



BOARD REPORT

January 10, 2013

Prepared on
December 17, 2012

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North Shore Workforce Investment Board Meeting Minutes

November 29, 2012

Those in attendance: David Baer, Arthur Bowes, Wayne Burton, Bonnie Carr (for Cathy Latham), Tom Daniel, Tim Doggett, Tony Dunn, Steve Falvey, Ann Louise Glynn and Jim Boyle, Arlene Greenstein, Peggy Hegarty-Steck, Tom Lemons, Doris Murphy, Sherrie Saint-Amant, Nancy Stager, Richard Viscay, and David Manning.

Those not in attendance: Rich Bane, Jim Beauvais, Bob Bradford, Brian Cranney, Joe Bourgeois, Susan Jepson, Stephanie Lee, Marcia Greisdorf, Mike McCarthy, Mickey Northcutt, Cindy Emerzian, Laurie Roberto, Steve Shea, Bill Tinti, and Thelma Williams

Staff: Mary Sarris, Michael Medler, Maquisha Alleyne, Ed O'Sullivan, Jane Colman, David McDonald, Mark Whitmore, Jen Davis, and Will Sinatra.

Guests: Darrin Swimm, Congressman Tierney's office and Meaghen Hamill and Brendan Crighton, Senator McGee's office.

The meeting begins at 8:09am.

A quorum is present.

Chair's Report

Annual Jobs and Workforce Summit, Oct. 10th

An interesting part of that meeting was the three secretaries, Secretary of Education, Secretary of Workforce Development and the Secretary of Economic Development, were all together and all talking about the work being done together. It is very encouraging for the Commonwealth to have people so willing to work together for the sake of the people. They are so willing to work together that they have one chief of staff between the three. It shows that Massachusetts, at the state level, is trying to make some infrastructure shifts that support people learning in order to get jobs, to be able to stay in jobs, and have careers and to build the economic development that the entire Commonwealth can benefit from based on this engine of having a continually skilled labor force.

The downside of this is the Fed. is still all messed up and worrying about things like fiscal cliffs, which most likely will not be resolved by the end of the year and will disrupt important things like WIA re-authorization or replacing it with some other legislation.

There is belief that there is enough money in MA to be able to make the changes that this WIB is positioned to tackle. With Mary, Mark, and Ed's work the NSWIB is able to do more with a lot less funding than other areas. This WIB is also positioning itself to do more work out of community organizations and by using those locations becoming less tied up in infrastructure overhead expense. Cutting infrastructure costs to free up funds for more training is what we set out to do a few years ago, what we have done, and what we will continue to do. The work being done in our Career Centers is ahead of the rest of the state which was made clear during this meeting.

Some other areas across the state are working very closely with the community colleges (even closer than us). This group needs to continue our relationship with NSCC as well as Salem State. There is also a unique opportunity with the new Voc. Tech that should not be missed.

Skills Gap – Supply and Demand in the Northeast, November 8th

There was a study done by the Federal Reserve and Commonwealth Corporation for Northeastern University that is part of a series of regional reports on the state of Massachusetts' workforce that

provides data on labor supply, labor demand, and educational supply. Will Sinatra attended and felt this data to be validating to the tracking done by the WIB staff and Data Academy. This means we will be able to refresh our data more often than the information given by the state. Because our Data Academy is unique to our region it gives us the ability to base our decisions on real data and also use it to lobby for funds.

Some interesting findings from the report:

- Northeast has fared better than most other MA labor markets during the recession and is now gaining jobs in many sectors.
- Residents and workforce have fairly high levels of education – slightly lower Bachelor degrees than the state average, but made up by a strong concentration of Certificates or Associate degrees.

Some Challenges are:

- Aging population – 45% of workforce over 45 years of age and only 30% of workforce under 35
- Those under 35 represent 45% of the region's unemployed
- High growth of immigrant workers
- Net exporter of workers – more people leave the region to work than come into the region to work

Thomas Kennedy – President of Raytheon's Strategic Defense Initiatives spoke and told the group that over 50% of his workforce would retire in 3-5 years. He also highlighted the following facts of which we are already aware:

- Lack of specific skills in the workforce
- Diversity – important to have employees who can relate to the world in which they do business
- Impending retirements – losing institutional memory
- Challenges of competing globally as a U.S. Company, i.e., competing against countries rather than companies; political backing to do business globally
- Need for STEM at an early age
- Some potential solutions to these issues are:
- Investment in the under 35 year-old population and immigrants by increasing their training/education options and helping them transition into careers in critical industries to replace aging workforce
- Develop the North Shore as a place to live AND work
- Support our companies as they compete globally

Comments and Discussion:

More focus needs to be put on STEM as a state.

