

NORTH SHORE WORKFORCE INVESTMENT BOARD

February 18, 2011



The Environment...

	Oct-07	Jan-10	Dec-10
	-Date of lowest unemployment rate	- Height of the recession	- Most recent month available
Unemployment Rate	3.80%	10.10%	7.60%
Number of employed residents	206,137	195,704	202,029
Number of Unemployed	8,135	21,929	16,705
UI Claimants	3,581	8,187	5,666

North Shore Labor Force, Employment, and Unemployment 1/2010-12/2010

Month	Year	Labor Force	Employed	Unemployed	North Shore Rate	Massachusetts Rate
December	2010	218,734	202,029	16,705	7.6	8.2
August	2010	219,580	202,328	17,252	7.9	8.8
April	2010	217,375	197,657	19,718	9.1	9.2
January	2010	217,633	195,704	21,929	10.1	9.5



North Shore Workforce Investment Board



North Shore Investment Snapshot

The North Shore Economic Development Community Speaks

A Study by the North Shore Alliance for Economic Development
by Bill Luster, Executive Director

October 2010

*We put the
North
Shore
to work!*

Labor Market Blueprint

October 2010

by O. Steven Quimby, Economic Development Consultant



North Shore Investment SnapShot

- Background – North Shore Alliance for Economic Development interviewed representatives from Banks, Venture Capitalists/Investment Managers, Governmental and non-profit Organizations, Business Parks, Construction and Real Estate Development
- Purpose - provide information regarding both the region's business sectors that are experiencing investment and those sectors that are either economically stagnant or experiencing disinvestment.

North Shore Investment SnapShot

Winning Sectors:

- *Health Care (25 points*)*
- *Life Sciences (19 points*)*
- *Manufacturing (19 points*)*
- *Financial Services(19 points*)*

Struggling Sector:

- *Construction(9 points*)*

Confusing Sector:

- *Green(7 points*)*

Who was interviewed:

- 6 Banks
- 4 Venture Capital/Investment Managers
- 5 Government and Non-Profits agencies
- 7 Business Parks/Real Estate Brokers and Leasing Agents
- 4 Construction and Real Estate Development Industry

*The scoring system was predicated upon High, Moderate and Minimal categories in which each received five (5) points for High, three (3) for Moderate and one (1) for Minimal. Interview subjects were not asked to grade clusters; rather, each interview was awarded a grade based on responses received around investments.



SnapShot Key Findings

- **Health Care** dominated the interviews with positive indications from all sectors interviewed. Real estate professionals, builders, bankers and government officials all ranked Health Care as the lead sector.

- Consistent with the WIB's three preceding Labor Market Blueprints, the **Manufacturing** sector was seen as a strength of the North Shore region. The North Shore Vocational School soon to be constructed, the new focus on "advanced" manufacturing and the preponderance of smaller, family-owned manufacturing firms were all seen as factors that can lead to the growth of this sector.

SnapShot Key Findings

- The strength of the North Shore banking community was a central theme of the **Financial Services sector**. Other strengths highlighted were the presence of significant in-house training programs at area banks, the opportunity to turn an entry level position into an upwardly mobile career path...
- Interviews within the **Construction** sector showed a clear message that the Construction sector has not rebounded to the pre-recession levels that were energized by a housing boom that lasted over five years, coupled with the presence of a strong commercial market and an abundance of health care facility growth.

SnapShot Recommendations - Examples

Health Care

- Improve the existing dialogue between the North Shore's economic development, workforce development and health care communities to create a more universal understanding of the commanding role this cluster fills in our region.

Life Sciences

- Work with Mass Bio-Tech Council to improve the "Life Science readiness" of each of our 30 North Shore communities.
- Protect the asset of strong North Shore to Boston/Cambridge transportation and transit links.

