



**BOARD REPORT**

**November 4, 2010**

Prepared on  
October 25, 2010

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**North Shore Workforce Investment Board  
Meeting Minutes**

**September 9, 2010**

**Those in attendance:** Jim Beauvais, Arthur Bowes, Robert Bradford, Sandy Edwards (for Wayne Burton), Bonnie Carr and Jaye Warry (for Catherine Latham), Tom Daniel, Tim Doggett, Kathy Duggan, Tony Dunn, Steve Falvey, Beth Hogan, Susan Jepson, Tom Lemons, Althea Lyons, Mike McCarthy, Doris Murphy, Mickey Northcutt, Nancy Stager, Rosalina Sweeney, and Rich Viscay.

**Those not in attendance:** Rich Bane, Peter Beaudoin, Carol Couch, Brian Cranney, Michael Fitzgerald, Ann Louise Glynn, Arlene Greenstein, Stephanie Lee, Carolyn Miller, Roger Pilotte, Laurie Roberto, Bill Tinti, and Thelma Williams.

**Staff:** Mary Sarris, Maquisha Alleyne, Ed O'Sullivan, Will Sinatra, Mark Whitmore, Jane Colman, Shari Cornett, and Mike Medler.

**Special Guests:** Michaela Duffy of Congressman Tierney's Office.

The meeting begins at 8:10am.

A quorum is present.

Nancy Stager, Vice Chair began the meeting by asking if everyone in attendance had received and reviewed the minutes from the May meeting. Tom Lemons motioned to approve the minutes. Tony Dunn seconded the motion. The group voted in favor of approving the May 13, 2010 minutes. There were no members apposed.

Officer Nominations

The nominations for the following offices are:

- Vice Chair: Nancy Stager
- Treasurer: Steve Falvey
- Clerk/Secretary: Jim Beauvais

The reason there is no nomination for Chair is that position is appointed by the Mayor of Salem. Nancy asked if there were any other nominations from the floor and there were none. Tim Doggett motioned to accept the nominations as presented. Tom Lemons seconded the motion. The group voted in favor of accepting the above nominations of Officers for the 2010/2011 schedule. There were no members apposed.

By-Laws

The WIB has recently been through a review process on the State level. They reviewed the by-laws and came up with some suggestions for changes. These changes were sent out to the group in advance. Some of the changes are:

- Proxy for votes. This states that if a member is not able to attend a meeting during which there will be a vote, that member may have someone attend and vote on their behalf as long as the proxy brings a letter with them (or sends it in advance) that gives the proxy permission to vote for the member.
- Action without a meeting. This means members can vote on issues by email and/or mail, if necessary.

These are the main changes in the by laws. Most others are changes in wording and other minor issues. Tom Lemons motioned to accept the changes to the by-laws as presented. Susan Jepson

seconded the motion. The group voted in favor of accepting the changes to the NSWIB by-laws. No members were apposed.

There is an open house coming up on Friday, October 1, 2010 at the New England Carpenters Training Center in Millbury, MA. The event is between 9:00am and 2:00pm. There will be demonstrations such as: under water welding, best practices in Health Care construction, and concrete work.

### Youth Policies

There are several policies that have come up and were voted on by the Youth Pipeline Committee but need to be approved by the Board. Those policies have been circulated to the group in advance for review. Through WIA we serve extremely at risk youth through four vendors, Action Inc., Girls, Inc., My Turn, and Catholic Charities. They serve 70% out of school youth and 30% in school youth in various types of education and occupational training, as well as counseling, career exploration, etc. Because these are federal programs there are many requirements that need to be met and paperwork submitted that shows we are, indeed, serving the most at risk youth. The policies to be adopted affect the documentation needed for these youth. The Summaries of these policies are:

- Program policy 07 discusses the procedures through which youth receive Intake (i.e., are determined eligible for services), Objective Assessment, (i.e., through which the needs of youth are delineated), and Individual Service Strategy Development (i.e., through which a plan for addressing these needs is articulated). WIB approval is needed for the policies surrounding barriers for youth employment and how we document those barriers. Identifying these barriers is part of the Intake process.
- Program policy 24 discusses the concept of an “Applicant Statement” which can be used as a surrogate for various documents in cases where youth cannot get the appropriate documents, particularly for homeless or runaway youth.

