



BOARD REPORT

March 24, 2011

Prepared on
March 10, 2011

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**North Shore Workforce Investment Board
Meeting Minutes**

January 20, 2011

Those in attendance: David Baer, Carol Couch, Brian Cranney, Tom Daniel, Tim Doggett, Kathy Duggan, Steve Falvey, Arlene Greenstein, Beth Hogan, Susan Jepson, Stephanie Lee, Tom Lemons, Doris Murphy, Eric Noble, Mickey Northcutt, Nancy Stager, Bill Tinti, and Rich Viscay.

Those not in attendance: Rich Bane, Jim Beauvais, Art Bowes, Bob Bradford, Wayne Burton, Cathy Latham, Tony Dunn, Ann Louise Glynn, Peggy Hegarty-Steck, Althea Lyons, Mike McCarthy, Roger Pilotte, Laurie Roberto, Suzanne Russo, Steve Shea, and Thelma Williams.

Staff: Mary Sarris, Maquisha Alleyne, Ed O'Sullivan, Mark Whitmore, Jane Colman, and Shari Cornett.

Special Guests: Paul Brown of Salem State University, Dianne Palter-Gill of North Shore Community College, Steve Currier of State Street Consultants and Helen Rush-Lloyd of Congressman Tierney's Office.

The meeting begins at 8:07am.

A quorum is present.

Bill requested a motion to approve the November minutes with no additions or deletions. Tom Lemons moved to approve the minutes. The motion was seconded by Nancy Stager. The board members in attendance voted unanimously to approve the November 2010 minutes.

WIB Association activities

The WIB Association is the association of all 16 WIBs in Massachusetts. There have been a series of meetings of the Association recently. One of which was a meeting with Joanne Goldstein who is the Massachusetts Secretary of Labor. The purpose of these meetings was to try to encourage the state to make changes in the way in which they traditionally do things. Those proposed changes were to make it easier for companies to obtain funds to train workers. There were substantial difficulties in the flow of those funds necessary for businesses to operate. The Secretary agreed and moved funds to send responsibilities to Commonwealth Corporation, a consultant of the State, and out of the state bureaucracy.

The WIB Association has also been considering an interesting study by Northeastern University on the way in which the career centers operate. That was discussed with the Secretary of Labor as well. A copy of the study was given as a handout to the WIB and is available by contacting the North Shore WIB.

NAWB (National Association of Workforce Boards)

The annual meeting is in the beginning of February. The NSWIB has been selected to do one of the seminars. The seminar will be on the Labor Market Blueprint and Snapshot. The hope is that it will become a model to WIBs across the country from the standpoint of understanding their own economic conditions and enabling them to do their jobs better. The presentation will be given by Bill Tinti, Mary Sarris, Bill Luster and Steve Quimby at the NAWB annual meeting in D.C. in February.

Executive Director Evaluation

The MA WIB Association has started a Leadership Institute and under that has designed a set of skills that WIB directors should have. Using that template, a survey was emailed out to the board and staff. The results of the evaluation participated in by 22 of the 34 members have been reviewed. There were many constructive comments. The performance of the WIB is critical and something the WIB is always addressing. Through the responses, 3 goals have been developed. 1) To help the WIB better understand the issues surrounding performance management of our programs and services in relation to the federally mandated goals and our interim goals. 2) To continue to build on the reputation of the WIB as the place to go for Labor Market information. 3) To elevate the organizations ability to communicate to the public about what the WIB does and how the WIB can be a service to the community.

Iowa

Our partners in Iowa have begun establishing a WIB in Des Moines and have hired an Executive Director. They are now going through what the NSWIB went through 10 years ago, setting things up, establishing a strategic plan, etc. They called and asked if we could assist them in their efforts. They set up 3 sessions and asked their members to each attend one. A presentation will be made on how to set up a WIB, how to establish relationships, how to set goals, committee structures, and how to reach high performing status. Mary, Mark, and Ed will be traveling to Iowa in order to give these presentations.