David Baer – Digits, a not-profit, looks at 6th graders to focus them towards and excite them about STEM areas through a one day program in their schools.

Mary Sarris – We are working with the North Shore Tech. Council on a project called AMP it up! (Advanced Manufacturing Partnership). They have a \$10,000 grant that we applied for that will get teachers into companies for day long exercises with engineers to develop classroom activities and bring the engineers back to the classroom to do the activities.

Steve Falvey – Thomas Kennedy described a mentoring program that Raytheon has where 3 yellow buses filled with middle school students from Lawrence show up and are mentored by scientists. Merrimack Valley is fortunate to have a company like Raytheon. There must be a company here where we could seed a similar program.

Tom Lemons – His granddaughter was brought up in Reading where they have a science team activity in the middle school. She was part of the team for the 3 years she was in middle school. That got her

interested in science and led her to go to a summer program where they offered a class in neuroscience. Now she is applying to colleges to be in a neuroscience program.

Critical Industry Responses

Northeast Manufacturing Consortium and Grant Applications

The Northeast Manufacturing Consortium is a four WIB (North Shore, Merrimack Valley, Greater Lowell, and Metro North) consortium created to support the manufacturing industry which represents 36% of our economy and pays \$1,673 in average weekly wages (45% higher than average wages in the region). The NSWIB has had many programs to support manufacturing in the past and this is the natural next step. The NSWIB will be acting as the lead applicant for a training grant the consortium will apply for through the Workforce Competitiveness Trust Fund that is due on January 9th.

Life Sciences Research Project

The NSWIB has hired three interviewers with life sciences backgrounds to survey over 50 life science companies on the North Shore. So far they have interviewed 8 of the 50 companies and have found that the hard to fill jobs include: Scientists, Quality Managers, First Level Technical Managers, Engineers, Software Programmers, Sales, Higher Level Business Managers, and Regulatory Affairs Experts. The interviews will continue with more to come on the results.

Healthcare Survey

Art Bowes is heading up a group of acute and long term care leaders to discuss their current needs. Some hard to fill positions include nurse specialists, physical therapists, occupational therapists, and speech therapists. One major issue is the temporary overflow of regular nurses, particularly Associate Degree Nurses, which is perceived to last through 2015. This group will continue to meet and discuss possible solutions to this challenge.

Committee Report – Skills Gap

ABE Survey

The Skills Gap committee did a survey that was given to students of our ABE providers. The Survey was conducted April through June of 2012 and 335 surveys were tabulated. (The following is a brief summary of the results that can be found on the NSWIB website).

The students were asked:

- Where do you go for classes? 59% answered Operation Bootstrap.
- What classes do you take? 56% answered English as a second Language.
- Are you currently working? 52% answered yes and 44% stated they were not working but found that “Family Responsibilities” 29% and “Education and Training” 54% were barriers to them becoming employed.
- What is your title? The service sector, i.e. house cleaning and retail was commonplace. Health Care was high at 18% and shows that we need to continue contextualized programming at ABE providers. 26% of respondents cited “Family Responsibilities as keeping them from moving into better jobs and 65% cited “Education and Training”.

We are working with Operation Bootstrap on two programs that they have received funding for through us from the department of Education. One focuses on helping ABE and ESOL folks move into manufacturing jobs and the other helps them move into healthcare jobs. While they are learning English or working on their GED they are also learning in the context of those industries. Both of these programs are closely aligned with what NSCC is doing. North Shore Community College is advising them on how to do the teaching and how to make what they're learning align with the classes the college is offering.

We need to figure out if this model works, where it works best, and how we can make it stronger and more prevalent across all of our adult educational programming.

On-line learning research

We are working to find customer friendly, flexible, and reasonably priced learning opportunities for job seekers that work and that help increase our training services to customers.

Massive Open On-Line Courses (MOOC) under the control of many well-recognized universities are becoming more prevalent every day. Through our experience with HCLN™ we have learned that with the right support structures in place, technology is a great learning tool and motivator for many adults making the transition to new jobs and careers. One challenge is providing the “right support structures” and defining “many adults”.

We have over 330 on-line training programs on our Approved Vendor list that address skills needed in all our critical industries. In FY2011 and 2012, only 13 NSWIB customers participated in these programs with 4 currently enrolled in FY 2013. We will continue to research the numbers surrounding our on-line courses and determine how we can help more customers take advantage of this concept.

Summaries of the other committees were given to the group. Nancy explained that we will now focus on just one committee's work at each meeting. She asked for feedback from the group on how they feel this is working.

A PowerPoint presentation outlining this meeting is available by request.

