



**BOARD REPORT**

**November 29, 2012**

Prepared on  
November 8, 2012

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**North Shore Workforce Investment Board  
Meeting Minutes**

**September 27, 2012**

**Those in attendance:** David Baer, Arthur Bowes, Robert Bradford, Wayne Burton, Bonnie Carr (for Cathy Latham), Tom Daniel, Tim Doggett, Tony Dunn, Steve Falvey, Arlene Greenstein, Susan Jepson, Stephanie Lee, Tom Lemons, Marcia Greisdorf, Mike McCarthy, Diane Smith (for Doris Murphy), Laurie Roberto, Sherrie Saint-Amant, Steve Shea, Nancy Stager, Bill Tinti, Richard Viscay, and David Manning.

**Those not in attendance:** Rich Bane, Jim Beauvais, Brian Cranney, Chris Curtin, Ann Louise Glynn, Peggy Hegarty-Steck, Mickey Northcutt, Cindy Emerzian and Thelma Williams.

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

**Guests:** Congressman Tierney with his staff members Darrin Swimm and Kevin McDermott.

The meeting begins at 8:10am.

A quorum is present.

Bill Tinti began his last meeting as Chair, after eight years of service, by introducing Congressman John Tierney to the meeting.

Congressman Tierney thanked Bill for his eight years of service and praised his commitment to workforce development both locally and nationally. The Congressman then thanked Nancy Stager for taking on the challenge of Chair by saying she is “well-schooled and ready to go”.

Mary thanked Congressman Tierney for his help with procuring funding and his general support of the Healthcare Learning Network™. HCLN is a program that provides math, science, computer, and English classes to entry level healthcare workers to prepare them for college. HCLN has been running for the last few years with the support of Congressman Tierney. Of the 65 students enrolled, 17 have entered college with more on the way.

Congressman Tierney was presented with a token of appreciation for his efforts with HCLN.

**Election of Officers**

The executive committee put together a slate of officers that have been approved by Mayor Driscoll. The officers are:

Chair – Nancy Stager  
Vice Chair – Arthur Bowes  
Treasurer – Steve Falvey  
Clerk/Secretary – Jim Beauvais

Tim Doggett moved to accept the new officers as presented. David Baer seconded the motion. The officers were approved by a unanimous vote of all members in attendance.

Nancy Stager thanked Bill Tinti for his efforts during his tenure as Chair. Over the last eight years, Bill's leadership, wisdom, and focus has helped make the NSWIB one of the best WIB's in the Country. Some of the WIB's accomplishments under Bill's leadership are:

- FirstJobs, the summer job program that started in 2006.
- Youth Career Center, the first center that focuses on teens and young adults.

- Business Services Unit, a section of the career center that focuses on the needs of the employer.

Bill has led at all levels. It takes a special person to be able to lead on a local and state level and have the credentials and credibility to take to the national level and be able to have an impact on legislation like WIA re-authorization. Bill has encouraged the WIB staff to reach for more and anticipate what we should be doing next, which evolved into the NSWIB being one of the first recognized High Performing WIB's in the state. Bill has also encouraged a focus on sector based initiatives like HCLN and labor market data with the Labor Market Blueprint and the creation of the Data Academy. Bill can be credited with many accomplishments under his leadership and will be missed as Chair. He was presented with a gift for his hard work, leadership, wisdom, and focus over the last eight years.

Bill said a few words of thanks. Nancy opened discussion to the group.

### **Review of FY2013 Strategic Plan**

Going forward the WIB will have to find ways to raise revenue and reduce expenses in order to focus more training dollars on the people who need it most. Middle skills are where the jobs are but not where most of the job seekers are so the WIB has to focus on finding ways to train lower skilled workers and prepare them for the available middle skill jobs. There is also a lot of work going on in the committees and below is a summary of that work.

#### Workforce Systems Committee

- Maintain Charter Work as well as continue to find ways to decrease infrastructure costs
- Extended Unemployment Compensation/Long Term Unemployed Study – why do these customers remain unemployed and what can we do to help?
- Older Worker/Immigrant Worker Studies – critical groups that have special obstacles to be addressed
- Update Annual Report to the Legislature – work closely with EOLWD
- Staffers of Elected Officials Attending Board Meetings

#### Skills Gap Committee

- Occupational/Skills Sets Documentation
- Distance Learning Study (with Salem State U. and North Shore Community College)
- Mapping Project with NSCC
- Continuation of Technical Nurse Assistant Program at North Shore CC
- Sector Presentations at Career Center (via WEB) building on LABS approach.

