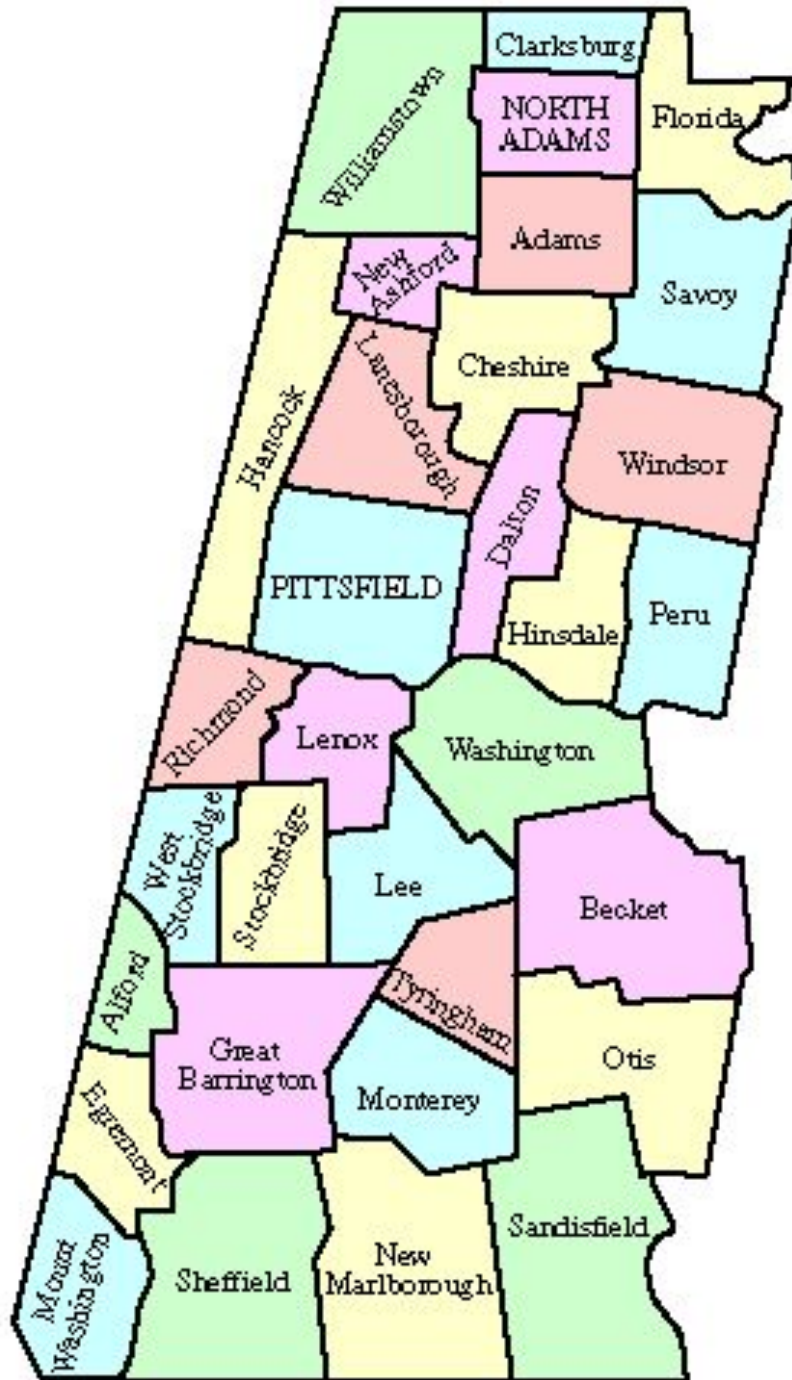
*Building
our future!*

MISSION



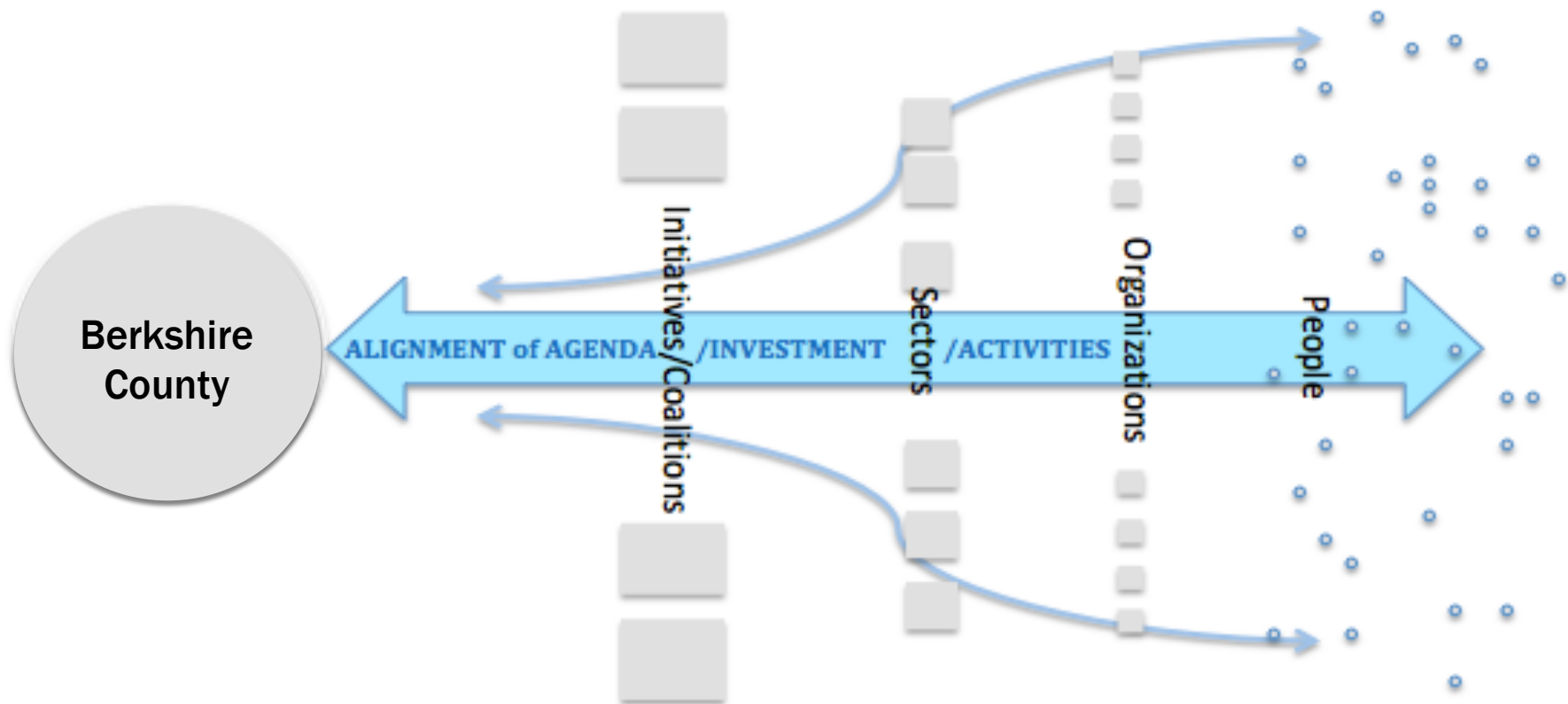
JAKE EBERWEIN, MCLA

The Berkshire Compact for Education is a group of regional civic, education and business leaders who seek to ensure the well being of each individual and the strength of our economy and community by raising the educational access, aspirations and attainment of *all* Berkshire County residents.



COMMUNITY SECTORS

- Agriculture
 - Arts, Culture, Tourism
 - Business/Economic Development
 - **Education**
 - Environment
 - Faith-based
 - Government
 - Health
-
- Housing and development
 - Human Services
 - Infrastructure: transportation, internet access
 - Law Enforcement/Justice
 - Media
 - Sports, Recreation, Leisure
 - Youth Development
 - Philanthropy



ALIGNMENT. NETWORKS. COLLECTIVE IMPACT



Subcommittees:

- 1. Early Childhood**
- 2. Grades 3 – 12**
- 3. Workforce Development**
- 4. Professional Development**
- 5. Career Development and Exploration**
- 6. Out-of-school time providers**

