



BOARD REPORT

March 14, 2013

Prepared on
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**North Shore Workforce Investment Board
Meeting Minutes**

January 10, 2013

Those in attendance: Bob Bradford, Wayne Burton, Tom Daniel, Joe Bourgeois, Tony Dunn, Steve Falvey, Jim Boyle, Arlene Greenstein, Susan Jepson, Stephanie Lee, Tom Lemons, Marcia Greisdorf, Mike McCarthy, Doris Murphy, Mickey Northcutt, Laurie Roberto, Sherrie Saint-Amant, Steve Shea, Nancy Stager, Rich Viscay, and Dave Manning.

Those not in attendance: Rich Bane, Jim Beauvais, Art Bowes, Brian Cranney, Cathy Latham, Tim Doggett, Peggy Hegarty-Steck, Cindy Emerzian, Bill Tinti, and Thelma Williams.

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

Guests: Darrin Swimm, Congressman Tierney’s office, Meaghen Hamill and Brendan Crighton, Senator McGee’s office, and Dianne Palter-Gill, North Shore Community College.

The meeting begins at 8:12 am.

A quorum is present.

Chair’s Report

MA Workforce Board Association Quarterly Meeting, Dec. 12, 2012

Mary Sarris, Art Bowes, and Laurie Roberto attended.

M. Sarris - The topic of this meeting was Healthcare reform in Massachusetts and how that will play into the workforce development system through the healthcare reform bill. There was an interesting presentation by a man who was an adviser to the governor on healthcare issues. He said one reason healthcare is so expensive in MA is we have all these amazing facilities in the area that everyone wants to use and they tend to be more expensive. This law is focused on how to help the healthcare institutions in the upcoming realm of cost containment. This process will mean changing the way people work in healthcare. Part of the law is a fund of \$20 million to help either retrain or train for the first time healthcare workers in these many new applications that are expected. Training for retention and other activities will also be included. The NSWIB will be a part of this effort.

L. Roberto – The Skilled Nursing Facilities weren't really represented at the meeting. You have the high cost setting of the hospital and the lower cost setting of in home care and the middle setting of the SNF. If the opportunity for the middle setting is taken out there is more chance of re-hospitalization and that ends up costing the hospital and everyone else a lot of money. We don't want to miss the opportunity to collaborate between several different entities.

Fiscal Cliff

Nancy Stager said at the last meeting that the fiscal cliff would not be resolved by the end of the year and she was right. When there is more to report on the subject we will address, but we will move on for now.

Richard Viscay will be taking on a new position in Everett. Rich has been a phenomenal partner over the last 7 years. As you know, we are technically a city department. Over the years Rich has been instrumental in guiding us and helping us not only on the fiscal side, but in making sure we achieve our mission. Rich has helped us manage our grants, contracts, and employees while sticking to the city rules as well as all the rules that come with our many funding streams.

Nancy Stager thanked Rich for all his work with the WIB and presented him with a token of gratitude from the NSWIB.

Presentation – Labor Market Trends in the Northeast Region – Will Sinatra

This presentation is based on the labor market trends in the northeast report, but the North Shore was included to see how it is reflected within that data. (This information was presented as a series of charts and graphs along with commentary.)

Total industrial employment on the North Shore from Jan. 2007 to March 2012 shows a recession period with a decline of about a 3.5% from 4th quarter 2007 to 4th quarter 2009 and a recovery period from 4th quarter 2009 to 4th quarter 2011 which is the most recent data available. We are still in the recovery phase.

Within our industrial areas, the recession has created employment losses in almost all areas. Healthcare and Social Assistance shows a 6.3% increase in employment between 4th quarter 2007 and 4th quarter 2009 while the North Shore as a whole saw a loss of 5,121 jobs (employment at 154,651) at a 3% decline during the same period.

When comparing the North Shore to the Northeast and Massachusetts during 4th quarter 2007 to 4th quarter 2009 the trends are similar. Northeast employment was at 402,017 but lost 15,500 jobs during this period for a 3.7% decline. Massachusetts employment was at 3,009,046 but lost 130,000 jobs for a 4.0% decline. The North Shore has fared slightly better than both the Northeast and Massachusetts as a whole.

In all regions of MA during Q4 2007 to Q4 2009 healthcare and education gained employment while manufacturing, construction, administrative support waste services, financial services and real estate took losses. On the North Shore the information sector (which is made up of companies such as Verizon and Comcast) gained jobs.

