

City of Cambridge

The Economic Development, Training and Employment Committee conducted a public hearing on Tuesday, February 27, 1990 beginning at 5:41 p.m. in the Sullivan Chamber, City Hall.

Councillor Jonathan S. Myers, Chair of the above referenced Committee, convened the hearing and stated the purpose which was to review the Cambridge Employment Plan.

Councillor Myers stated the objectives of the Cambridge Employment Plan as outlined in Chapter 2.66 entitled Cambridge Employment Plan in the Code of the City of Cambridge. The Chair stated that this Plan is a real resource for the City but presently it is underutilized and in need of reworking. He stated that the goal of this City Council Committee would be to forge efforts to re-establish, to revitalize and to coordinate the Plan to ensure that Cambridge jobs are filled by Cambridge residents. The Chair then introduced the participants at this evening's hearing and asked for an overview of their responsibilities as it relates to this plan.

At this time, the Committee heard from Ms. Nancy Brown, President of Employment Resources, Inc. (ERI) for an opening statement. In her prepared remarks, Ms. Brown outlined ERI's seven year history with the Cambridge Employment Plan (CEP) and stated that over this time frame, CEP has enrolled over 1100 Cambridge residents and has maintained an average job placement rate of 80%. Ms. Brown also stated that ERI provides a range of employment services to unemployed and underemployed Cambridge residents in order to assist them to obtain jobs in the local area. In addition the program has also collaborated with the Adult Education Department of the Cambridge Schools to provide training for 125 clients in skills such as typing, word processing, computer usage, welding and culinary arts. Ms. Brown then

provided the Committee with a statistical breakdown by year of the percentage make up of Minority, Adult, and Youth clients served by ERI.

Following the conclusion of Ms. Brown's overview, Councillor Myers proceeded with a series of questions to Ms. Brown and ERI staff members, Mr. Geoffrey Rockett and Mr. David C. Chamberlain on such topics as outreach and awareness of Cambridge citizens to the program.

Mr. Rockett, explained to the Committee, the strategies employed by ERI in making contacts with prospective employers as well as the recruitment techniques used to attract the targeted client base.

At this time Councillor Myers focused the discussion of the hearing to the Client Demographics Report for the period July 1, 1989 - December 31, 1989 as presented by ERI in a report to the City Council dated January 22, 1990.

The stated goal of ERI is 180 placements out of 240 on an annual basis. According to the report provided, 25 individuals have been placed.

Councillor Myers questioned the staffing patterns (.5 FTE Program Manager and 2 FTE Job Developer) and the job description of the Job Developer position.

Following this questioning, Councillor Myers then introduced Mr. Michael Rosenberg, Assistant City Manager for Community Development to describe his department's involvement in the Cambridge Employment Plan. Mr. Rosenberg proceeded to introduce Mr. Gerald Mimno, Director of Economic and Employment Planning, Mr. Randy Wilson, Data Manager and Mr. Gene Bolert, Assistant Planner to the Committee.

Mr. Rosenberg then outlined Community Development's involvement with the Cambridge Employment Plan from its introduction in January 1984 through

its implementation stage and the problems encountered to the current implementation. He stated that since March 1987 the City has served a facilitative rather than legislative role.

Mr. Rosenberg further explained to the Committee that CDD has begun work in four key areas:

- 1) Economic Research - identify demographic changes, industry mix and population;
- 2) Employer Surveys - target job opportunities, identify employer perceptions, clarify avenues of job recruitment and advancement understand skill levels;
- 3) Employment and Training Needs Assessment - clarify strengths and gaps in training system, identify most pressing labor market needs, develop strategies to best respond to needs, encourage Private/Public partnership; and,
- 4) Lessons from other cities - learn from strengths and weaknesses of policies elsewhere.

Mr. Wilson explained the details of the Employer Survey's Component to the Committee where a core group of 15-20 representatives of major sectors were to be identified and interviewed intensively and from this sampling, some 200-300 firms will then be selected and interviewed to better understand the needs of employers. The interviewing process will be undertaken during the month of March, 1990.

Mr. Mimno commented that the Employment Plan was not common and through the survey the information collected would be useful in shaping future directions of the plan.

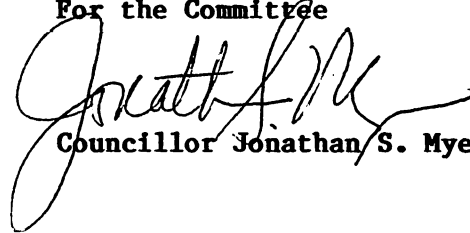
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Mr. Rosenberg stated that through the four points outlined previously, the Community Development Department would be able to better serve as an effective facillator between Non-Profits Service Providers and Businesses.

Councillor Myers requested of Mr. Rosenberg to keep the Committee informed on an on-going basis of the survey process.

The hearing was adjourned at 6:45 p.m.

For the Committee

A handwritten signature in cursive script, appearing to read "Jonathan S. Myers", written over the printed name.

Councillor Jonathan S. Myers, Chair

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COMMITTEE REPORTS

S-239

Report from the Economic Development,
Training and Employment Committee for a
hearing held on February 27, 1990 to
review the Cambridge Employment Plan.

In City Council,

March 12, 1990

Report accepted