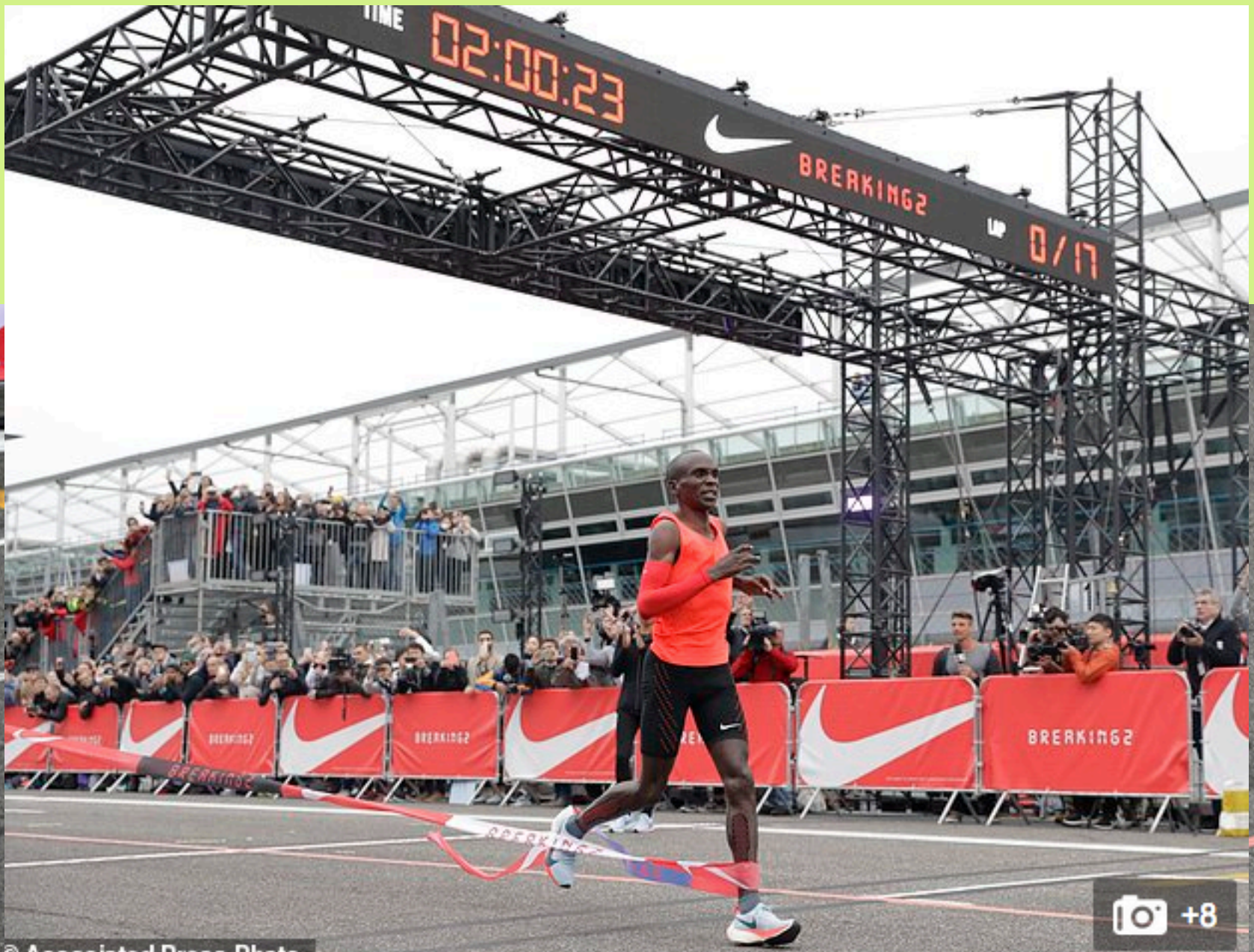
Updates



Crowded & Fast







© Associated Press Photo





JAMES BIRGE, *MCLA*
ADAM KLEPETAR, *BCC*



Greetings

Compact (Ongoing) Activities

- Grade 3 visits to campus (300)
- Grade 6 visits to college (1200)
- Grade 8 Career Fair (865)
 - Growing to 2nd site
- Reach Out For Education (13 shows)
 - Community profiles
- Junior Achievement in Schools

Sue Doucette, Compact

Updates



LIVE UNITED





Subcommittees:

- 1. Early Childhood**
- 2. Grades 3 – 12**
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Updates

EARLY CHILDHOOD

- Trauma informed community
- Strengthen early education workforce




Doug McNally, Impact Council


GRADES 3-12

WHO WE ARE:

Randy Kinnas, YMCA


- 
- We are the 3-12 Sub Committee representing various local educational institutions, industrial partners, community organizations, and volunteers.
 - We hope to ensure that ALL students have a trusted adult to help guide them to success. With a guarantee that students graduating from high school will have the skills, knowledge, dispositions and aspirations to successfully enter post-secondary education and the workforce.

TARGET:

- 
- Start Pilot Mentoring program at Drury High School Jan 2018
 - Begin coordination with Central and South County to scale project in Sept 2018
 - Partnership with YMCA
 - Finalize Mentoring Handbook that clarifies guidelines, expectations and processes


GRADES 3-12

WHERE ARE WE:

- 
- **Submitted Grant Proposal**
 - Two year funding to support mentoring coordinator and two interns
 - ✓ Interns will assist in rollout of Pilot Program to additional sites
 - **Secured site at Northern Berkshire YMCA for Mentors & Mentees**
 - Viewed possible resources for coordinator
 - **Introducing our Program to Reid Middle School**
 - Invited Kirsten Shepardson from Reid Middle School to attend next meeting

GRADES 3-12

How you can help!:

- 
- **#1: Be a Mentor**
 - Recruit a mentor in your business
 - Advocate for the program

Financial support for a mentoring coordinator. This person would:

- Manage program logistics, liaison with NAPS/schools
- Develop training format
- Set expectations and guidelines
- Develop evaluation and data protocols
- Recruit students and mentors

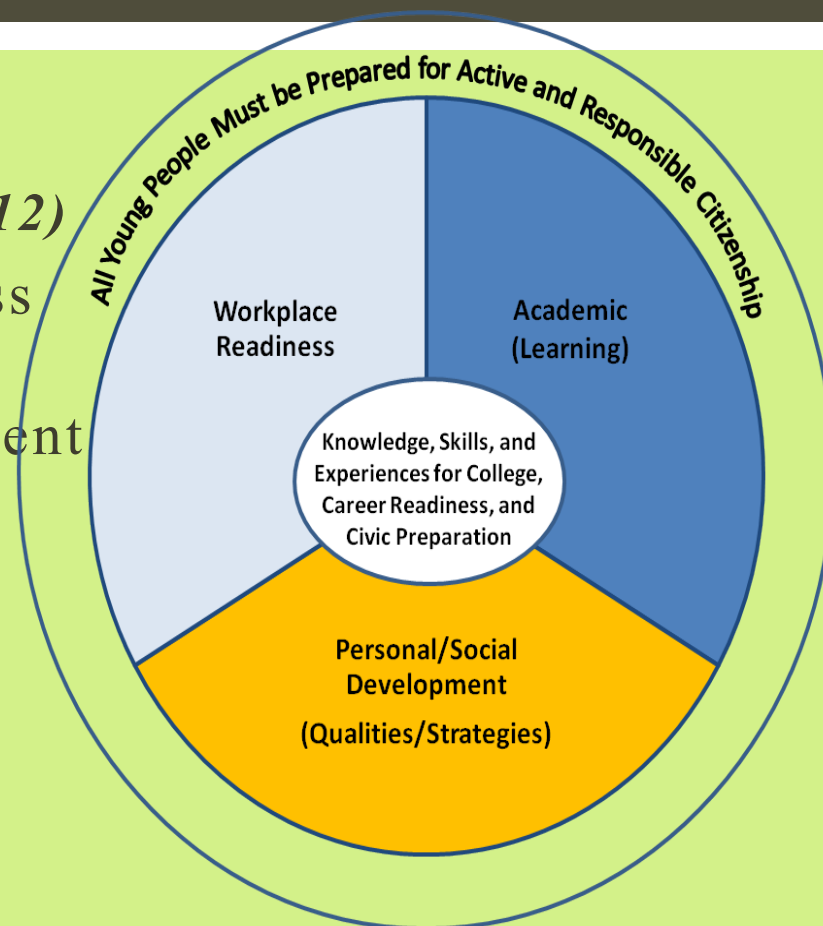


Incredible support from all these organizations and the Community!

CAREER DEVELOPMENT EDUCATION COMMITTEE

*Career Readiness Model expansion
within all public school districts (K-12)*

- Enhance STEM Career Readiness opportunities
- Increase Professional Development & Externships
- Expand specialized employment programs



Youth Skill Development

Sustainable skilled workforce

*Enhancing the region's economy and
population*

Heather Shogry, BCREB

FY18 CAREER READINESS ACTIVITIES

STEM Career Readiness opportunities

- ✓ STEM Career Fair – November 17th at BCC
- ✓ Healthcare Career Fair – April 24, 2018 at BMC
- ✓ Increasing paid high school internships

Career Readiness Professional Development

- ✓ Implemented a Career Readiness workshop on November 7th (County-wide PD day)
- ✓ Additional school-based sessions being offered throughout FY18

Specialized Employment Programs

- ✓ North county school-year Youth Works Program



Career Awareness



Career Exploration



Career Immersion

COMMUNITY ENGAGEMENT

Hire and/or sponsor a youth

- Internships & structured work experiences

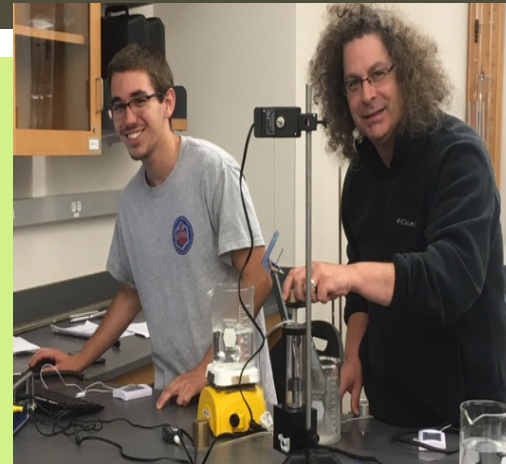
Participate in career awareness & exploration activities

- Implement a JA activity
- Participate in a career fair
- Host a job shadowing opportunity

Provide local educators with externships

Assist with building the region's career readiness 'system'

- Compact CDE committee
- BCREB Youth Council
- Berkshire STEM Network



OUT-OF-SCHOOL TIME SUBCOMMITTEE

The launch plan....