The North Shore total employment in the 4th quarter 2011 was 168,911. During the period of Q4 2009 to Q4 2011 the North Shore recovered 4,267 jobs for 2.6% growth. There is growth in most industries with durable goods manufacturing showing promising gains although non-durable goods manufacturing is still showing losses.

Employment in the Northeast in 4th quarter 2011 was 417,486 which show a 3.6% growth rate. Massachusetts employment was 3,234,889 which show a 2.9% growth rate.

The outcomes of the recovery show that healthcare continues to grow while education's growth has slowed down. Manufacturing is returning, concentrated growth in durable goods in the Northeast and North Shore. There is very slow growth in construction. Tourism has picked up throughout showing growth in Accommodation and Food Services and Arts, Entertainment, and Recreation. The financial services employment decline is nearly double the rate on the North Shore compared to the Northeast and Massachusetts. Real Estate is weak on the North Shore and Northeast compared to Massachusetts.

The North Shore has lower unemployment rates than those of the Northeast, Massachusetts, and the entire US. The majority of the labor force throughout the country is over 35 years old, representing between 65% and 68%. The under 35 y/o group makes up between 32% and 36% of the labor force. When looked at in terms of the unemployed, the under 35 group makes up between 45% and 52% compared to about 50% for the 35 and over group. The under 35 y/o population are disproportionately represented in the percentage of unemployed throughout the country. The Northeast and North Shore labor forces are older than MA and US.

The North Shore has a comparable educational attainment level to the Northeast. The North Shore and Northeast both have a lower rate of Graduate degrees than Massachusetts but a higher rate of Associates' and some college. Massachusetts, Northeast, and the North Shore all have an educational attainment higher than the US. The EUC (extended unemployment coverage – customers with more than 26 weeks of unemployment) Cohort has an educational attainment lower than all regions.

In reviewing all the data, we learned that the North Shore economy is still recovering from the recession. If the current growth rate is maintained we should recover all jobs lost to recession by the end of 2013, but unemployment will still remain higher than pre-recession levels due to population growth and individuals returning to the labor force. The unemployed will be at a disadvantage in returning to employment due to their lower level of educational attainment compared to their peers. This is especially true for the under 35 EUC group. Opportunities for employment should exist in durable goods manufacturing.

Due to time constraints, the next presentation: Workforce Systems Committee – State of our Career Centers will be given at our next meeting.

A PowerPoint presentation outlining this meeting is available on our website:

<http://northshorewib.com/documents/NorthShoreLaborMarketUpdate.pptx>.

Tom Lemons moved to accept the minutes of the November 22 meeting as presented. Tony Dunn seconded the motion. All members in attendance voted in favor of accepting the minutes.

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

The meeting adjourned at 9:10am.

The next meeting is scheduled for March 14, 2013.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	433	385	3751	4,623	3173
Salem	454	252	3557	3,022	2307
Gloucester	50	63	279	755	360
Total	937	700	7587	8,400	5,840

Total Customers Served

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	1325	642	6658	7,704	5647
Salem	1209	420	5996	5,037	3728
Gloucester	193	105	587	1,259	677
Total	2,727	1,167	13,241	14,000	10,052

Customer Placements (#/% of total customers served)

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	86/6%	83	822/12%	1,002	701/12%
Salem	80/7%	55	724/12%	655	466/13%
Gloucester	18/9%	14	122/21%	164	94/14%
Total	184/7%	152/13%	1,668/13%	1,820/13%	1,261/13%

Customer Satisfaction – Results for December 2012 to February 2013

Job Seeker

Gloucester (n=7)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	5 (71%)	2 (29%)	0 (0%)	0 (0%)

Lynn (n = 27)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	11 (41%)	14 (52%)	2 (7%)	0 (0%)

Salem (n = 28)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	8 (29%)	17 (61%)	2 (7%)	1 (3%)

System-Wide (n = 62)	Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	24 (39%)	33 (53%)	4 (6%)	1 (2%)
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Employer

System-Wide (n = 9)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	5 (56%)	4 (44%)	0 (0%)	0 (0%)

Employer Services

New Accounts

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	81	18	247	220	274
Salem	27	23	146	275	124
Gloucester*	6	5	24	55	26
/Total	114	46	417	550	424

Total Employers Served

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	149	43	525	520	572
Salem	41	54	240	650	213
Gloucester*	11	11	40	130	39
Total	201	108	805	1,300	824