Committee Reports

Youth Pipeline Committee - Steve Falvey

An expert that designs and administers the Accuplacer test attended a committee meeting. The statistics surrounding this test for college preparation are bleak. 30% of incoming students (nationally) are not performing on a college level. 60% of community college students (nationally) are not performing on a college level. 80% of incoming students at North Shore Community College are not performing on a college level. Approximately 35% of those have communication issues such as having English as a second language and 50% have issues in math. With these findings in mind, the goal is to find a way to administer the Accuplacer or evaluate students in a way that doesn't set up barriers to entry. When a student does not pass the entrance exam to Community College they go into remediation classes, which are not eligible for funding or grants, until they can enter college level courses. Many students lose interest before entering college courses or just cannot afford to take the remediation courses. The Youth Pipeline Committee will continue to look into this issue and will keep the Board apprised of its findings.

Workforce Systems Committee - Nancy Stager

At the last meeting, we discussed working towards getting more training money. We are given a finite amount of money and are tasked with operating the career centers and providing adequate training to get to 21st century skills and real jobs. Our budgets are squeezed. The WSC has looking into what the best way to deliver these services would be. The WSC is reviewing data to discover if there are any other ways to make more funds available for training. The committee will have more details information for the board to review at the May meeting.

Partnership Committee - Doris Murphy

Board members were given Board member affiliation surveys. Few responses have been received and the Partnership committee is asking all members who have not responded to do so. The surveys help to identify more opportunities to spread the word about the WIB to new groups, companies, or organizations.

The partnership committee is working on a new marketing piece to accompany the Blueprint and Snapshot. This document will be shorter and contain key information that can help businesses and job seekers.

Skills Gap Committee - Beth Hogan

The Skills Gap committee has been looking at some issues raised concerning increased numbers of immigrant on the North Shore. The numbers in 2008 show that foreign born people in our area is up 14%. Our challenge is to prepare those groups for employment in jobs where there is a career ladder or some room for advancement. From the blueprint, we've learned that most good paying jobs require some type of post secondary education probably an associate's degree. If you don't have sufficient English speaking skills, that is an impossibility. There are 600-700 students on waiting lists for English Language skills classes. Some thought has gone into the idea of contextualized learning. Some research has shown that people learn faster and better when working within the areas that they intend to make a career. Given this situation, there is a great need for the WIB to implement ways for this important population to have greater access to English language skills programs.

Polar Bear Plunge - Alex Lawn

This is the 5th year of the Polar Bear Plunge that was created to generate money for summer jobs in the name of our co-worker and friend Ernie Martin. Please join us in February to watch people take the plunge, take the plunge yourself or to donate to a plunger. We promise full emersion.

Beth Hogan moved to adjourn the meeting. The motion was seconded by Tim Doggett. The meeting was adjourned at 9:25am.

The next meeting is scheduled for March 10, 2011.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
Lynn	348	361	2,816	4,331	3,126
Salem	333	236	2,693	2,836	2,263
Gloucester	60	59	494	708	597
Total	741	656	6,003	7,875	5,986

Total Customers Served

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
Lynn	1,357	602	5,356	7,219	5,157
Salem	930	394	4,139	4,725	3,413
Gloucester	286	98	987	1,181	1,037
Total	2,573	1,094	10,482	13,125	9,607

Customer Placements (#/% of total customers served)

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
Lynn	65/5%	78	1,044/19%	938	772/15%
Salem	55/6%	51	658/16%	614	540/16%
Gloucester	19/7%	13	171/17%	154	184/18%
Total	139/5%	142/13%	1,873/18%	1,706/13%	1,496/15%

Customer Satisfaction – Results for July-September 2010

Job Seeker

Gloucester (n = 32)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	28 (89%)	4 (11%)	0 (0%)	0 (0%)

Lynn (n = 82)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	25 (30%)	39 (48%)	16 (20%)	2 (2%)

Salem (n = 59)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	19 (32%)	27 (46%)	9 (15%)	4 (7%)

System-Wide (n = 173)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	72 (42%)	70 (41%)	25 (14%)	6 (3%)