- Mapping current efforts
- Gap analysis
- Redundancies and opportunities



*Craig Langlois, BM
Lucy Castaldo, IS 183*

WORKFORCE DEVELOPMENT

Who are we?

- **Issue:** Declining 25 – 40 year old population
- **Our Goal:** Mitigate this Outward Migration
- **Strategy:** Provide high quality internships to Berkshire County college students and eventually to residents attending college beyond the Berkshires

Three Primary Areas:

- Manufacturing
- Employer Needs Listening Session
- College Internship Program with Lever, Inc.

Charlie Kaminski, BCC

WORKFORCE DEVELOPMENT

ADVANCED MANUFACTURING GRANT



- Funding from Executive Office of Housing & Economic Development Grant. \$138 k for Berkshires (Oct – June 2018)
- BCREB Partnering with Apex, Crane, Covestro, Sinicon, Cavallero, Interprint, Berkshire Works, BCC, McCann & Pittsfield Public Schools
- Goal – Train 54 unemployed & underemployed.
- Intro to Advanced Manufacturing (OSHA, shop math, blueprint reading, metrology, and lean manufacturing) – Berkshire Community College
- Intro to Advanced Manufacturing (programming on mill and lathe, hands-on machining, CAD and CAM, and OSHA) – McCann
- Welding – basic welding for those with no experience. OSHA. – McCann
- Hoisting 3A/1C – basic hoisting – BCC
- Work readiness, resume writing, job placement assistance and manufacturing tours also part of the program
- Recruiting now. Training starts in January 2018.
- Visit BCREB.com

WORKFORCE DEVELOPMENT

Next Steps for 2018

- Direct outreach to local employers to attend listening Session (Spring 2018 - day and time TBD)
 - Confirm staffing needs, both immediate and projected
 - Identify required skills and credentials
 - Discuss challenges to recruitment and retention of employees

- How you can help?

Berkshire Business Interns

Berkshire County Businesses



Jeffrey Thomas, Lever



Lever Incubator, North Adams



30 Paid College Student Interns since 2014



BBI Key Metrics

Internships Offered

Interns Placed

Interns Directly Hired for Permanent jobs

**Interns Hired for Permanent Jobs after
Graduating**

Returning Interns

**Interns retained for part-time work during
academic year**



Annual Cycle of BBI Activities

September

January

April

June

August

Develop Internships

Recruit Interns

Place Interns

Training / Onboarding

ten
week
intern-
ship
period

Assessment



Status: Summer 2018 Internships

45 Berkshire County Businesses Contacted

North: 17, Central: 12, South: 16

17 Companies Will Host Interns

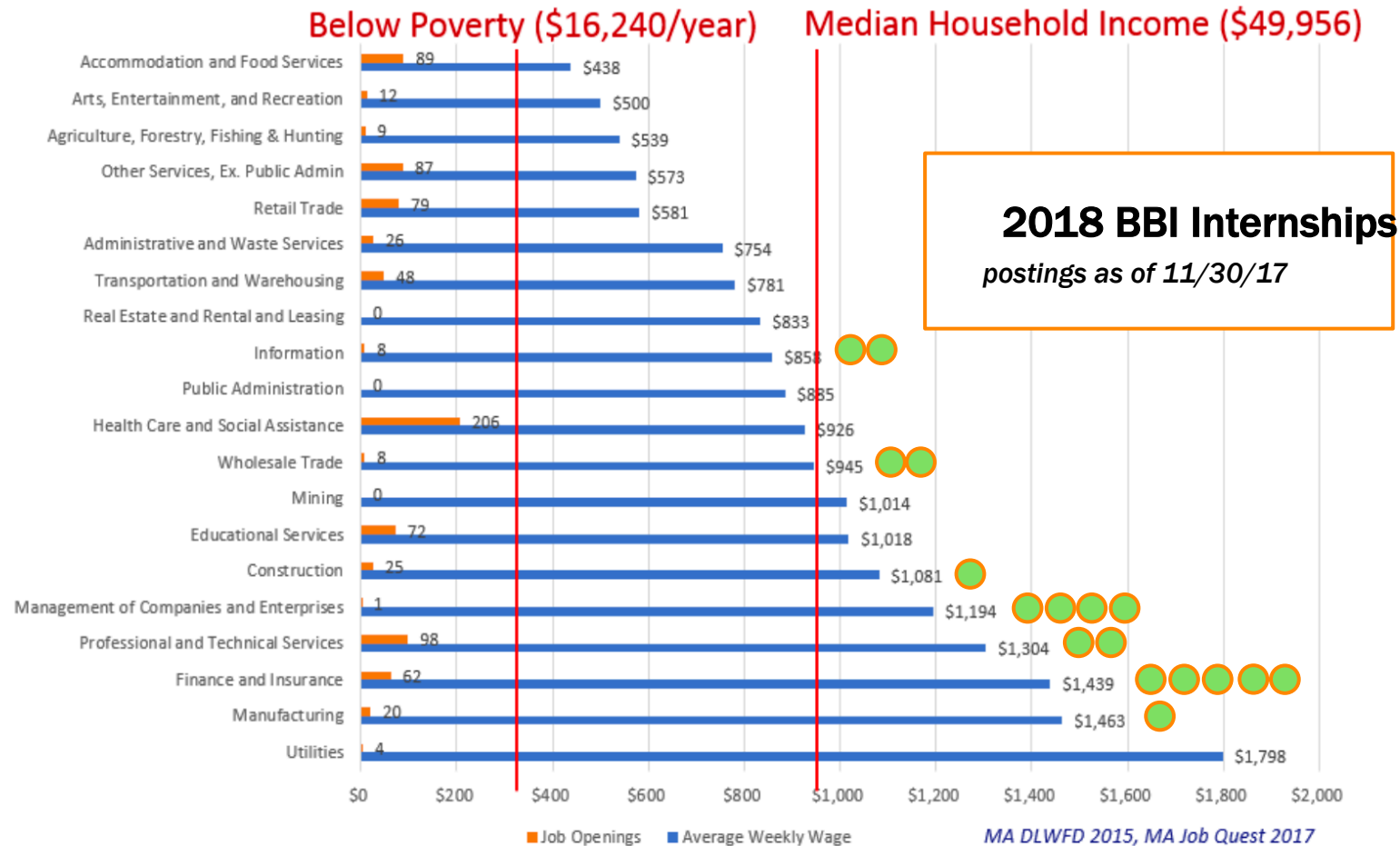
North: 4, Central: 8, South: 5

17 Internships Posted

North: 4, Central: 10, South: 3



Berkshire County Wages and Job Openings



*Berkshire Benchmarks

berkshirebusinessinterns.org



Paid Summer Internships at Berkshire County Businesses for College Students

Listings

Q Employers



Q Regions



Q Fields



- + Berkshire Bank (2) - Largest Banking Institution based in Western Massachusetts**
- + Berkshire Eagle (2) - Locally-Owned Newspaper Reinvesting in its People as Well as its Print and Web Products**
- + Excelsior Integrated (2) - Product Fulfillment & Marketing Services for E-commerce Entrepreneurs, Retailers, and Banks**
- + Guardian Life (2) - Global Financial Services Company and One of the Largest Mutual Life Insurers in the United States**
- + Integrated Eco Strategy (1) - Materials, Toxics, and Living Building Experts**
- + Lever (2) - Entrepreneurship & Economic Development Non-Profit**
- + The LTI Group (1) - Designed and Manufactured Glass for the New Sandy Hook Elementary School, the Freedom Tower, & Air Force One**
- + Marty's Local (1) - Food Hub / Local Foods Distributor**
- + Unistress (1) - Major Supplier on Replacement for New York's Tappan Zee Bridge**
- + VidMob (2) - Technology Platform that Connects Marketers with a Global Network of Expert Editors, Animators, and Motion Graphics Designers**
- + Cascade School Supplies (1) - Teaching Supplies for Educators**



Excelsior Integrated - High-Growth Management Consultant Internship in Business Development, Marketing, Market Research, and Customer Experience Management

Excelsior Integrated | 10 Valley Street, Lee, MA, United States

High-Growth Management Consultant Internship in Business Development, Marketing, Market Research, and Customer Experience Management

Excelsior Integrated is a leader in the emerging Third Party Logistics (3PL) space. We use a sophisticated IT system and data analysis, with advanced product handling techniques and detailed personal attention to deliver our customers' products to consumers and B2B. Our 70,000 square foot facility in Lenox Dale, MA is a hub of entrepreneurship and innovation, serving customers from around the world. Our expertise is in helping small and medium-sized entrepreneurial enterprises scale their product distribution.

www.excelsiorintegrated.com

We seek a summer intern who can wear many hats. The successful candidate will be able to quickly assess needs and design solutions that can be immediately implemented. Excelsior Integrated has grown more than 250% in two years and seeks help in re-imaging the user experience. We want to expand our customer experience and personalization to the entrepreneurs who make and sell the products. The successful candidate will report directly to senior management (Executive Vice President and Chief Executive Officer/Chief Financial Officer).