Total Number of Employers Listing Job Orders

	January, 13		Actual YTD		Jan, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	93	17	350	210	290
Salem	24	32	106	381	85
Gloucester*	2	8	20	98	16
Total	119	58	476	700	391

*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	Jan, 12 YTD
Adult	156	184	176
Dislocated Worker	260	307	355

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Jan, 12 YTD
Adult	23	75	26
Dislocated Worker	44	146	55

Preferred Vendor Performance (top 6 vendors in terms of enrollments) 7/12-1/13

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 12
North Shore CC	41	100%	22.84	57
NSCAP	15	100%	13.23	21
American Red Cross	14	100%	11.00	25
Millennium	6	0	0	30
New England Tractor Trailer	6	100%	24.00	16
Boston University	3	0	0	2
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.	19	2	1/8.00	28
Catholic Charities	25	10	4/8.69	41
Girls, Inc.	28	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	100	44

Work and Learning Experiences for High School Youth

- Amp It Up is a Massachusetts Grant that was awarded to the North Shore area. The goal is to introduce Advanced Manufacturing to middle and high school students, help them see how their course work is applied in Advanced Manufacturing and consider this field as a career option. Ten math teachers from area schools and ten employees in Advanced Manufacturing will be matched to create classroom activities that show practical applications in manufacturing. The administrations of five area schools, Gloucester, Peabody, Lynn, Salem and Ipswich, have been contacted about participating in the spring, 2013 project. The matching companies have also been recruited. Ongoing progress will be upcoming.
- Youth Career Center Staff conducted mock interviews with all the seniors and shops during the month of January at North Shore Technical High School, Middleton.
- Staff is collaborating with Lynn Vocational Technical Institute (LVTI) hosting a job fair for the senior and junior classes during the month of February. Staff has been conducting two workshops for all students (300) to prepare the juniors and seniors for job fair success. The staff is in the process of recruiting local businesses to participate in the job fair. The goal is to have a minimum of forty companies on board.
- Staff is working on a weekly basis with Fecteau Leary Jr/Sr High School and the Salem Community Charter School. We are currently providing job development, college and career readiness and resume writing workshops for students. Future involvement with the LEEP Program, Salem High School and Lynn Vocational Technical Institute are in process.
- Seventeen youth participated in the Key Train Assessment during this time period. Five of the seventeen youth moved on to complete the Work Keys National Career Readiness Certificate from ACT. While 4 out of 5 successfully completed the requirements for certification the 1 student who was not successful is currently engaged in the curriculum through Key Train to increase the knowledge needed to be successful. Within the next few months the youth will be eligible to retake the certification assessment. We currently are scheduled to administer the Work Keys Assessment with additional students in the upcoming months.
- Staff facilitated the Career Assessment Workshop for 25 students at the Peabody Learning Academy. Ongoing workshops are scheduled with the 25 students throughout the school year in order to prepare them for work/internship opportunities.
- Staff is working with the Salem High School Life Skills Program conducting a series of workshops introducing five classes of special education students to career and job readiness skills. The first workshop, Interview Skills/Keep This Job was facilitated during January and three others are scheduled for the month of February.
- Staff is coordinating activities with Danvers High School, Gloucester High, North Shore Consortium, Marblehead Teen Center and Peabody Community High School to identify services in the area of career and job readiness for students in the up- coming months.
- Staff continues to provide services for youth on a walk in basis. The staff assesses the job readiness of the youth in order to provide the job search skills needed to successfully find part time and full time employment.

- The Student Career Specialist is actively recruiting local employers to provide Work Based learning opportunities for all the youth actively participating in the services through the Connecting Activities Grant and the North Shore Youth Career Center.
- 25 students for this reporting period have obtained student work and learning experiences. Staff is working collaboratively with schools and business to engage students and employers in the positive usage of the Work Based Learning Plan.