Employer (n = 12)

System-Wide	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	9 (75%)	3 (25%)	0 (0%)	0 (0%)

Employer Services

New Accounts

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual	Plan thru 6/30/11	Actual
Lynn	24	18	229	220	249
Salem	8	23	87	275	125
Gloucester	2	5	18	55	40
Total	34	46	334	550	414

Total Employers Served

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual	Plan thru 6/30/11	Actual
Lynn	51	40	505	480	523
Salem	18	50	165	600	234
Gloucester	15	10	54	120	91
Total	84	100	724	1,200	848

Total Number of Employers Listing Job Orders

	Jan, 11		Actual YTD		Jan, 10 YTD
	Actual	Plan	Actual	Plan thru 6/30/11	Actual
Lynn	43	14	423	165	284
Salem	11	26	78	308	90
Gloucester	6	6	35	77	69
Total	60	46	536	550	443

Training Division

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 10
North Shore CC	62	100%	19.00/Hr	112
NSCAP	22	100%	17.02/Hr	51
Spectrum	19	100%	11.08/Hr	24
Millennium	17	NA	NA	28
Salem State College	17	NA	NA	59
American Red Cross	15	100%	11.50/Hr	35

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 10
Action, Inc.	28	9	5/9.68	34
Catholic Charities	33	11	2/8.38	52
Girls, Inc.	31	7	0/0	31
My Turn, Inc.	29	13	4/8.99	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	487

Work and Learning Experiences for High School Youth

- Connecting Activities currently has 25 pending work base learning plans at employer’s worksites. YCC staff has been working with Employers to get all final reviews collected.
- YCC staff has approximately 50 work base learning plans in process. Employer Outreach Specialist and Student Career Specialist are working together on increasing outreach to employers to get work base learning plans completed for all students employed.

- Student Career Specialist is continuing to work with the four contracted high schools. The students are currently working on mock interviews and the job search process. The next few weeks focus will be on resume writing and the job application process.
- YCC staff has begun administering our yearly Job Readiness Workshops including our new workshop Occupational Safety at our Salem and Lynn Career Centers.

Budget-Actual Summary by Expense Category
As of January 31, 2011

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,170,303	\$ 1,228,806	-	\$ 1,941,497	61.2%
Current Year Income	79,919	65,519	-	14,400	18.0%
Prior Year Carry-in	3,499,580	1,645,678	-	1,853,902	53.0%
Total Revenue	\$ 6,749,802	\$ 2,940,003	-	\$ 3,809,799	56.4%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 331,815	\$ 193,789	\$ 1,996	\$ 136,030	41.0%
Expenses	122,435	65,769	-	56,666	46.3%
Total Admin Expenses	\$ 454,251	\$ 259,558	\$ 1,996	\$ 192,697	42.4%
<u>Program Expenses</u>					
Personnel	\$ 1,579,059	\$ 843,810	\$ 5,536	\$ 729,713	46.2%
Individual Training Accounts	836,300	513,191	265,179	57,930	6.9%
Supportive Services	15,935	7,111	879	7,945	49.9%
Youth Jobs	391,885	311,131	26,581	54,173	13.8%
Other Training	1,476,621	515,358	884,121	77,142	5.2%
Other Program Costs	745,191	311,017	167,165	267,009	35.8%
Business Services Costs	133,703	57,610	-	76,093	56.9%
Total Program Expenses	\$ 5,178,694	\$ 2,559,228	\$ 1,349,461	\$ 1,270,005	24.5%
Total Expenses & Obligations	\$ 5,632,944	\$ 2,818,786	\$ 1,351,457	\$ 1,462,701	26.0%
Planned Carry-Out	\$ 1,116,858				