Qualifications

The High-Growth Management Consultant Internship at Excelsior Integrated is an exciting opportunity for a student eager to engage in creative problem solving, data analysis, critical thinking, risk assessment, and risk taking. The intern will be surrounded by a motivated staff and an innovative culture. Applicants should be strong in writing, science, and math. They should have standard computer skills, strong communication skills, and

Apply to Job

First name Required

Last name Required

Email Required

Phone number

Website

Resume Required

Cover letter

SUBMIT



Huff Templeton, BBI Program Director htempleton@lever.org

Jeffrey Thomas, Executive Director, Lever jthomas@lever.org

berkshirebusinessinterns.org

PROFESSIONAL DEVELOPMENT



Brendan Sheran, PPS

**BERKSHIRE COUNTY-WIDE
PROFESSIONAL DEVELOPMENT**

NOVEMBER 7, 2017

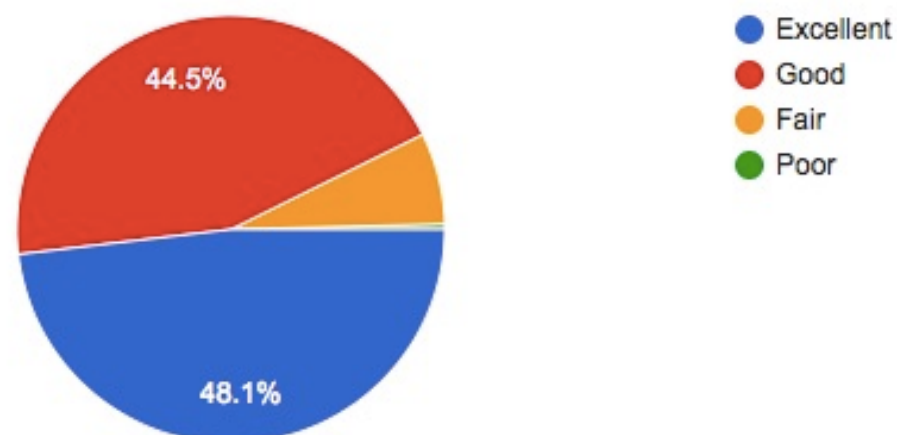
PROFESSIONAL DEVELOPMENT



- Over 1400 Berkshire County Educators together in over 60 full day workshops on Nov. 7th 2017
- Teachers, professional development providers, and community organizations offering workshops
- Opportunity to earn PDPs in a variety of areas
- Registration and organization conducted using cost free and digital tools (Google Docs and Event Brite)
- Approximately 1000 teachers responded to our workshop survey

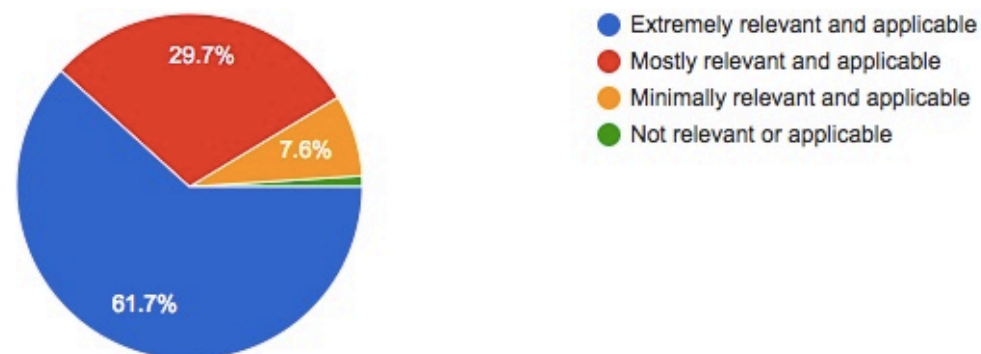
The variety of workshop offerings available were

997 responses



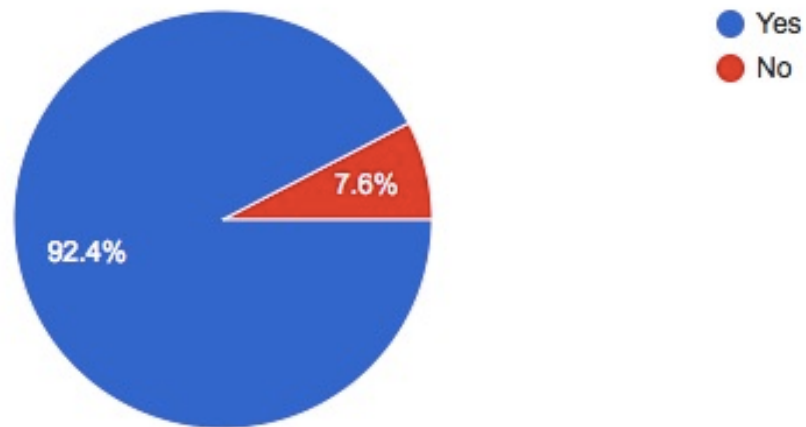
How immediately relevant and applicable was this workshop to your practice (i.e. your role in the classroom, your work as a school librarian, etc.)?

997 responses



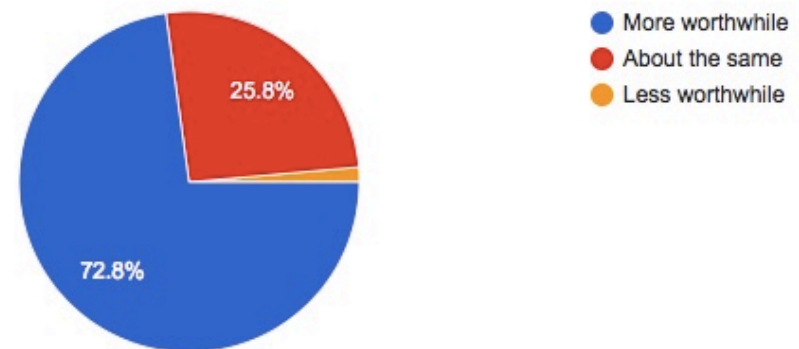
Did the workshop meet your expectations?

997 responses



Was your experience participating in professional development with colleagues from across Berkshire County more worthwhile than traditional district/school based workshops?