Budget-Actual Summary by Expense Category
As of January 31, 2013

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,511,855	\$ 996,429	\$ -	\$ 2,515,426	71.6%
Current Year Income	89,237	50,585	-	38,652	43.3%
Prior Year Carry-in	2,497,624	1,758,433	-	739,191	29.6%
Total Revenue	\$ 6,098,716	\$ 2,805,447	-	3,293,269	54.0%
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$ 243,876	\$ 146,768	\$ -	\$ 97,108	39.8%
Expenses	114,401	52,287	-	62,114	54.3%
Total Admin Expenses	\$ 358,277	\$ 199,055	-	\$ 159,222	44.4%
<i>Program Expenses</i>					
Personnel	\$ 1,466,121	\$ 768,232	\$ 73,519	\$ 624,370	42.6%
Individual Training Accounts	861,137	274,717	185,860	400,560	46.5%
Supportive Services	14,250	-	-	14,250	100.0%
Youth Jobs	298,934	243,390	-	55,544	18.6%
Other Training	999,283	470,117	332,694	196,472	19.7%
Other Program Costs	1,269,637	462,048	304,246	503,343	39.6%
Business Services Costs	163,600	44,969	-	118,631	72.5%
Total Program Expenses	\$ 5,072,962	\$ 2,263,473	\$ 896,319	\$ 1,913,170	37.7%
Total Expenses & Obligations	\$ 5,431,239	\$ 2,462,528	\$ 896,319	\$ 2,072,392	38.2%
Planned Carry-Out	\$ 667,477				

Budget-Actual Summary by Program
As of January 31, 2013

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
ARRA State Energy Sector Partnership	\$ 355,507	\$ 239,747	\$ 115,760	32.6%
DESE Adult Educ. Career Centers: Fund 342 - FY12	5,260	2,222	3,038	57.8%
DOT Transportation Grant - FY11 JARC	169,227	38,561	130,666	77.2%
DOT Transportation Grant - FY11 New Freedom	137,432	36,886	100,546	73.2%
DOT Transportation Grant - FY13 JARC	209,712	187,285	22,427	10.7%
DOT Transportation Grant - FY13 New Freedom	209,712	187,136	22,576	10.8%
DUA Unemployment Insurance	22,620	14,844	7,776	34.4%
FY12 Emergency Unemployment Compensation - REA	92,196	47,164	45,032	48.8%
FY13 Emergency Unemployment Compensation - REA	60,816	-	60,816	100.0%
Rapid Response - State Staff	10,639	5,605	5,034	47.3%
Rapid Response Set Aside: Machinist	180,972	7,393	173,579	95.9%
Rapid Response Set Aside: North Shore Companies	73,106	12,443	60,663	83.0%
Re-employment Eligibility Assessments	19,631	9,752	9,879	50.3%
Trade Adjustment Assistance: Case Management	10,973	6,183	4,790	43.7%
Vets: Disabled Veterans Outreach Program	10,639	5,605	5,034	47.3%
Vets: Local Veterans Employment Representative	10,093	5,692	4,401	43.6%
Wagner Peyser ES 10%, FY13	34,219	20,357	13,862	40.5%
Wagner Peyser ES 90%, FY13	70,673	39,281	31,392	44.4%
Wagner Peyser ES 90%, FY12 Carry-in	18,337	9,858	8,479	46.2%
WIA Formula Funds: Administration	215,426	120,870	94,556	43.9%
WIA Formula Funds: Adults	745,975	418,562	327,413	43.9%
WIA Formula Funds: Dislocated Workers	801,095	530,053	271,042	33.8%
WIA Formula Funds: Youth	794,420	615,987	178,433	22.5%
<i>Total Federal Funds</i>	<i>\$4,258,680</i>	<i>\$2,561,486</i>	<i>\$1,697,194</i>	<i>39.9%</i>

Budget-Actual Summary by Program
As of January 31, 2013

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>State & Local Funds</u>				
Advanced Manufacturing Futures: Amp-It-Up	\$ 10,000	\$ 100	\$ 9,900	99.0%
DESE: Adult Education, Program 541	153,000	139,678	13,322	8.7%
DESE: Connecting Activities	104,091	64,113	39,978	38.4%
DTA FY12 Competitive Integrated Employment Services	71,246	7,565	63,681	89.4%
DTA FY13 Competitive Integrated Employment Services	144,797	79,970	64,827	44.8%
Earned Funds	8,814	8,814	-	0.0%
Employer Engagement in Youth Employment	13,651	7,332	6,319	46.3%
State One-Stop Career Centers	134,190	86,018	48,172	35.9%
Verizon Foundation Youth Grant	7,111	1,470	5,641	79.3%
Workforce Training Fund: Technical Assistance	21,600	21,133	467	2.2%
Workforce Training Fund: WIB Support	95,000	65,535	29,465	31.0%
YouthWorks: Summer 2012	409,059	315,633	93,426	22.8%
<i>Total State Funds</i>	<i>\$1,172,559</i>	<i>\$ 797,361</i>	<i>\$ 375,198</i>	<i>32.0%</i>
TOTAL FEDERAL, STATE + LOCAL FUNDS	\$5,431,239	\$3,358,847	\$2,072,392	38.2%