Susan Jepson motioned to accept the policy changes as presented. Rosalina Sweeney seconded the motion. The group accepted the policy changes as presented. No members were apposed.

### Planning for FY 2011

The WIB reviewed information on funding levels and other issues regarding the FY2011 plan. Back in the May meeting there was hope that the NSWIB would receive funding for summer youth, but that did not come through. We have continued to receive funding for special grants from the state for our Banking program, our Health Care program and our Green Training program. We may be receiving some on-the-job training funds from the state.

The Executive Committee has come up with two issues for discussion.

1. Does the WIB continue to be strategically focused on the environment in which we exist and investing resources where they are needed?
2. How so we increase training money and maintain quality customer service in a One-Stop Career Center environment.

With that in mind, over the summer Mary contacted the members for an informal SWOT Analysis. The results of the SWOT Analysis were discussed and members added to the results.

### Strengths

Board is diverse, active, strong, proactive, creative, able to find resources, collaborative, a voice for the region, maintaining and supporting quality staffing, focused on the needs of the region, using data to make decisions.

The members added these strengths to the discussion: High Performing and responsive.

### Weaknesses

Not enough visibility, not sufficiently known, continued perception of low-skilled customer base, not enough funding to serve all youth and all unemployed in the region, paperwork!

The members added these weaknesses to the discussion: Don't think the WIB represents the face of the community on the Board level.

### Opportunities

At a crossroad economically, blend of industries in the region, importance of medical-related industries, strong partnerships with schools, reverse negative perceptions by showing no-cost services, use labor market/economic development information to build relationships, be at the center of our economic recovery.

The members added these opportunities to the discussion: aging demographic, folks 55 years and older need to work, standard path for everyone walking through the door for generic certification e.g. Microsoft Training, calibrating and bolstering skills w/ minimum characteristics, Work Keys – work readiness certification which allows us to quantify 3 basic criteria(math, information processing, language skills), sharing resources for workplace education between and among the public and private sector, because of the increase in costs over seas companies are “re-shoring”.

### Threats

Current system of UI, potential to lose government funding, lack of job growth, laws that allow companies to move overseas, excessive government spending over the long hall with no economic growth.

The members added these threats to the discussion: There should be incentives for companies to want to stay here instead of going overseas.

During the SWOT Analysis, the members were asked what they thought the number one priority for FY 2011 was. The answers and additional comments are below.

### Number one priority for FY2011

Influence policy to get people back to work, degrees in STEM fields, teach everyone Microsoft skills, work to project three to five years into the future, improve reputation with HR staff, continue to develop training programs, focus on health care and manufacturing, expand number of business partners, help people work toward careers, pay attention to job placements, get people to work!

Additional comments from the members are: the need to do more with less.

The NSWIB is facing a training challenge. Our WIA grants are remaining stable as Career Center Infrastructure and related costs go up and our ARRA funding is ending. The challenge is how can we reduce and/or enhance Career Center Infrastructure funding so as to increase investment in training? The Workforce Systems Committee is taking on this challenge by looking at the structure of how the WIB operates and how the WIB can distribute the training dollars as efficiently as possible. The Workforce Systems Committee will continue to update the Board throughout the year.

### North Shore WIB Labor Force Blueprint Economic Development

The North Shore Alliance for Economic Development conducted interviews with representatives from Banks, Venture Capitalists/Investment Managers, Governmental and non-profit Organizations, Business Parks, Construction and Real Estate Development organizations to provide information regarding both the region's business sectors that are experiencing investment

and those sectors that are either economically stagnant or experiencing disinvestment. The alliance developed a numbering system as they spoke to these people to try to organize the sectors in our region from the highest to the lowest. This will be included in the new Blueprint. As a result of this research four sectors have been identified as winning sectors, one as struggling, and one as confusing. These are listed below. In the new Blueprint there are long lists of recommendations for each sector. The first for each is provided.