997 responses



THEME:
ECONOMIC & WORKFORCE DEVELOPMENT

Rosalin Acosta, Secretary

EOLWD SECRETARY ROSALIN ACOST JENNIFER JAMES PRICE, EOLWD UNDERSECRETARY

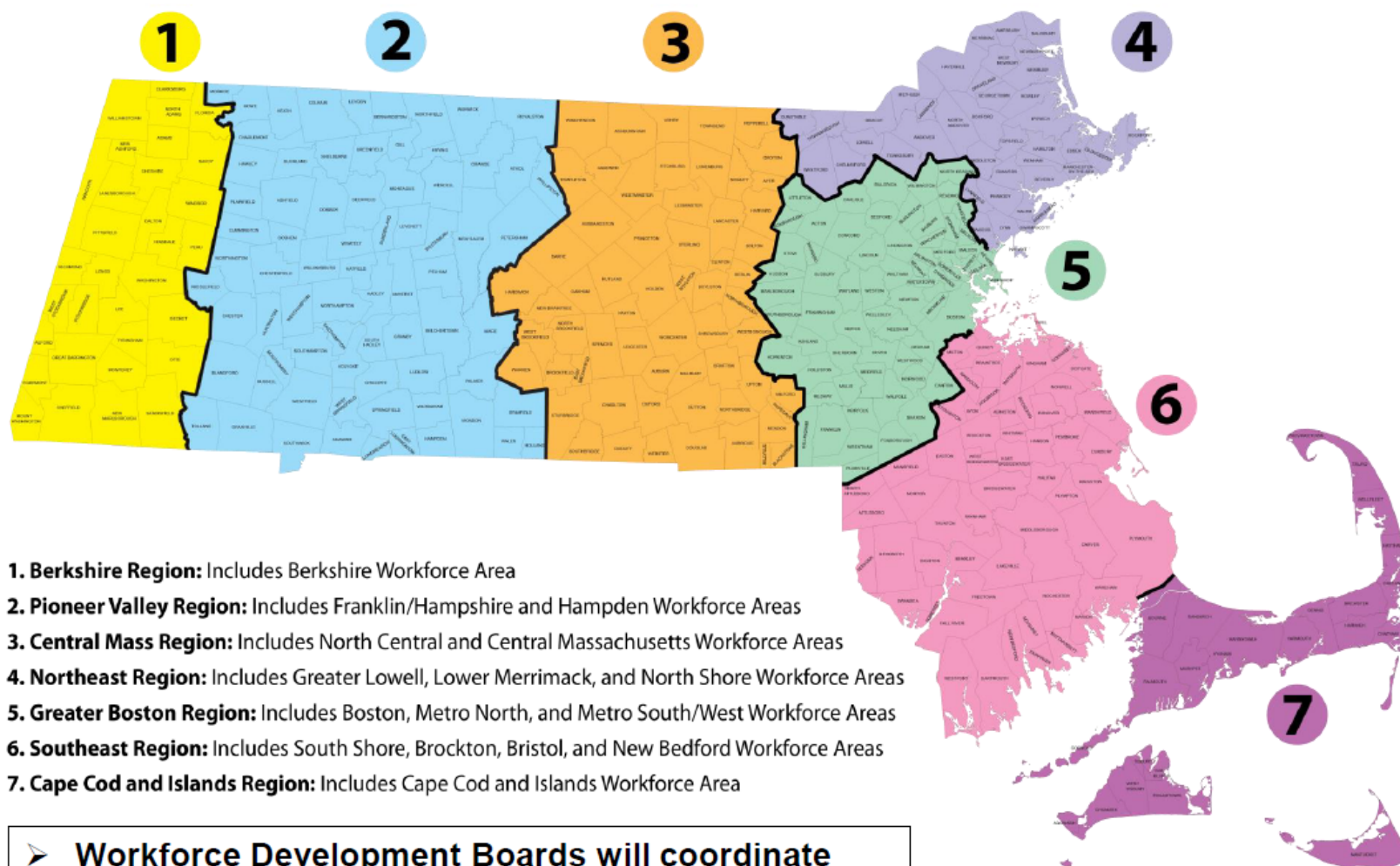


COMMONWEALTH OF MASSACHUSETTS

REGIONAL PLANNING OVERVIEW



What are we asking you to do?

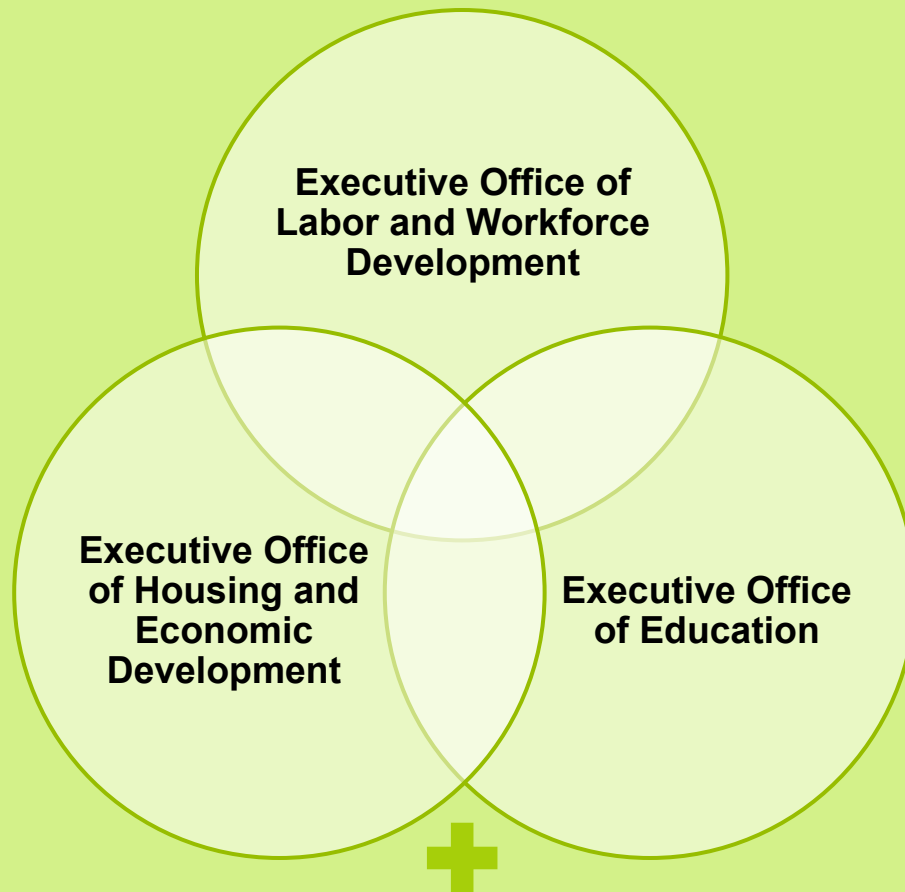


- 1. Berkshire Region:** Includes Berkshire Workforce Area
- 2. Pioneer Valley Region:** Includes Franklin/Hampshire and Hampden Workforce Areas
- 3. Central Mass Region:** Includes North Central and Central Massachusetts Workforce Areas
- 4. Northeast Region:** Includes Greater Lowell, Lower Merrimack, and North Shore Workforce Areas
- 5. Greater Boston Region:** Includes Boston, Metro North, and Metro South/West Workforce Areas
- 6. Southeast Region:** Includes South Shore, Brockton, Bristol, and New Bedford Workforce Areas
- 7. Cape Cod and Islands Region:** Includes Cape Cod and Islands Workforce Area

➤ **Workforce Development Boards will coordinate Regional Planning Teams in 7 Regions**