SnapShot Recommendations - Examples

Manufacturing

- Ease local zoning and permitting requirements for manufacturing and advanced manufacturing to be more accommodating to physical expansions.
- Convene economic and workforce development entities with manufacturing establishments to create a better understanding of the workforce, capital and physical growth needs of the North shore manufacturing cluster.

Financial Services

- Highlight, communicate and market the success that area banks have had in creating clearly defined career paths for entry level employees.
- Continue dialogue between workforce, banking and academic communities to ensure academic curricula and necessary worker skill sets are aligned.

North Shore WIB Labor Force Blueprint

Criteria for Selecting Critical Industries

- Number of Jobs
- Skill and Education Requirements, and Wages of Critical Occupations
- Career Ladder Opportunities
- Level of Interaction with Workforce System
- Projections of future employment opportunities
- “Horse-Sense”

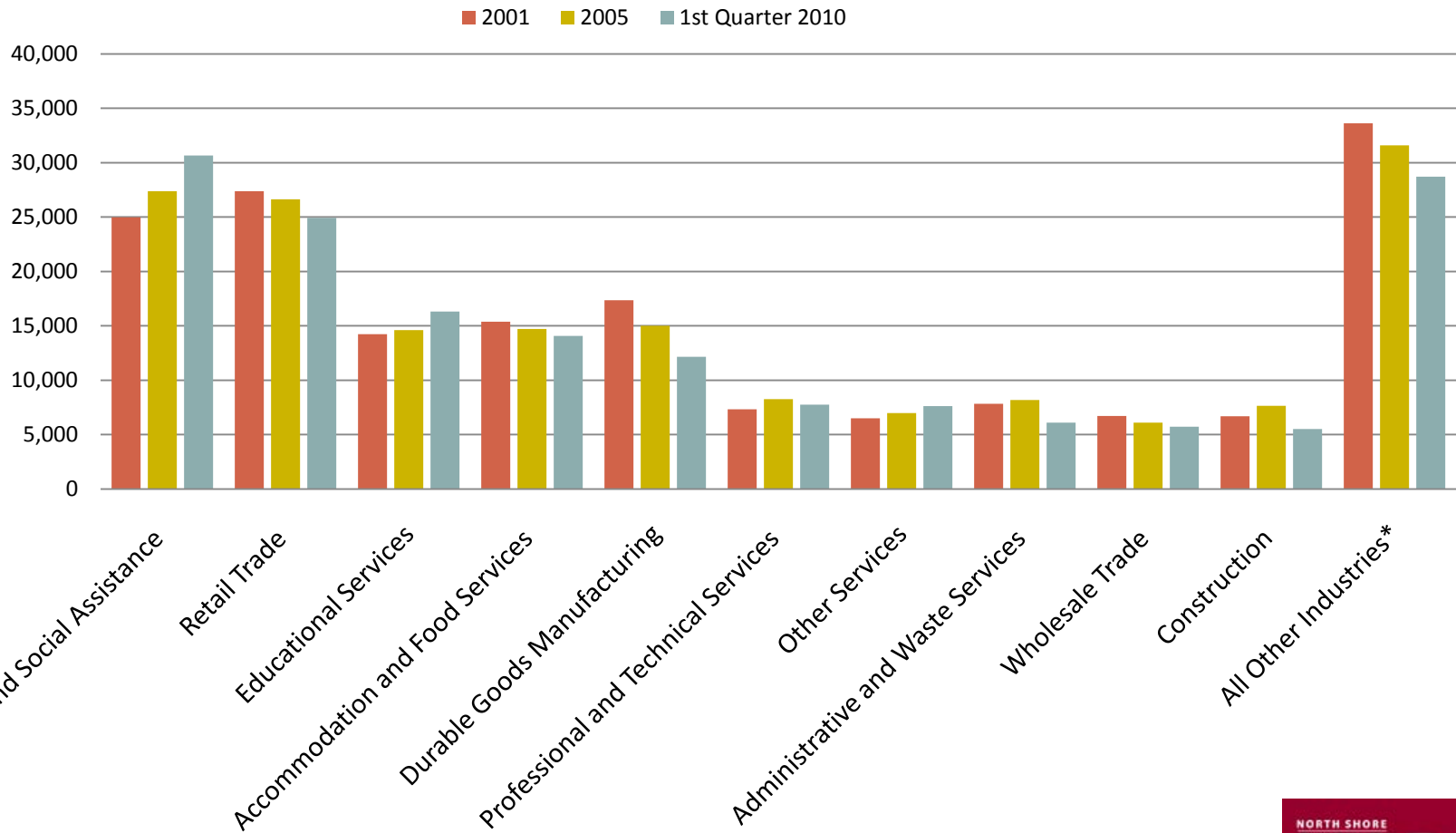
North Shore WIB Labor Force Blueprint

Data Sources Used

- Employment Data reported by State of Massachusetts
- Focus Groups with Employers
- Career Center Job Listings
- Monster.com