#### Partnership Committee

- Marketing Plan
- Revise Newsletter and Information announcements
- Manufacturing and Life Sciences Partnerships – The NSWIB is part of a 4 WIB consortium being developed to address the manufacturing concerns in our area. The WIB just received a \$24,000 grant to do research into the emerging life sciences industry.
- Social Media and Membership Increase

#### Youth Pipeline Committee

- Assess needs and develop appropriate LMI activities with VOC Tech Schools and Comprehensive High Schools
- Convene Companies/school Administrators around LMI for Youth
- Increase marketing/demonstrate urgency of Summer Jobs for Teens
- Project/funding to support Youth Adults <25 who are out of school/work

Sherrie Saint-Amant of TJX companies was recognized as the newest Board member after being on the Youth Pipeline Committee for the last two years.

## **Chairman's Report**

On October 10, 2012 the 3<sup>rd</sup> Annual Jobs and Workforce Summit will take place at the Public House in Sturbridge. Open to all WIB members. This is a great opportunity to sit with policy makers, educators, government officials, and business owners to discuss workforce development.

Skills Gap – Supply and Demand in the Northeast will be held on November 8, 2012 at 8:00am at Merrimack College. At that session, Commonwealth Corporation and the New England Public Policy center will release their labor market report for the northeast region. Another great opportunity to talk about workforce development in a data driven discussion.

### FY 2013 meeting schedule:

January 10, 2013

March 14, 2013

May 9, 2013

All at 8:00am

A PowerPoint presentation outlining this meeting and other supporting information is available by request.

Tom Lemons moved to accept the minutes of the May 10 meeting as presented. Tim Doggett seconded the motion. All member in attendance voted in favor of accepting the minutes.

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

The meeting adjourned at 8:55am.

The next meeting is scheduled for November 29, 2012.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
<b>Lynn</b>	496	385	1,999	4,623	1,739
<b>Salem</b>	520	252	1,867	3,022	1,158
<b>Gloucester</b>	44	63	110	755	244
<b>Total</b>	1,060	700	3,976	8,400	3,141

*Total Customers Served*

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
<b>Lynn</b>	1,821	642	4,111	7,704	3,733
<b>Salem</b>	1,490	420	3,660	5,037	2,271
<b>Gloucester</b>	150	105	325	1,259	528
<b>Total</b>	3,461	1,167	8,096	14,000	6,532

**Customer Placements (#/% of total customers served)**

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
<b>Lynn</b>	183/10%	83	418/10%	1,002	502/13%
<b>Salem</b>	154/10%	55	366/10%	655	269/12%
<b>Gloucester</b>	26/17%	14	63/19%	164	64/12%
<b>Total</b>	363/10%	152/13%	847/10%	1,820/13%	835/13%

**Customer Satisfaction – Results for July 2012 to September 2012**

*Job Seeker*

<b>Gloucester (n=13)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Were you satisfied with the results of your visit?	9 (69%)	4 (31%)	0 (0%)	0 (0%)

<b>Lynn (n = 38)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Were you satisfied with the results of your visit?	17 (45%)	19 (50%)	2 (5%)	0 (0%)

<b>Salem (n = 33)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Were you satisfied with the results of your visit?	12 (36%)	18 (55%)	2 (6%)	1 (3%)

<b>System-Wide (n = 84)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
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Were you satisfied with the results of your visit?	38 (42%)	41 (49%)	4 (5%)	1(1%)
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*Employer*

System-Wide (n = 15)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	6 (40%)	8 (53%)	1 (7%)	0 (0%)

**Employer Services**

*New Accounts*

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	24	18	75	220	91
Salem	25	23	49	275	53
Gloucester	5	5	15	55	20
<b>Total</b>	54	46	139	550	164

*Total Employers Served*

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	68	43	217	520	244
Salem	52	54	94	650	91
Gloucester	7	11	21	130	26
<b>Total</b>	127	108	332	1,300	361

*Total Number of Employers Listing Job Orders*

	September, 12		Actual YTD		Sept, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	48	17	176	210	187
Salem	29	32	59	381	46
Gloucester	5	8	12	98	8
<b>Total</b>	82	58	247	700	241