Tom Lemons moved to accept the minutes of the September 27 meeting as presented. David Baer seconded the motion. All members in attendance voted in favor of accepting the minutes.

Tim Doggett motioned to adjourn. The motion was seconded by Tony Dunn. All members voted in favor of adjourning.

The meeting adjourned at 9:07am.

The next meeting is scheduled for January 10, 2013.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	429	385	3011	4,623	2174
Salem	417	252	2750	3,022	1502
Gloucester	33	63	192	755	298
Total	879	700	5953	8,400	3974

Total Customers Served

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	1381	642	5629	7,704	4345
Salem	1144	420	4940	5,037	2727
Gloucester	141	105	457	1,259	600
Total	2666	1,167	11026	14,000	7672

Customer Placements (#/% of total customers served)

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	122/9%	83	655/12%	1,002	578/13%
Salem	94/8%	55	583/12%	655	349/13%
Gloucester	15/11%	14	97/21%	164	77/13%
Total	231/9%	152/13%	1335/12%	1,820/13%	1004/13%

Customer Satisfaction – Results for October 2012 to November 2012

Job Seeker

Gloucester (n=9)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	6 (67%)	3 (33%)	0 (0%)	0 (0%)

Lynn (n = 22)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	10 (45%)	10 (46%)	2 (9%)	0 (0%)

Salem (n = 24)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	7 (29%)	13 (54%)	3 (12%)	1 (5%)

System-Wide (n = 55)	Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	23 (42%)	26 (47%)	5 (9%)	1 (2%)
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Employer

System-Wide (n = 7)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	5 (71%)	2 (29%)	0 (0%)	0 (0%)

Employer Services

New Accounts

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	42	18	148	220	163
Salem	21	23	111	275	81
Gloucester*	0	5	17	55	23
Total	63	46	276	550	267

Total Employers Served

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	91	43	364	520	361
Salem	43	54	196	650	134
Gloucester*	0	11	27	130	29
Total	134	108	587	1,300	524

Total Number of Employers Listing Job Orders

	November, 12		Actual YTD		Nov, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	55	17	256	210	217
Salem	10	32	86	381	57
Gloucester*	0	8	17	98	11
Total	65	58	359	700	285

*Due to database error, Gloucester's employer serves for the month of November where combined with Lynn's Employer numbers.

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Nov, 11 YTD
Adult	137	184	160
Dislocated Worker	245	307	332

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Nov, 11 YTD
Adult	12	75	12
Dislocated Worker	17	146	26

Preferred Vendor Performance (top 6 vendors in terms of enrollments)

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 12
North Shore CC	34	100%	20.67	57
NSCAP	14	100%	13.23	21
American Red Cross	9	100%	12.50	25
Millennium	4	0	0	30
New England Tractor Trailer	4	100%	24.00	16
Salem State College	3	100%	20.00	10
William George Associates	3	0	0	8

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 12
Action, Inc.	17	2	1/8.00	28
Catholic Charities	24	7	3/8.42	41
Girls, Inc.	27	8	1/8.00	30

School-to-Career

Connecting Activities / MCAS Remediation (program connects students and employers in brokered jobs and internships across the region)

	Goal	Actual
Student Work and Learning Experiences	200	19

Work and Learning Experiences for High School Youth

- Connecting Activities Staff has created an overview of services for the CA program and are in the schools introducing the new curriculum to guidance counselors, students and administration. With this new curriculum, staff is hoping students from the Lynn Evening Education Program (LEEP) and Salem High School will be able to obtain some credit recovery from participating in Connecting Activities.
- Connecting Activities Staff was invited to the November Lynn Youth Council meeting. The Lynn Youth Council is interested in collaborating with the Lynn Public School and the North Shore Youth Career Center in providing career fairs for Lynn Classical High School and Lynn English High School.
- Youth Career Center Staff is also collaborating with Lynn Vocational Technical Institute (LVTI) hosting a job fair for the senior and junior classes February 14, 2012. Staff is working with LVTI every Friday starting December 7, 2012. All juniors and seniors will be prepped for the job fair with a job application and will participate in two workshops preparing them for job fair success.
- Staff is working on a weekly basis with the Fecteau Leary Jr/Sr High School and the Salem Community Charter School providing job development and college and career readiness workshops for students.
- 19 students for this reporting period have obtained student work and learning experiences. Staff is working collaboratively with schools and business to get students to participate in the work based learning plan.