#### Winning Sectors

1. 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.
2. Life Sciences and Bio-Tech: Introduce the Boston/Cambridge Life Science and Bio-Tech real estate community to the North Shore real estate opportunities; in particular, market the North Shore rental costs against the Boston/Cambridge market.
3. Manufacturing: Ease local zoning and permitting requirements for manufacturing and advanced manufacturing to be more accommodating to physical expansions.
4. Financial Services: Highlight, communicate and market the success that area banks have had in creating clearly defined career paths for entry level employees.

#### Struggling Sector and confusing sector

1. Construction and Green Jobs: Economic and workforce development entities should work jointly to inform the business community about the emergence of the green economy and the career opportunities that exist.

Through the research for the new Labor Market Blueprint, specific recommendations for the workforce development system to respond to the current recession have been made. Some of these recommendations are representative below.

- Working with industry to develop new Associate's degrees or enhance current Associate's degree programs to meet the needs of the critical and emerging industries, particularly for the middle skill jobs where there is projected to be a skills gap when we come out of the recession.
- Develop programs aimed at helping people, particularly mature workers, transition to employment in new occupations and industries. This is particularly important for industries where many of the critical occupations are not coming back.
- Create an increased regional focus on foundational skills. From the K-12 system to the community colleges and universities in the region need to increase the foundational skills of the population.

The 2011 Labor Market Blueprint will be released on October 15, 2011. Board members will receive a copy in the mail upon its release.

Several charts were reviewed and discussed by those in attendance. These charts can be found online in the Powerpoint presentation for the September 9, 2010 Board meeting or by contacting the NSWIB office.

The next meeting was scheduled for November 11, however that is a holiday. The members were asked to check their schedules and see if they are available to meet on either November 4, 2010 or November 18, 2010. The final date will be sent to the members as soon as possible.

Nancy requested a motion to adjourn the meeting. Mike McCarthy motioned to adjourn and Tony Dunn seconded the motion. All members voted in favor of adjourning the meeting.

The meeting adjourned at 9:10am.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Sept, 10		Actual YTD		Sept, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
<b>Lynn</b>	380	361	1,389	4,331	1,137
<b>Salem</b>	579	236	1,355	2,836	783
<b>Gloucester</b>	98	59	251	708	227
<b>Total</b>	1057	656	2,995	7,875	2,147

*Total Customers Served*

	Sept, 10		Actual YTD		Sept, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
<b>Lynn</b>	1,498	602	3,261	7,219	3,044
<b>Salem</b>	1,382	394	2,476	4,725	1,606
<b>Gloucester</b>	349	98	1,653	1,181	637
<b>Total</b>	3,229	1,094	7,390	13,125	5,287

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

	Sept, 10		Actual YTD		Sept, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/11	Actual
<b>Lynn</b>	125/8%	78	630/19%	938	590
<b>Salem</b>	88/6%	51	290/12%	614	208
<b>Gloucester</b>	30/9%	13	85/5%	154	86
<b>Total</b>	243/8%	142/13%	1005/14%	1,706/13%	884/17%

**Customer Satisfaction – Results for July-September 2010**

*Job Seeker*

<b>Gloucester (n = 39)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	35 (90%)	3 (8%)	1 (2%)	0 (0%)

<b>Lynn (n = 137)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	52 (38%)	58 (42%)	20 (15%)	7 (5%)

<b>Salem (n = 72)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	32 (44%)	29 (40%)	7 (10%)	4 (6%)

<b>System-Wide (n = 248)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	119 (48%)	90 (36%)	28 (11%)	11 (5%)

*Employer*

<b>System-Wide (n = 15)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Overall satisfaction with Career Center services.</b>	11 (73%)	4 (27%)	(0%)	0 (0%)