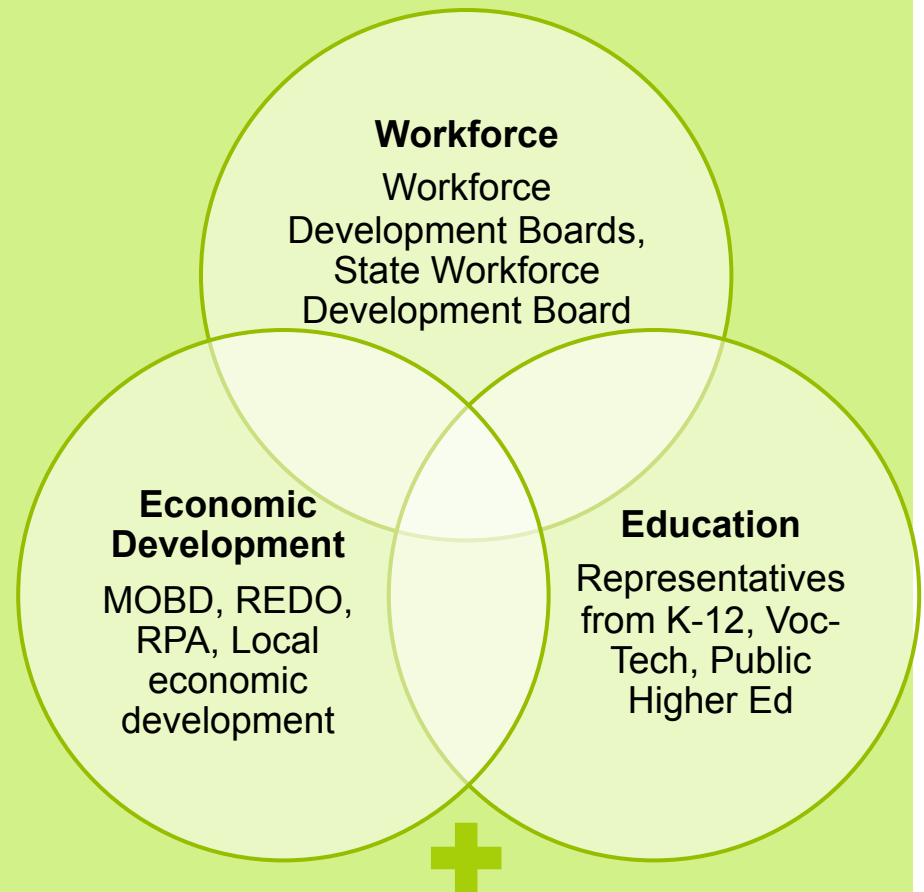
Regional Planning Overview

Workforce Skills Cabinet



— *State-Level Stakeholder Engagement* —

Regional Planning Team



— *Regional Stakeholder Engagement* —

Regional Planning Overview

THE PATH TO REGIONAL LABOR MARKET BLUEPRINTS: CORE REGIONAL WORKING GROUPS

We are here

1. Define
regions and
form regional
working teams

**3. Form
consensus** on
priority
regional
sectors and
occupations

**5. WSC input,
further adjustment
and refinement** of
strategies and action
steps as needed

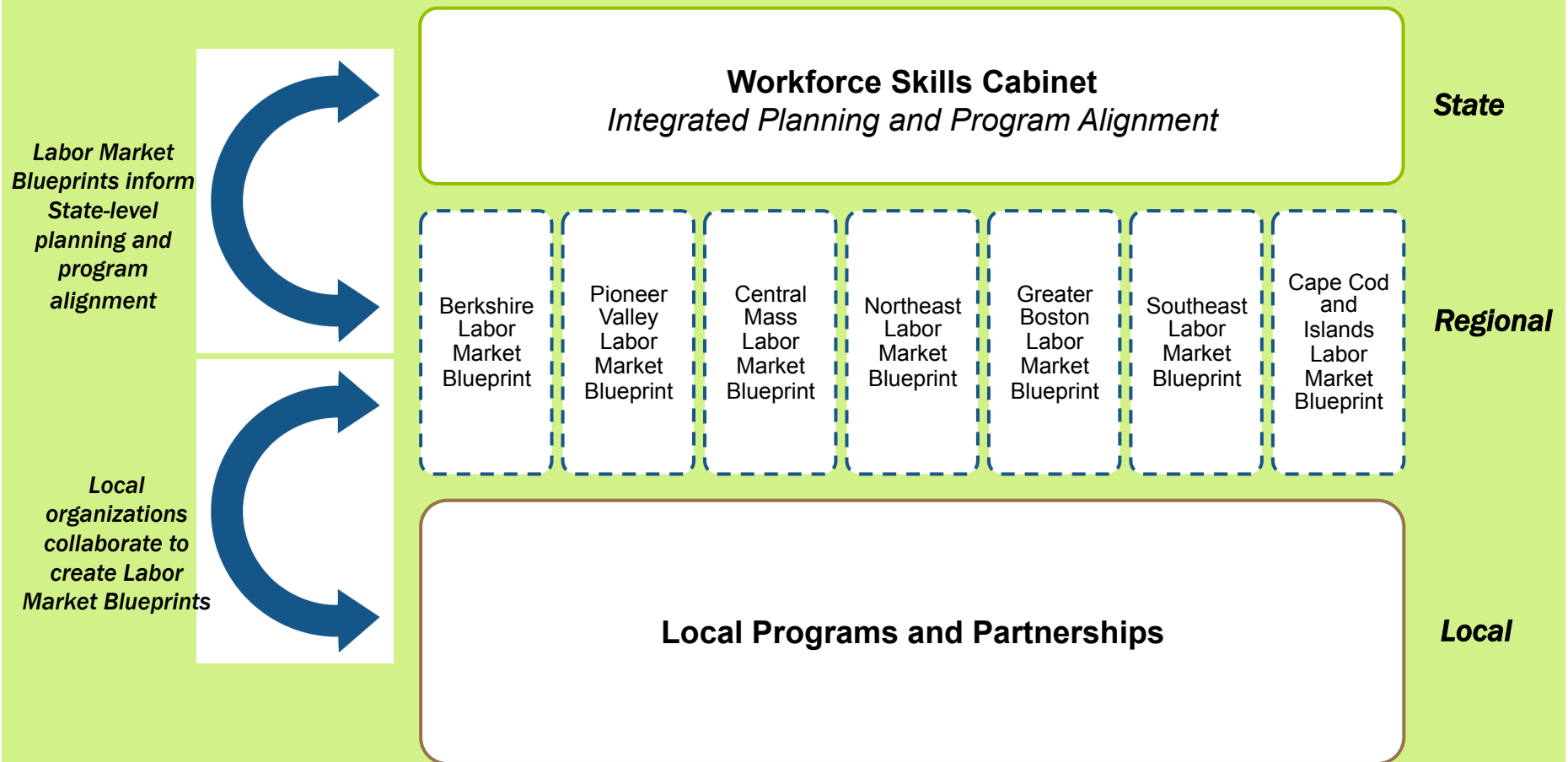
**2. Interpret
data**, identify
regional
challenges and
opportunities

**4. Define
strategies
and action
steps** to
address
priority
regional
sectors and
occupations

*Regional
Labor
Market
Blueprints*
January 31

← **Stakeholder Engagement** →

Regional Planning Overview

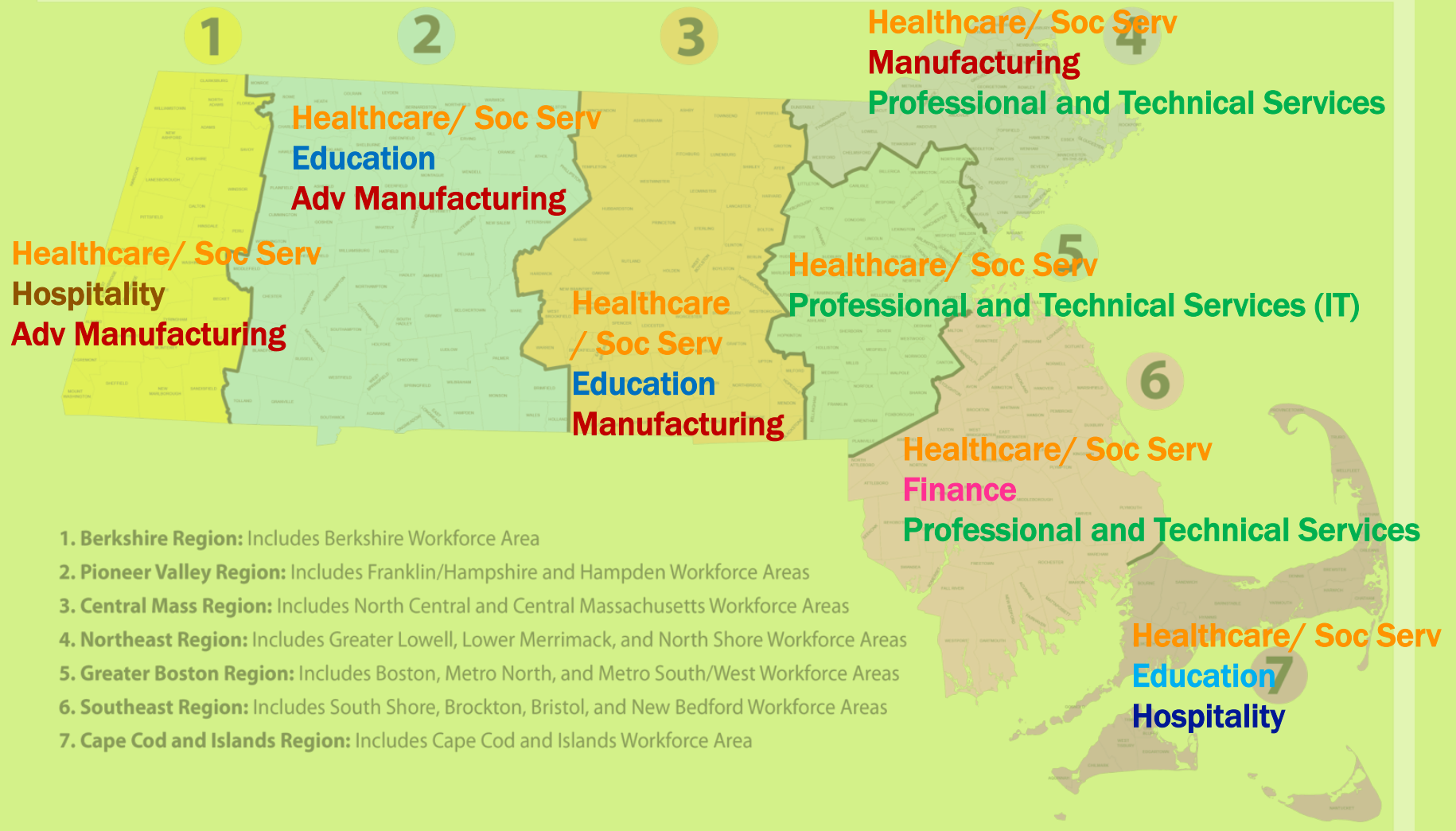


Regional Planning Overview

REGIONAL LABOR MARKET BLUEPRINTS WILL ARTICULATE...

- Priority industries and occupations
- Regional vision, mission, and measurable goals
- Regional strategies to achieve goals