Budget-Actual Summary by Expense Category
As of November 30, 2012

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,442,082	\$ 208,449	\$ -	\$ 3,233,633	93.9%
Current Year Income	50,342	7,192	-	43,150	85.7%
Prior Year Carry-in	2,455,391	1,602,046	-	853,345	34.8%
Total Revenue	\$ 5,947,815	\$ 1,817,687	\$ -	\$ 4,130,128	69.4%
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$ 242,111	\$ 104,061	\$ -	\$ 138,050	57.0%
Expenses	113,041	40,709	630	71,702	63.4%
Total Admin Expenses	\$ 355,152	\$ 144,770	\$ 630	\$ 209,752	59.1%
<i>Program Expenses</i>					
Personnel	\$ 1,399,223	\$ 545,909	\$ 42,829	\$ 810,485	57.9%
Individual Training Accounts	884,020	189,364	207,116	487,540	55.2%
Supportive Services	14,250	-	-	14,250	100.0%
Youth Jobs	298,934	243,390	-	55,544	18.6%
Other Training	979,283	327,749	475,062	176,472	18.0%
Other Program Costs	1,187,970	312,680	224,032	651,258	54.8%
Business Services Costs	163,600	33,531	-	130,069	79.5%
Total Program Expenses	\$ 4,927,280	\$ 1,652,623	\$ 949,039	\$ 2,325,618	47.2%
Total Expenses & Obligations	\$ 5,282,432	\$ 1,797,393	\$ 949,669	\$ 2,535,370	48.0%
Planned Carry-Out	\$ 665,383				

Budget-Actual Summary by Program
As of November 30, 2012

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
ARRA State Energy Sector Partnership	\$ 322,722	\$ 226,793	\$ 95,929	29.7%
DESE Adult Educ. Career Ctrs: Fund 342 - FY12	5,260	2,222	3,038	57.8%
DOT Transportation Grant - FY11 JARC	169,227	150,288	18,939	11.2%
DOT Transportation Grant - FY11 New Freedom	137,432	116,982	20,450	14.9%
DOT Transportation Grant - FY13 JARC	209,712	8,265	201,447	96.1%
DOT Transportation Grant - FY13 New Freedom	209,712	8,151	201,561	96.1%
DUA Unemployment Insurance	22,620	11,006	11,614	51.3%
Emergency Unemployment Compensation - REA	82,748	36,511	46,237	55.9%
Rapid Response - State Staff	10,639	3,926	6,713	63.1%
Rapid Response Set Aside: Machinist	180,972	16,073	164,899	91.1%
Rapid Response Set Aside: N.S. Companies	73,106	19,367	53,739	73.5%
Reemployment Eligibility Assessments	19,631	6,676	12,955	66.0%
Trade Adjustment Assistance: Case Management	10,973	4,016	6,957	63.4%
Vets: Disabled Veterans Outreach Program	10,639	3,926	6,713	63.1%
Vets: Local Veterans Employment Representative	10,093	4,058	6,035	59.8%
Wagner Peyser ES 10%	34,219	13,329	20,890	61.0%
Wagner Peyser ES 90%	70,673	27,508	43,165	61.1%
Wagner Peyser ES 90%, FY12 Carry-in	18,337	6,502	11,835	64.5%
WIA Formula Funds: Administration	215,426	89,387	126,039	58.5%
WIA Formula Funds: Adults	745,975	296,789	449,186	60.2%
WIA Formula Funds: Dislocated Workers	781,095	401,627	379,468	48.6%
WIA Formula Funds: Youth	794,420	577,787	216,633	27.3%
<i>Total Federal Funds</i>	<i>\$ 4,135,631</i>	<i>\$ 2,031,189</i>	<i>\$ 2,104,442</i>	<i>50.9%</i>
<u>State & Local Funds</u>				
DESE: Adult Education, Program 541	\$ 153,000	\$ 137,768	\$ 15,232	10.0%
DESE: Connecting Activities	104,091	54,159	49,932	48.0%
DTA Competitive Integ. Employment Services, FY12	71,246	7,794	63,452	89.1%
DTA Competitive Integ. Employment Services, FY13	130,300	55,269	75,031	57.6%
Earned Funds	7,553	7,553	-	0.0%
Employer Engagement in Youth Employment	13,651	5,491	8,160	59.8%
State One-Stop Career Centers	134,190	61,948	72,242	53.8%
Verizon Foundation Youth Grant	7,111	50	7,061	99.3%
Workforce Training Fund: Technical Assistance	21,600	21,000	600	2.8%
Workforce Training Fund: WIB Support	95,000	49,208	45,792	48.2%
YouthWorks: Summer 2012	409,059	315,633	93,426	22.8%
<i>Total State Funds</i>	<i>\$ 1,146,801</i>	<i>\$ 715,873</i>	<i>\$ 430,928</i>	<i>37.6%</i>
TOTAL FUNDS	\$ 5,282,432	\$ 2,747,062	\$ 2,535,370	48.0%