**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Sept, 11 YTD</b>
<b>Adult</b>	127	184	145
<b>Dislocated Worker</b>	235	307	321

**Overall WIA Placement**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Sept, 11 YTD</b>
<b>Adult</b>	0	75	1
<b>Dislocated Worker</b>	1	146	4

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

<b>Vendor</b>	<b>Number Served</b>	<b>Placement Rate</b>	<b>Average Wage</b>	<b>Number Served in FY 12</b>
<b>North Shore CC</b>	20	100%	20.67	57
<b>NSCAP</b>	9	0	0	21
<b>American Red Cross</b>	3	0	0	25
<b>Millennium</b>	3	0	0	30
<b>Center for Manufacturing Technologies</b>	2	0	0	3
<b>Medical Professional Services</b>	2	0	0	1
<b>New England Tractor Trailer</b>	2	100%	24.00	16
<b>Salem State College</b>	2	0	0	10
<b>William George Associates</b>	2	0	0	8

**YOUTH DIVISION**

**Workforce Investment Act Programs**

<b>Vendor</b>	<b>Number Served</b>	<b>Number Exited</b>	<b>Number placed/Average Wage</b>	<b>Number Served in FY 12</b>
<b>Action, Inc.</b>	11	1	0	28
<b>Catholic Charities</b>	15	6	3/8.33	41
<b>Girls, Inc.</b>	24	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
<b>Student Work and Learning Experiences</b>	200	462

**Work and Learning Experiences for High School Youth**

- First Jobs Summer Program has finally come to a close. Connecting Activities Staff worked closely with other staff members of the Youth Career Center to ensure a successful summer employment program. Even with the continuing challenges in the current economy the Youth Career Center worked with businesses and community based organizations to provide 462 job placements this summer. The breakdown of these placements is as follows: 157 youth obtained employment in employer paid private sector placements; 305 students were placed in subsidized employments with various nonprofit organizations throughout the North Shore. This was an increase of twenty-six placements from summer 2011.
- Youth Career Center Staff, continue to work together to increase the number of private sector placements. The number of private sector employment opportunities increased from summer 2011 to summer 2012 by thirty- six placements (121-157). Many of these youth placements were students who participated in Connecting Activities this past school year and are also future candidates for school year 2012-2013.
- Many students during this reporting period participated in field trip opportunities, education on Financial Literacy and job readiness workshops. Students from Salem High School, North Shore Technical High School, Lynn English High School and Lynn Vocational Technical Institute (LVTI) participated in two field trips to New England Bio Labs in Ipswich and Analogic in Peabody. These field trips were sponsored by Verizon, North Shore Community College, North Shore Workforce Investment Board and the Youth Career Center to educate students on Science, Technology, Engineering and Math (STEM).
- Students who were placed in a summer work experience participated in Financial Literacy. Kevin Noyes from People’s United Bank presented a workshop on career exploration, budgeting and credit scores. Youth learned the process and use of opening checking and saving accounts. North Shore Bank, Beverly Cooperative Bank and Eastern Bank hired local youth for summer teller positions.
- The Student Career Specialists are in the process of making contacts with the schools for the 2013 school year. The schools participating in Connecting Activities this year are: Salem High School Bridge, Salem Community Charter School, Fecteau Leary Jr/Sr High School, Lynn Vocational Technical Institute and Lynn Evening Education Program (LEEP) at Lynn English High School. Staff will work collaboratively with school staff and local businesses to develop job shadowing, career days, career exploration and field trips for students to gain knowledge and experience in the work world.