Common Industries





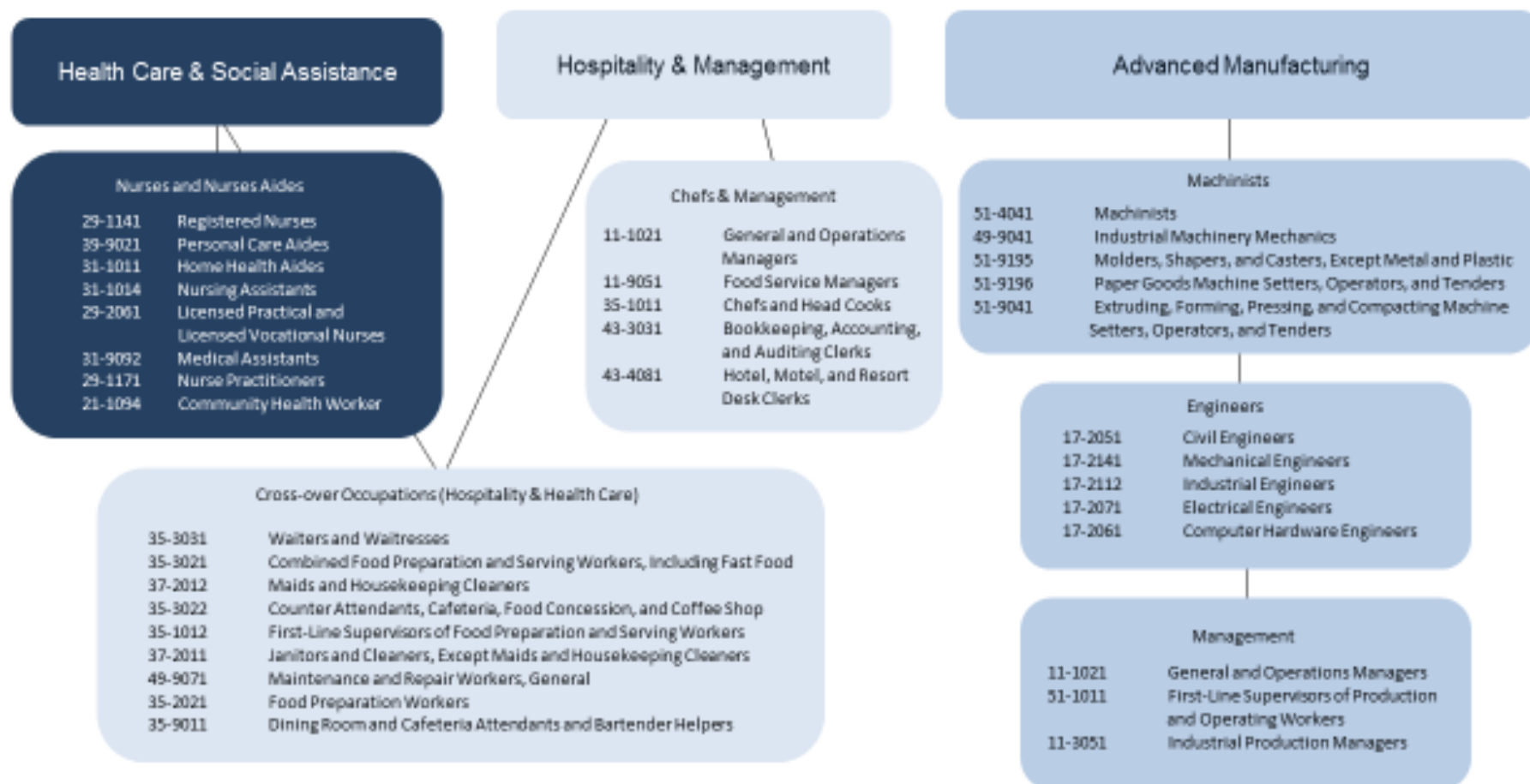
BERKSHIRE WORKFORCE SKILLS

- **16 members convened 4 times**
 - **Economic Development** – 1Berkshire, MOBD, Berkshire Blueprint, Regional Planning Commission, Berkshire Taconic Foundation
 - **Education** – Berkshire Community College, MCLA, McCann, Berkshire Compact, Berkshire United Way, Pittsfield Public Schools
 - **Workforce** – BCREB, Hillcrest Educational Centers, General Dynamics, Berkshire Health Systems, Main Street Hospitality
 - 3 employer focus groups with 36 companies
-
- *To promote economic vitality in Berkshire County by implementing creative solutions for business, workforce, and community challenges through a demand-driven system.*



PRIORITY INDUSTRIES AND OCCUPATIONS

Berkshire Region – Priority Industries & Occupations

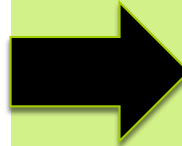


Additional Industries and Occupations

CRITICAL BUT NOT PRIORITIZED

Industry

- **Education** is the region's 3rd largest industry sector and potential for growth
- **Creative Economy** – to cultivate the entrepreneurialism in region estimated at 6,000 employees across industry sectors
- **Business & Finance** – region's 4th largest sector and potential for growth. Lots of career ladder potential.



Occupation/Occupational Group

- **Engineering** over 125 job opportunities, attract millennials, growth potential
- **Teachers, pre-school, teacher assistants, special education, & residential teachers** over 55 job opportunities, 45% at retirement age
- **School administrators**
- **Managers and assistant managers (across many industries)**
- **Phlebotomy, Surgical tech and healthcare technicians** over 45 job opportunities, 43% at retirement age
- **Cyber security/technology** growing need

VISION

- *Every Berkshire County employer has access to a skilled workforce.*
- *Every job seeker has access to meaningful employment.*
- *That the Berkshires are the premier place to live, work and play.*

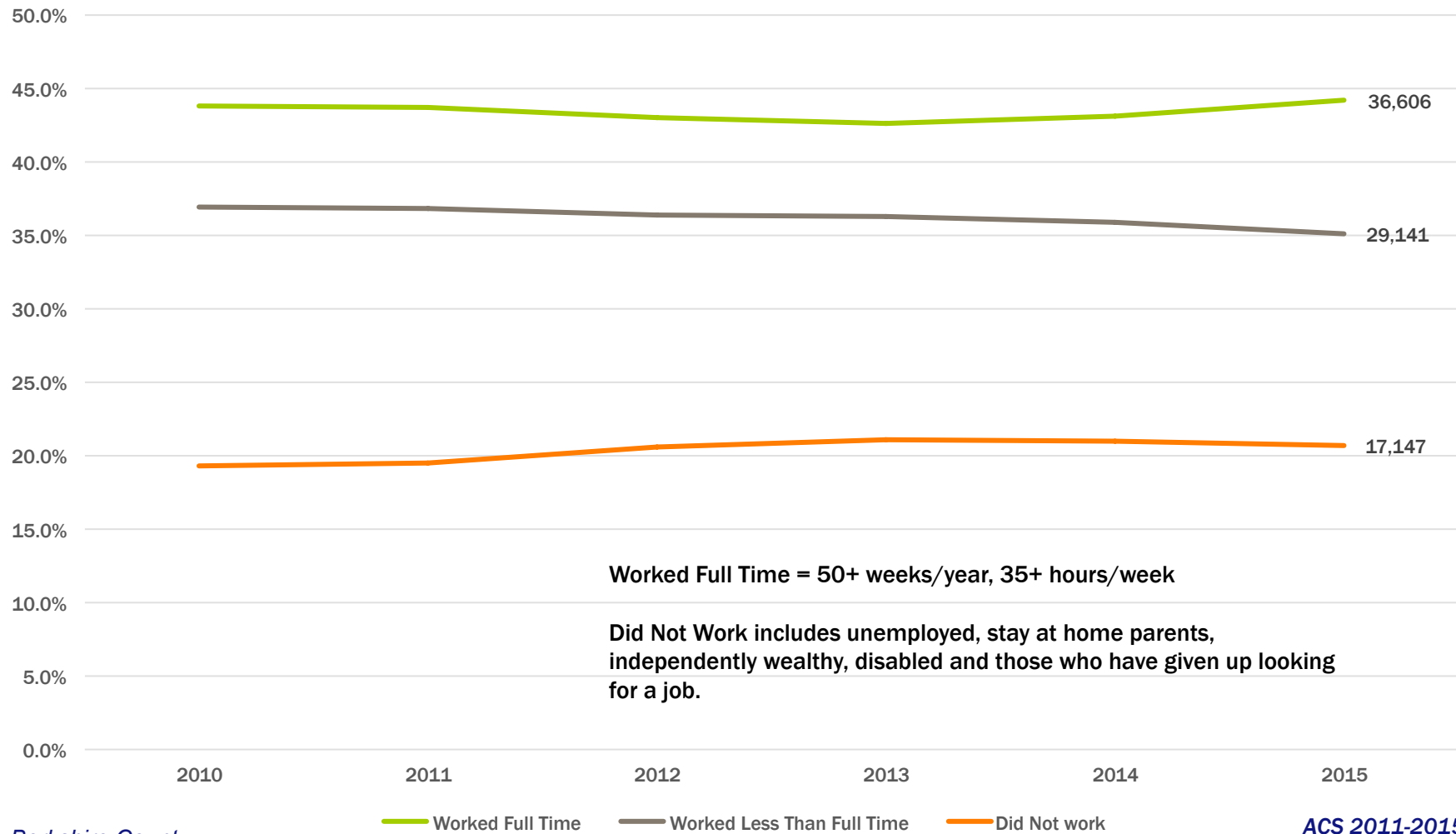
COMMITMENT

- *To collaborate and support a workforce network driven by employer demand*
- *Strengthen partnerships between workforce, education, and economic development to ensure job seekers and incumbent workers have tools need to enter/grow in viable career pathways.*
- *Greater integration of employers with college and career readiness in both pre-K-12 and post-secondary programming:*

NEXT STEPS

- *Finalize strategies at Dec. 6th meeting; Presentation to Secretaries Dec. 11th;*
- *Blueprint for public comment by December 22nd; and Submit final report by January 31, 2018.*