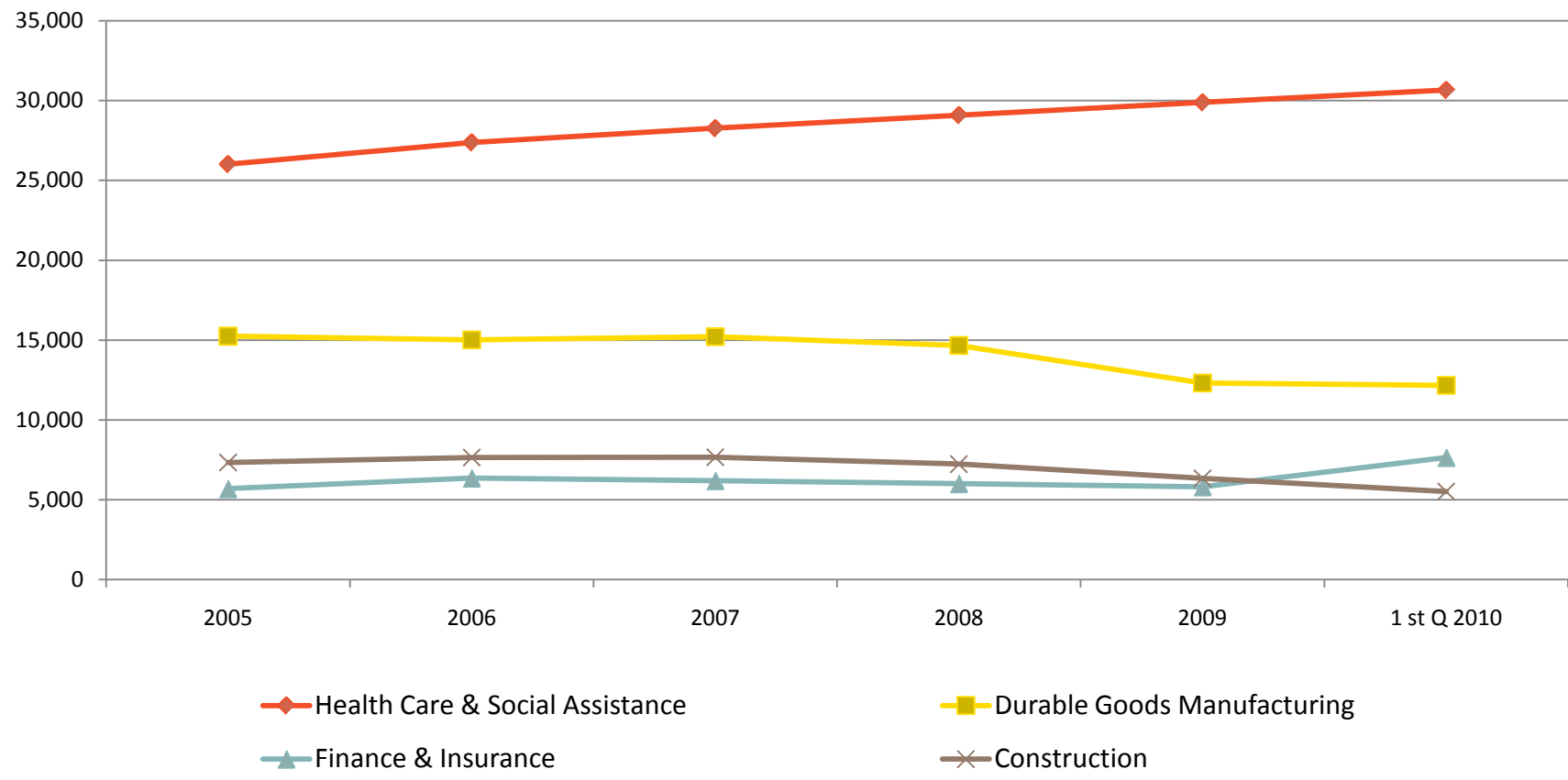
North Shore WIB Labor Force Blueprint

Top 10 Industries of Employment on The North Shore



North Shore WIB Labor Force Blueprint

Critical Industry Employment



The Recession and Moving Forward:

- Job loss has been broader and deeper than of any previous recession. This recession has seen dramatic job loss across all age groups. Mid-career workers in their 40s and 50s are experiencing job losses like never before.
- There will be fewer jobs in many industries even when we emerge from the recession, and the jobs that do become available will be increasingly technologically sophisticated. Many more jobs will require at least an associate's degree.
- Many of the jobs likely to lead the economy in recovery will be the middle skill jobs.
- For many workers, their previous job will no longer exist.
- There will be new jobs that do not currently exist or that are only beginning to emerge at present. An example would be the Health Information Technology (HIT) jobs that are just beginning to come into widespread use at present.

The Recession and Moving Forward: (continued)

- The North Shore historically has had a highly educated workforce.
- The North Shore region has had a high concentration of relatively stable industries.
- The North Shore has had a strong set of infrastructure elements to meet the requirements of a diverse set of industries.

Specific recommendations :

Construction

- Ensure that training participants and all others who are looking for Construction employment understand what the work is like and that there is “no free lunch” in the Construction trades.
- Continue to monitor the emerging green elements of the construction industry and incorporate certifications such as LEED Green Associate into training programs as required by the industry.

Financial Services

- Help potential applicants for financial services jobs understand the critical role of entry-level, part-time jobs in starting a banking a career and the importance of “getting your foot in the door.”
