




Mary Callery
Human Relations Director

MEMORANDUM

TO: Thomas A. Golden, Jr., City Manager 
FROM: Mary Callery, Human Relations Director
CC: Shannon Norton, Executive Director, MassHire
Kevin Coughlin, WIB Director
DATE: November 2, 2022

SUBJECT: MOTION RESPONSE: 07/27/2022 - C. Nuon -Req. City Mgr. Schedule A Commission and Board Recruitment Fair Once per Season with a focus on Reaching Underrepresented Residents

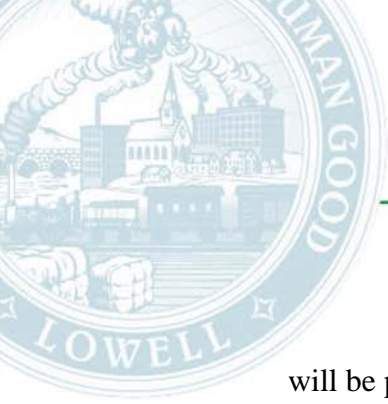
I write in response to Councilor Nuon's motion, requesting that a recruitment fair be held by the City of Lowell for city boards and commissions, in an effort to reach underrepresented residents.

The Human Relations ('HR') Office from City Hall, along with Mass Hire and the Greater Lowell Workforce Investment Board ('WIB') have recently met to organize and promote job openings for city employment opportunities. This concerted effort has also included advertisement and promotion—to the interested job seekers—of the various opening available on city boards and commissions. A job Fair was held on November 1, 2022 at Middlesex Community College, which was well attended and a successful event.

The Administration is also participating in ongoing discussions with Shannon Norton and Shawn McCarthy from Mass Hire, as well as Kevin Coughlin from the WIB about further partnership opportunities. Although significant progress has been made, the HR Office will continue to work with Mass Hire.

Some of the new, proposed initiatives include the following:

1. An effort to showcase boards and commissions that are looking for new members via video (using YouTube or other forms of social media) in a "news story" format. This initiative will give existing members on boards a chance to explain to the public exactly what their individual board or commission does, how it functions, and what type of individuals they are looking for; in terms of experience and background. The short videos



Mary Callery
Human Relations Director

will be posted to the city's website and further distributed through the city's various social media outlets.

2. Openings on boards and commissions will be regularly shared with Lowell's many community groups, non-profits and the neighborhood groups. Participation from some of the members of these groups would be required.
3. A more regular advertisement of opportunities to volunteer on Boards and Commissions using our social media channels. This initiative will increase awareness of existing opportunities as well as more information about the roles and responsibilities of each board & commission, in order to build interest and awareness in the community.
4. When the HR Office attends future events, we will look to have open board & commission seats' "job descriptions" readily available, like we do with our open jobs. These can be community events like the CBA's CHOP dinner or neighborhood events in addition to our job fairs.

Please let me know if you have any further questions.