Budget-Actual Summary by Program
As of January 31, 2011

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>Federal Funds</i>				
ARRA: Health Care Skills Gap	\$ 206,450	\$ 158,748	\$ 47,702	23.1%
ARRA: Re-Employment Services	13,805	13,805	-	0.0%
ARRA: State Energy Sector Partnership	392,971	346,051	46,920	11.9%
ARRA: Supplemental Rapid Response	57,922	56,839	1,083	1.9%
ARRA: Supplemental Summer Youth	20,518	15,286	5,232	25.5%
ARRA: Wagner Peyser 10%	7,361	-	7,361	100.0%
ARRA: Wagner Peyser 90%	4,557	-	4,557	100.0%
ARRA: WIA Administration	43,299	44,329	(1,030)	-2.4%
ARRA: WIA Adults	133,243	120,653	12,590	9.4%
ARRA: WIA Dislocated Worker	168,283	125,481	42,802	25.4%
ARRA: WIA Youth	316,164	288,512	27,652	8.7%
DESE Adult Educ. Career Ctrs: Fund 342 - FY10	16,506	3,711	12,795	77.5%
DESE Adult Educ. Career Ctrs: Fund 342 - FY11	22,302	6,152	16,150	72.4%
Disabled Veterans Outreach Program	8,186	4,809	3,377	41.3%
USDOL HCLN Earmark	123,215	111,033	12,182	9.9%
DUA Unemployment Insurance	37,163	15,354	21,809	58.7%
DOT - SETPNS - JARC	110,721	94,847	15,874	14.3%
DOT - SETPNS - New Freedom	93,716	86,060	7,656	8.2%
E-Team Machinist Program	20,000	10,535	9,465	47.3%
High Performing WIB Award	53,523	53,523	-	0.0%
Local Veterans Employment Representative	4,555	1,957	2,598	57.0%
Rapid Response - State Staff	8,186	4,799	3,387	41.4%
Re-Employment Assessments	5,583	-	5,583	100.0%
Re-Employment Services	14,497	7,131	7,366	50.8%
Wagner Peyser ES 10%	4,036	4,036	-	0.0%
Wagner Peyser ES 90%	27,128	24,002	3,126	11.5%
WIA Formula Funds: Administration	291,413	140,587	150,826	51.8%
WIA Formula Funds: Adults	664,048	405,505	258,543	38.9%
WIA Formula Funds: Dislocated Workers	759,922	496,206	263,716	34.7%
WIA Formula Funds: Youth	895,516	670,895	224,621	25.1%
WIA Incentive - FY10	20,000	10,068	9,932	49.7%
WIA Incentive - FY11	20,000	4,759	15,241	76.2%
<i>Total Federal Funds</i>	<i>\$ 4,564,789</i>	<i>\$ 3,325,673</i>	<i>\$ 1,239,116</i>	<i>27.1%</i>

Budget-Actual Summary by Program
As of January 31, 2011

State & Local Funds

DESE: Adult Basic Education	\$ 113,641	\$ 111,280	\$ 2,361	2.1%
DESE: Connecting Activities	75,000	44,321	30,679	40.9%
DTA CIES	110,236	114,219	(3,983)	-3.6%
Earned Funds	39,839	4,839	35,000	87.9%
Shannon - Year 3 Carry-Over	5,700	5,700	-	0.0%
Shannon - Year 4	17,301	18,119	(818)	-4.7%
Shannon - Year 5	18,000	-	18,000	100.0%
State One-Stop Career Centers	144,471	120,694	23,777	16.5%
Summer YouthWorks - FY10 Part	155,761	151,058	4,703	3.0%
Summer YouthWorks - FY11 Part	148,070	120,688	27,382	18.5%
WCTF - Financial Services	122,318	94,076	28,242	23.1%
WCTF - NSCC Hospitality Contract - FY09	11,462	6,721	4,741	41.4%
WCTF - NSCC Hospitality Contract - FY10	11,556	1,294	10,262	88.8%
Workforce Training Fund	94,800	51,561	43,239	45.6%
<i>Total State Funds</i>	<i>\$ 1,068,155</i>	<i>\$ 844,570</i>	<i>\$ 223,585</i>	<i>20.9%</i>
TOTAL FUNDS	\$ 5,632,944	\$ 4,170,243	\$ 1,462,701	26.0%