

**CITY OF DOVER**

## BIZED CONNECT DBIDA SUBCOMMITTEE- MINUTES

Meeting Type: BizEd Connect DBIDA Subcommittee  
Meeting Location: Second Floor Conference Room – City Hall  
288 Central Avenue, Dover, NH 03820  
Meeting Date: **Tuesday, August 5, 2014**  
Meeting Time: **11:00 AM**

**Members Present:** Dan Barufaldi (Chair), Scott Johnson, Annette Studebaker, Peter Hamblett, Louise Paradis, Director, Dover High School CTC, Christine Soutter, Somersworth Economic Development Director, April O’Keefe, Retired Dover High School CTC Career Services Coordinator

**Members Not Present:** Frances Meffen, Department Chair/Guidance, Director of STEAM Academy, Dover Middle School

### 1. Call to Order/ Introductions/ Guests

D.Barufaldi called the meeting to order at 11:03 a.m.

Guests included Lori Lane, the new Somersworth High School CTC Career Services Coordinator, who joined the meeting at 11:07 a.m., and Elaine Arbour, Dover School Superintendent, who joined the meeting at 11:42 a.m.

### 2. Review and Approval of July 10, 2014 Minutes

**Motion:** A.Studebaker made a motion to accept the July 10, 2014 Meeting Minutes. Seconded by S.Johnson. Vote: U/A

### 3. Report on Meetings with CTC Admin & Staff

S.Johnson stated the new Dover School Superintendent attended the last meeting of BizEd Connect. Also the new Dover High School CTC Career Services Coordinator, Delilah Smith, was at the last meeting.

L.Paradis stated D.Smith will be working a few days next week. She also confirmed that teachers will start back to school on Monday, 8/25/2014, freshman will come in on Tuesday, 8/26/2014, and all students will return to school on Wednesday, 8/27/2014.

Board members introduced themselves to L.Lane.

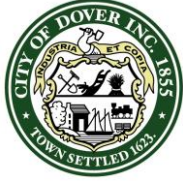
L.Lane spoke about her background and experience.

A.Studebaker stated that E.Arbour would be getting to the meeting late today.

C.Soutter commented about transportation issues which were in the minutes from last month’s meeting and stated that Somersworth borrows the Tri-City Christian Academy’s van.

A.Studebaker stated the issue in Dover is not a vehicle as much as it is a certified, qualified person to drive students. She said that D.Smith will be working to solve this issue when she starts at Dover High School. She also stated that getting the students to work at her facility has been cumbersome.

S.Johnson stated that the students tried to build the web page at the school but connectivity at the school is limited, so he and A.Studebaker hosted the students in their facilities to work on the web page. The plan is to continue that effort.



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L.Paradis explained that they are working with First Student to get a certified driver. There is also someone in the school who would like to provide that training and the superintendent will decide how that will work, who owns the process and how the process will work. The CTC has the biggest need for a driver, so they are moving forward with the person who wants to provide the training.

A.Studebaker passed around the line cards designed by students and asked if anyone knew of any printing capabilities at their school because she would like the students to do the work of printing the line card which will be mailed to local businesses.

L.Paradis will ask the new dean of the alternative school about that.

S.Johnson stated he has a printer that could print the line cards and he can probably help with this.

A.Studebaker suggested that at the next work group in September the students could finalize the line card, and then meet where the printing is to be done so they can do it.

#### **4. Acquisition of New Business Members / Next Steps**

S.Johnson stated he could fund an ad in the Dover Economic News, and he envisioned it on the last page with a picture of a student on a phone with a tag line, “We’ll be calling”, with an explanation that students will be calling local businesses. The mailing of the line card would be done to the businesses prior to the students calling.

A.O’Keefe confirmed that there is a spreadsheet on the computer at the CTC containing the names of local businesses that the CTC has had contact with.

S.Johnson stated he would like to have the students help design the ad and the line card.

There was discussion regarding how soon students could be expected to be ready and available to work on this project.

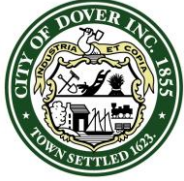
A.Studebaker stated BizEd Connect is on the Agenda at the Rotary in Dover in November and would like to line up some students to attend this meeting to present the website with S.Johnson.

There was discussion about students who will be returning to the BizEd Connect program and that the marketing students can help with the line card mailing and calling.

There was discussion regarding how often the Dover Economic News is printed and it was determined that an ad would most likely be needed in the 1<sup>st</sup> quarter of 2015 or possibly the last quarter of 2014.

S.Johnson suggested having the students identify a certain market segment, such as automotive repair businesses, and do the mailing to those businesses, then call the businesses, and he suggested doing it segment by segment.

*P.Hamblett joined the meeting at 11:25 a.m.*



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L.Paradis stated that D.Smith can help coordinate with the teachers to have speakers come into the classrooms.

S.Johnson stated he thought the input needed from the schools would be for teachers or heads of departments to identify by curriculums the students who would be good candidates for the BizEd Connect program. Then it would be the marketing team's task to find positions for these students in the community, using the line cards and phone calls to enlist businesses. He stated he believes a proactive approach driven by the students is needed to get this up and going.