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

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$ 3,023,476	\$ 22,071	-	\$ 3,001,405	99.3%
Current Year Income	26,736	5,122	-	21,614	80.8%
Prior Year Carry-in	2,438,741	952,343	-	1,486,398	60.9%
<b>Total Revenue</b>	<b>\$ 5,488,953</b>	<b>\$ 979,536</b>	<b>-</b>	<b>\$ 4,509,417</b>	<b>82.2%</b>
<b><u>EXPENSES + OBLIGATIONS</u></b>					
<i>Admin Expenses</i>					
Personnel	\$ 229,858	\$ 60,326	-	\$ 169,532	73.8%
Expenses	99,628	23,206	3,130	73,292	73.6%
<b>Total Admin Expenses</b>	<b>329,486</b>	<b>83,532</b>	<b>3,130</b>	<b>242,824</b>	<b>73.7%</b>
<i>Program Expenses</i>					
Personnel	\$ 1,348,858	\$ 296,160	\$ 98,983	\$ 953,715	70.7%
Individual Training Accounts	884,020	101,205	237,217	545,598	61.7%
Supportive Services	14,250	-	-	14,250	100.0%
Youth Jobs	298,590	67,418	209,480	21,692	7.3%
Other Training	979,283	154,492	515,419	309,372	31.6%
Other Program Costs	803,555	192,403	240,010	371,142	46.2%
Business Services Costs	163,600	21,089	-	142,511	87.1%
<b>Total Program Expenses</b>	<b>\$ 4,492,156</b>	<b>\$ 832,767</b>	<b>\$ 1,301,109</b>	<b>\$ 2,358,280</b>	<b>52.5%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,821,642</b>	<b>\$ 916,299</b>	<b>\$ 1,304,239</b>	<b>\$ 2,601,104</b>	<b>53.9%</b>
<b>Planned Carry-Out</b>	<b>\$ 667,311</b>				

**Budget-Actual Summary by Program**  
**As of September 30, 2012**

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<b><u>Federal Funds</u></b>				
ARRA State Energy Sector Partnership	\$ 322,722	\$ 217,224	\$ 105,498	32.7%
DESE Adult Education: Fund 342 - FY12	5,260	2,223	3,037	57.7%
DUA Unemployment Insurance	22,620	7,387	15,233	67.3%
EOT: Transportation - FY11 JARC	169,227	150,072	19,155	11.3%
EOT: Transportation - FY11 New Freedom	137,432	116,913	20,519	14.9%
Emergency Unemployment Compensation	66,098	23,834	42,264	63.9%
Rapid Response - State Staff	10,639	2,735	7,904	74.3%
Rapid Response Set Aside: Machinist	180,972	16,818	164,154	90.7%
Rapid Response Set Aside: N.S. Companies	73,106	19,366	53,740	73.5%
Reemployment Eligibility Assessments	19,631	4,625	15,006	76.4%
Trade Adjustment Assistance: Case Mgt	9,653	1,966	7,687	79.6%
Vets: Disabled Veterans Outreach Program	10,639	2,735	7,904	74.3%
Vets: Local Veterans Employment Rep.	10,093	2,840	7,253	71.9%
Wagner Peyser ES 10%	34,219	6,691	27,528	80.4%
Wagner Peyser ES 90%	70,673	19,759	50,914	72.0%
Wagner Peyser ES 90%, FY12 Carry-in	18,337	4,506	13,831	75.4%
WIA Formula Funds: Administration	215,426	51,926	163,500	75.9%
WIA Formula Funds: Adults	745,975	204,482	541,493	72.6%
WIA Formula Funds: Dislocated Workers	781,095	305,770	475,325	60.9%
WIA Formula Funds: Youth	794,420	530,970	263,450	33.2%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,698,237</i></b>	<b><i>\$1,692,842</i></b>	<b><i>\$2,005,395</i></b>	<b><i>54.2%</i></b>
<b><u>State &amp; Local Funds</u></b>				
State One-Stop Career Centers	\$ 134,190	\$ 39,793	\$ 94,397	70.3%
DESE: Connecting Activities	104,091	44,786	59,305	57.0%
Workforce Training Fund	95,000	28,252	66,748	70.3%
DESE: Adult Education, Program 541	153,000	2,110	150,890	98.6%
FY12 DTA Integrated Employment Services	71,246	7,763	63,483	89.1%
FY13 DTA Integrated Employment Services	130,300	47,023	83,277	63.9%
Verizon Foundation Youth Grant	7,111	-	7,111	100.0%
Employer Engagement in Youth Employment	13,651	1,645	12,006	87.9%
YouthWorks: Summer 2012	409,059	350,567	58,492	14.3%
Earned Funds	5,757	5,757	-	0.0%
<b><i>Total State &amp; Local Funds</i></b>	<b><i>\$ 1,123,405</i></b>	<b><i>\$ 527,696</i></b>	<b><i>\$ 595,709</i></b>	<b><i>53.0%</i></b>
<b>TOTAL FUNDS</b>	<b>\$ 4,821,642</b>	<b>\$ 2,220,538</b>	<b>\$ 2,601,104</b>	<b>53.9%</b>