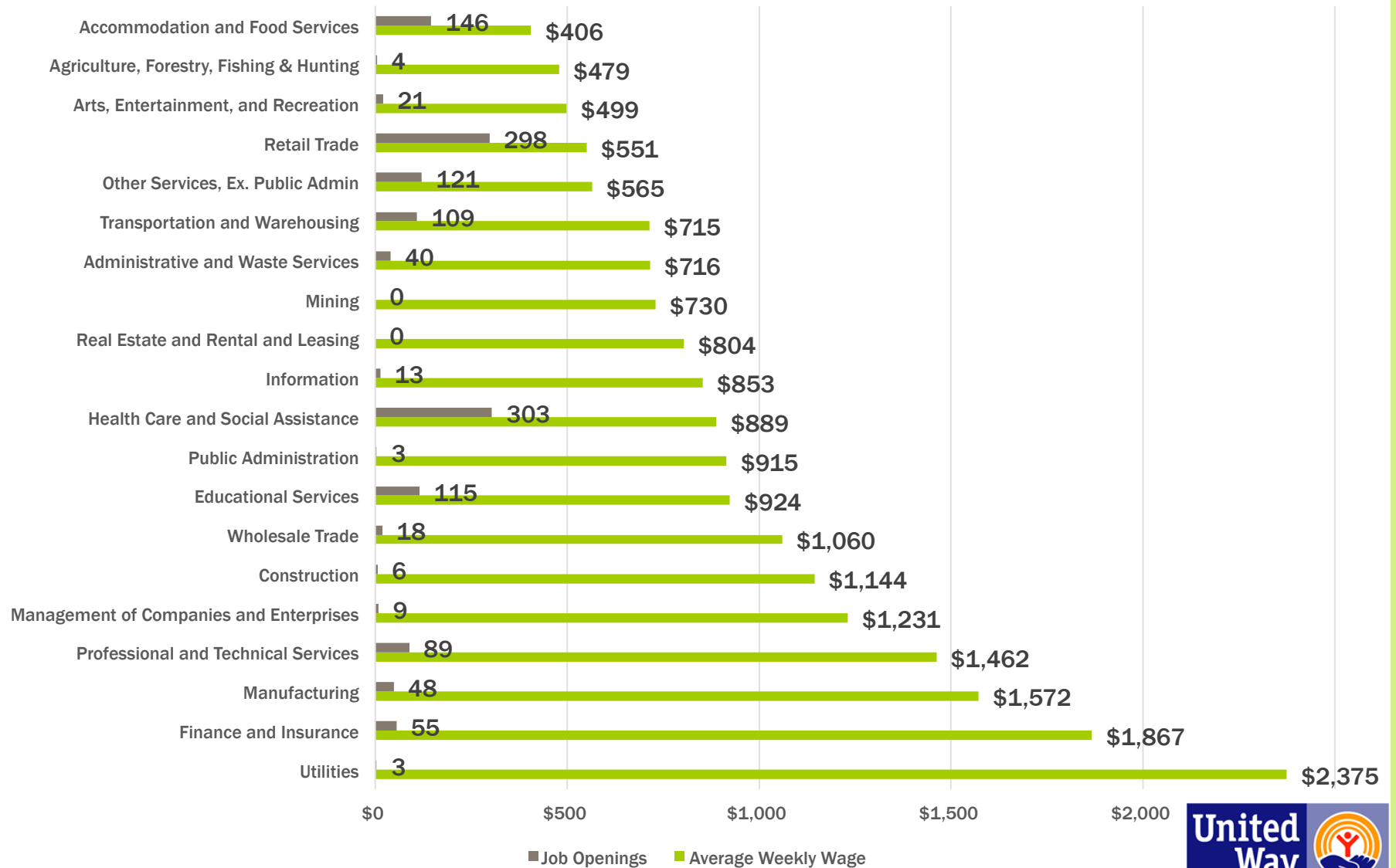
Work Status (16-64)



WAGES COMPARED TO JOB OPENINGS

Below Poverty (\$16,240/year)

Median Household Income (\$49,956)



ACCOMPLISHMENTS: JUNE – NOVEMBER 2017

Area	Investments
VITA (6 partners)	\$38,750
EPIC Facilitator	\$15,000
BCREB: Employment Match Maker (Berkshire Recruiter)	\$105,000
Lever: Berkshire Business Interns	\$75,000
TOTAL:	\$233,750

EPIC:

- Let's Get To Work! Tamarack Institute training in June 2017
- As a follow up, contract with consultant Brittany DeBarros for 6 months
- Cross sector representation from corporations, finance, health, government, education, NPOs, individuals with lived experience

RFP:

- Strategies = Adult Work-Based Experiences and Employment Match Maker
- Initial Funded Contract Period: November 15, 2017 – June 30, 2018

VITA:

- BUW to take the lead in South County
- Align with best practices/ongoing learning opportunities

UPDATES: ECONOMIC PROSPERITY

Industry	# Members
Corporations (BHS (2), GD (2), GFCU, Guardian, Lee Bank, MASBN, SABIC)	9
Education (BCC, MCLA (2), Adult Literacy Center)	4
Workforce Development (BCREB, BerkshireWorks)	2
Government (BRPC, DTA, Sen. Hinds)	3
Lived Experience	2
Non Profits (BCF (2), BCAC, BFYMCA, Construct, Goodwill, Lever, Brien, Habitat)	9* (+ 4 BUW staff)
TOTAL	29

Vision: Berkshire County has a diverse, thriving, and sustainable economy where everyone has equitable access to economic prosperity.

Indicators:

1. Reduce #/% of households with income under \$75,000
2. Increase industry distribution
3. Increase occupation distribution
4. Increase average household net worth





TABLETOP EXERCISE

Updates & Progress:

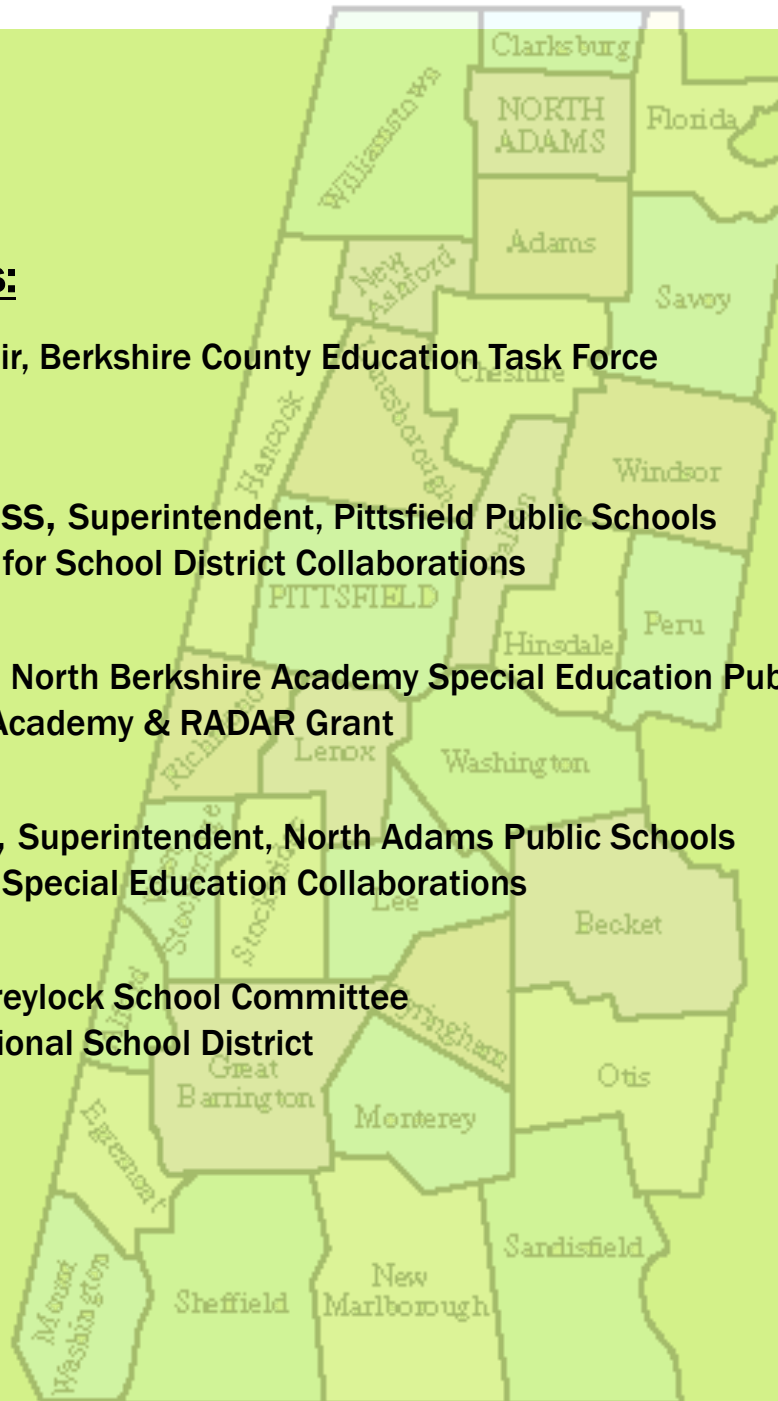
John Hockridge, Chair, Berkshire County Education Task Force
BCETF Update

Dr. Jason McCandless, Superintendent, Pittsfield Public Schools
New Nellie Mae Grant for School District Collaborations

Jodi Drury, Director, North Berkshire Academy Special Education Public Day School
New North Berkshire Academy & RADAR Grant

Dr. Barbara Malkas, Superintendent, North Adams Public Schools
New RADAR Grant for Special Education Collaborations

Carrie Greene, Mt. Greylock School Committee
New Mt. Greylock Regional School District



**Berkshire
County
Education
Task Force**

CLOSING REFLECTIONS



Next steps

For more information, go to:

http://www.mcla.edu/About_MCLA/area/berkshirecompact/

Help us!

https://www.surveymonkey.com/r/Berkshire_Compact_061717_Meeting

THANK YOU

LUNCH...and Happy New Year!