- Include the development of sales skills in training efforts that are aimed at the Financial Services industry.

Specific recommendations :

Health Care

- Develop and implement programs that are focused on addressing the future nursing shortage that will be seen coming out of the recession and the increasing skills requirements of the nursing occupation.
- Consider the development of cross-sector career pathways to provide opportunities for talented workers to advance and for all types of Health Care businesses to obtain the skilled workers they need.

Manufacturing

- Work with local community colleges, universities, and other training providers to develop an associate's degree program for pre-engineering/manufacturing technology that meets the increasing demands of the Manufacturing industry.
- Ensure that all training efforts include enhanced basic computer skills. Microsoft Office applications are now a basic skill. The industry often requires Microsoft Project as well.

Specific recommendations :

Life Sciences

- Work to ensure the infusion of higher levels of math and science education in the K-12 system.
- Continue to provide faculty externships so that faculty can more readily translate the needs of the life sciences industry into their courses.

General

- Advocate strongly for policies that increase the level of foundational skills in the region's workforce. Four years of high school advanced mathematics is required by many of the critical industries.
- Work closely with community colleges to ensure they consistently make available associate's degree training that meets the needs of workers and businesses in the region. New associate's degree training programs serving the manufacturing and enhanced degree programs serving the health care industry are needed.

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