**Employer Services**

*New Accounts*

	<b>Sept, 10</b>		<b>Actual YTD</b>		<b>Sept, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/11</b>	<b>Actual</b>
<b>Lynn</b>	41	18	130	220	64
<b>Salem</b>	18	23	28	275	33
<b>Gloucester</b>	4	5	7	55	18
<b>Total</b>	63	46	165	550	115

*Total Employers Served*

	<b>Sept, 10</b>		<b>Actual YTD</b>		<b>Sept, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/11</b>	<b>Actual</b>
<b>Lynn</b>	91	40	310	480	189
<b>Salem</b>	36	50	78	600	118
<b>Gloucester</b>	13	10	31	120	42
<b>Total</b>	140	100	419	1,200	349

*Total Number of Employers Listing Job Orders*

	<b>Sept, 10</b>		<b>Actual YTD</b>		<b>Sept, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/11</b>	<b>Actual</b>
<b>Lynn</b>	78	14	272	165	165
<b>Salem</b>	22	26	38	308	38
<b>Gloucester</b>	7	6	21	77	27
<b>Total</b>	107	46	331	550	230



**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 10</b>
North Shore CC	33	NA	NA	112
Spectrum	19	100%	10.36/Hr	24
Salem State University	15	NA	NA	59
NSCAP	14	100%	20.00/Hr	51
Northern Essex CC	8	100%	18.00/Hr	37
American Red Cross	7	100%	11.50/Hr	35

**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 10</b>
Action, Inc.	23	5	2/9.45	34
Catholic Charities	28	4	1/8.50	52
Girls, Inc.	27	7	0/0	31
My Turn, Inc.	24	2	1/8.50	30

**School-to-Career**

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

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	200	405

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

- Out of the 405 First Jobs placements, 332 teens are participating in Connecting Activities.
- Student Career Specialist has begun communicating and meeting with the four contracted schools. Workshops and Job Development will be starting November 1, 2010.
- Employer Outreach Specialist is working with the Business Service Unit and North Shore employers to increase school year placements.

- Student Career Specialist attended Creating New Pathways Conference to increase the number of students earning a High School diploma. The conference was sponsored by the Department of Elementary and Secondary Education.

Budget-Actual Summary by Expense Category  
As of September 30, 2010

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,133,611	\$ 235,723	\$ -	\$ 2,897,888	92.5%
Current Year Income	78,419	62,239	-	16,180	20.6%
Prior Year Carry-in	3,499,579	902,640	-	2,596,939	74.2%
<b>Total Revenue</b>	<b>\$ 6,711,609</b>	<b>\$ 1,200,602</b>	<b>\$ -</b>	<b>\$ 5,511,007</b>	<b>82.1%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 329,115	\$ 79,593	\$ 1,730	\$ 247,792	75.3%
Expenses	121,887	33,196	1,152	87,539	71.8%
<b>Total Admin Expenses</b>	<b>\$ 451,003</b>	<b>\$ 112,789</b>	<b>\$ 2,882</b>	<b>\$ 335,332</b>	<b>74.4%</b>
<u>Program Expenses</u>					
Personnel	\$ 1,603,570	\$ 359,456	\$ 5,056	\$ 1,239,058	77.3%
Individual Training Accounts	702,649	157,730	396,379	148,540	21.1%
Supportive Services	15,935	3,238	2,351	10,346	64.9%
Youth Jobs	417,957	107,788	244,347	65,822	15.7%
Other Training	1,500,840	128,689	1,215,429	156,722	10.4%
Other Program Costs	730,283	136,525	219,512	374,246	51.2%
Business Services Costs	134,968	20,184	-	114,784	85.0%
<b>Total Program Expenses</b>	<b>\$ 5,106,202</b>	<b>\$ 913,610</b>	<b>\$ 2,083,074</b>	<b>\$ 2,109,518</b>	<b>41.3%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 5,557,204</b>	<b>\$ 1,026,399</b>	<b>\$ 2,085,956</b>	<b>\$ 2,444,849</b>	<b>44.0%</b>
<b>Planned Carry-Out</b>	<b>\$ 1,154,405</b>				