L.Paradis stated the automotive tech and automotive collision programs could use some assistance with partnerships in getting that connection going.

Discussion regarding time and place for the next BizEd Connect meeting followed along with discussion that the entire CTC staff would be invited to get them involved early on in the process of identifying students for the program. D.Barufaldi will contact Darcy Knowles and A.Studebaker will contact Angela Carter to see if they can attend that meeting and if they are interested in being mentors. S.Johnson will also speak about the BizEd Connect program at that meeting.

C.Soutter stated it is important to get the teachers on board to identify the students and also they may have contacts in an industry connected with their curriculum that would be helpful.

A.Studebaker offered to go to the Somersworth CTC and talk to the staff about the program but anticipates some issues coordinating the effort of transporting the students here to join the work group. As part of the next steps, she stated efforts should continue with the website and the idea is to highlight businesses on it. S.Johnson's business is next in line to have a video done and then Liberty Mutual with their intern program.

A.O'Keefe explained that she approached Liberty Mutual several times. There is a new woman there who told her months ago she was waiting to hear back from her supervisor regarding a decision to become involved with the BizEd Connect program or not. She sent them information and asked them to look at the website. D.Smith may have to follow up with Liberty Mutual and they may need help understanding the program.

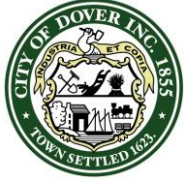
L.Paradis stated D.Smith would go to Liberty Mutual and S.Johnson volunteered to go with her.

P.Hamblett stated he would be willing to help with this with a contact in the Boston area.

A.Studebaker confirmed with L.Paradis that at the September 9, 2014 meeting they will be able to show the website.

L.Paradis stated that Marketing or Business Principles would be the appropriate program to recruit students from for the line card mailing. A teacher from one of these programs would need to be involved to help spearhead the effort. She gave additional details regarding the Business Principles curriculum, and stated that all curriculums are built around state and national competencies.

There was discussion about having the Somersworth CTC work on the line card. L.Lane stated there is an outstanding graphics teacher at Somersworth and S.Johnson and A.Studebaker offered to meet with her to explain the idea of the



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line card. BizEd Connect needs to be regional, not just in Dover. A.Studebaker suggested using Skype to communicate between the work groups about the project.

Discussion ensued regarding the importance of having a good school system in a community in order to draw in more businesses, and that this type of program is really long range economic development.

A.Studebaker suggested inviting the Somersworth graphics teacher to the next BizEd Connect meeting. L.Lane stated she would see the graphics teacher next week and will speak with her about the line card. She will also go to the website and get contact information so she can contact BizEd Connect members for more information.

There was discussion that once the students are found who want to do the work, things change and the program will grow. The program influences how students see their education and how relevant it is. BizEd Connect is a great bridge to the business world.

*E.Arbour joined the meeting at 11:42 a.m. She was introduced to L.Lane, C.Soutter and P.Hamblett.*

It was noted that the Somersworth CTC is going to be renovated soon. Discussion ensued regarding renovations of the Somersworth, Rochester and Dover Career Technical Centers.

S.Johnson stated he will follow up with C.Soutter or L.Lane to make plans for him to speak at the Somersworth CTC.

### **5. Discussion of Student Web Site & Marketing Programs**

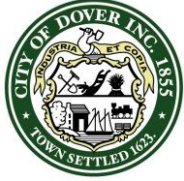
Discussed above.

### **6. Rochester Progress Report**

C.Soutter stated Rochester just hired someone to take Mary Ellen's place. She thinks Sean would be interested and the board just needs to reach out.

L.Paradis spoke about the Mayoral Summit about a month ago and the three superintendents and directors are scheduled to meet on August 15 with BizEd Connect on the Agenda.

D.Barufaldi stated that the Dover Mayor is a cheerleader for BizEd Connect. He stated recently an article on Dover was in a magazine, Business in Focus, which goes out to 333,000 business executives internationally. It was a 5-page article. The Mayor did an interview and her enthusiasm came across. He also stated that there was an article in Fosters about Dover on July 24, 2014. Dover received an award, a Certificate of Achievement for Excellence in Financial Reporting, from the Government Financial Officers Association of the U.S. and Canada. He stated the Keene Sentinel is going to have an article about Dover in the newspaper next weekend by Tony Paradiso, who writes for the Keene Sentinel as well as the New Hampshire Business Review. Tony said he chose to interview D.Barufaldi because of Dover's successful Economic Development Program. D.Barufaldi said it was a team effort here in Dover and that is why it is successful.



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A.Studebaker confirmed with L.Paradis that she will update the Board about the August 15, 2014 meeting at the next BizEd Connect meeting.

### 7. Somersworth Progress Report

As above.

8. **Other: Next Meeting:** September 9, 2014 at 2:30 p.m. at the CTC Gourmet Table, DHS

### 9. Adjourn

**Motion:** S.Johnson made a motion to adjourn at 11:56 a.m. Seconded by A.Studebaker. Vote: U/A