Budget-Actual Summary by Program  
As of September 30, 2010

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i><u>Federal Funds</u></i>				
ARRA: Health Care Skills Gap	\$ 206,450	\$ 157,695	\$ 48,755	23.6%
ARRA: Re-Employment Services	13,805	13,805	-	0.0%
ARRA: State Energy Sector Partnership	392,971	309,648	83,323	21.2%
ARRA: Supplemental Rapid Response	57,922	57,320	602	1.0%
ARRA: Supplemental Summer Youth	20,518	16,762	3,756	18.3%
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	24,472	18,827	43.5%
ARRA: WIA Adults	133,243	77,795	55,448	41.6%
ARRA: WIA Dislocated Worker	168,283	88,394	79,889	47.5%
ARRA: WIA Youth	316,164	269,843	46,321	14.7%
DESE Adult Education Career Centers - FY10	16,506	16,710	(204)	-1.2%
DESE Adult Education Career Centers - FY11	22,293	1,428	20,865	93.6%
Disabled Veterans Outreach Program	8,186	-	8,186	100.0%
DOL HCLN Earmark	123,215	99,325	23,890	19.4%
DUA Unemployment Insurance	37,163	-	37,163	100.0%
EOT - SETPNS - JARC	110,721	86,890	23,831	21.5%
EOT - SETPNS - New Freedom	93,716	84,328	9,388	10.0%
E-Team Machinist Program	20,000	5,231	14,769	73.8%
High Performing WIB Award	53,523	42,835	10,688	20.0%
Local Veterans Employment Representative	4,555	-	4,555	100.0%
Rapid Response - State Staff	8,186	-	8,186	100.0%
Re-Employment Assessments	5,583	-	5,583	100.0%
Re-Employment Services	14,497	-	14,497	100.0%
Wagner Peyser ES 10%	4,036	4,036	-	0.0%
Wagner Peyser ES 90%	27,128	19,118	8,010	29.5%
WIA Formula Funds: Administration	291,413	56,420	234,993	80.6%
WIA Formula Funds: Adults	664,048	243,235	420,813	63.4%
WIA Formula Funds: Dislocated Workers	759,922	254,934	504,988	66.5%
WIA Formula Funds: Youth	895,516	571,575	323,941	36.2%
WIA Incentive - FY10	20,000	4,472	15,528	77.6%
<i>Total Federal Funds</i>	<i>\$ 4,544,780</i>	<i>\$ 2,506,271</i>	<i>\$ 2,038,509</i>	<i>44.9%</i>

Budget-Actual Summary by Program  
As of September 30, 2010

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State &amp; Local Funds</i>				
DESE: Adult Basic Education	\$ 113,641	\$ 109,055	\$ 4,586	4.0%
DESE: Connecting Activities	75,000	11,752	63,248	84.3%
DTA Employment Services	111,544	73,336	38,208	34.3%
Earned Funds	800	800	-	0.0%
Shannon - Year 3 Carry-Over	5,700	1,222	4,478	78.6%
Shannon - Year 4	17,301	19,007	(1,706)	-9.9%
State One-Stop Career Centers	144,471	40,011	104,460	72.3%
Summer YouthWorks - FY10 Part	155,761	150,357	5,404	3.5%
Summer YouthWorks - FY11 Part	148,070	120,857	27,213	18.4%
WCTF - Financial Services	122,318	50,017	72,301	59.1%
WCTF - NSCC Hospitality Contract - FY09	11,462	5,920	5,542	48.4%
WCTF - NSCC Hospitality Contract - FY10	11,556	1,145	10,411	90.1%
Workforce Training Fund	94,800	22,605	72,195	76.2%
<i>Total State Funds</i>	<i>\$ 1,012,424</i>	<i>\$ 606,084</i>	<i>\$ 406,340</i>	<i>40.1%</i>
				\$
<b>TOTAL FUNDS</b>	<b>\$ 5,557,204</b>	<b>\$ 3,112,355</b>	<b>2,444,849</b>	<b>44.0%</b>