



BOARD REPORT

September 27, 2012

Prepared on
September 6, 2012

TABLE OF CONTENTS

	Page
Minutes of Board Meeting of May 10, 2012	3
Career Centers Division	6
Training Division / Workforce Investment Act	8
Youth Services Division	8
Financial Reports	10

North Shore Workforce Investment Board Meeting Minutes

May 10, 2012

Those in attendance: David Baer, Art Bowes, Bonnie Carr (for Cathy Latham), Carol Couch, Brian Cranney, Time Doggett, Tony Dunn, Ann Louise Glynn, Peggy Hegarty-Steck, Beth Hogan, Susan Jepson, Stephanie Lee, Tom Lemons, Mike McCarthy, Doris Murphy, Mickey Northcutt, Steve Shea, Nancy Stager, Rich Viscay and David Manning.

Those not in attendance: Rich Bane, Jim Beauvais, Bob Bradford, Wayne Burton, Tom Daniel, Chris Curtin, Steve Falvey, Arlene Greenstein, Laurie Roberto, Bill Tinti, Cindy Emerzian, and Thelma Williams.

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

Guests: Meghan Hammill – Congressman Tierney's office and Darrin Swimm – Senator McGee's office.

The meeting begins at 8:10am.

A quorum is present.

Nancy Stager, Vice Chair, begins the meeting. Bill Tinti is at a state wide WIB Association meeting.

Chairman's Report

There is a Massachusetts WIB Association meeting today and tomorrow. This meeting is a great opportunity for all WIB chairs and Directors state wide to get together and discuss the issues at hand and what should be done for the upcoming year. One of the topics discussed will be the Federal USDOL grant that all MA WIBs collaborated on that was submitted on March 24. This is a very competitive grant with somewhere around 500 applicants nationwide. A large part of the meeting today will center around what was written in the grant and how to proceed in the absence of this funding, if necessary. A lot could be done, particularly, in the training of Career Center staff and, hopefully, finding the best technology to use to move forward. Another talking point will be a Commonwealth Corporation Survey on teen employment. The survey interviewed 10 major companies in the region and asked pertinent questions about teen employment.

Congressman Tierney has submitted a 2012 Workforce Investment Act for reauthorization. The new law will strengthen the role of the WIBs and makes it easier to access from a customer's prospective.

The Executive Office of Labor and Workforce Development contracted the Federal Reserve Board to do some labor market research on the whole state. The state was broken into five regions, one being the Northeast which is comprised of the North Shore, Merrimack Valley, and Greater Lowell WIB areas. On November 8, 2012 at 8:00am the findings will be presented at a meeting at Merrimack College. November 8 would have been our Board of Directors meeting so we pushed that out for another two weeks.

Committee Updates

Youth Pipeline

With summer quickly approaching the WIB is reaching out to businesses asking for jobs or to contribute funds to hire teens for the summer.

The WIB has released the FirstJobs 2011 Final Report which is an analysis of the last 5 years of the program. It shows the number of applicants (7236) verse the number of teens hired (2171) over the

years as well as the many different funding sources. The report gives a better understanding of challenges that teens and companies face over this issue. A request is going out to all member companies to hire a teen or make a financial contribution to allow a teen to be hired through a non-profit and to spread the word to other businesses.

The First Career Steps survey was initiated by The Skills Library on behalf of the Department of Elementary and Secondary Education (DESE). The survey was given to teens to gauge career readiness. The Youth Pipeline committee reached out to different agencies to get the surveys out to the teenagers. It was a state wide survey that received 312 responses. Of those 312 responses, 232 were from North Shore students. From the results, we came up with 3 basic observations.

1. Need to dispel the myth about which students want to attend 4 year colleges.
2. Students are showing high level interest in Health and STEM fields, such as Healthcare, Social Work, Engineering and Math, Construction Trades, Education and Criminal Justice and Forensics.
3. Youth have a very high opinion of their work skills but a low opinion of their data and number skills

There is a discrepancy between STEM related career interest of youth and their confidence of their math and data abilities. These students responded the least confident in their abilities in working with data and numbers.

There is a disconnect between youth perception of themselves as employees and opinions of employers of youth as workers. (FirstJobs Report pgs. 11-12 “Youth as Workers” Employer Opinion Survey”)

Skills Gap Committee

The Career Centers have gained access to TORQ Works, an on-line analytic program that matches customer skills with various occupations, throughout job employment websites within the State of Massachusetts. The program calculates a TORQ score, a single number that indicates how easy it may be for a worker to transfer from one occupation to another, based on his or her personal knowledge, skills, and abilities.

Example:

1. Office Clerk to Electrician – TORQ Score of 34
A score of 34 represents a high level of difficulty and extensive training necessary to make the transition.
2. Office Clerk to Teller – TORQ Score of 82
A score of 82 represents some difficulty and some training necessary to make the transition.

The tool also provides knowledge skills and ability gaps based on previous employment, current job openings, and training programs in the area that a customer can attend to gain skills.

The Skills Gap created an Adult Basic Education Employment Survey to gather information about the employment issues of ABE customers. The survey was sent to all North Shore ABE providers as well as social service agencies. 241 responses have been received to date, but the survey is still “live” on Constant Contact.

Of the 241 respondents, about 60% are in ESOL classes, 22% are in GED preparation and about 20% are in ABE classes. Most of the people surveyed were working (60% and about 15% have two or more jobs) in primarily low wage jobs. The respondents have clearly indicated education and training to be a primary challenge in obtaining higher quality work.

Surveys are still coming in and a final analysis, including occupation/industry data should be complete in June. The results of this survey will help develop programs and services to move students into jobs and careers and fill job vacancies.

Workforce Systems Committee

The career centers are focusing on how to do more with less. There has been some staff consolidation as well as an emphasis on a “pod” system which focuses on industry sectors. The staff is utilizing different tools such as TORQ, Work Keys and Key Training to make their job less labor intensive while providing the customer with high quality services.

It was realized that the Career Centers were spending more on “bricks and mortar” and staff than on training. A lot has been done to reduce these costs to free up funds to train more people including a move to a new location in Gloucester. The Gloucester office is now in space lent to us by Action, Inc. The new office is open Monday – Thursday, 8:30am – 5:00pm and Friday 9:30am to 5:00pm. There are 2 full time staff that provide core and intensive services on site. Workshops and other services are offered in Salem.

Partnership Committee

The partnership committee conducted a member affiliation survey to try and tap into some new, non-traditional partnerships. Through this survey we have come up with a targeted list of organizations that, although they are familiar, have not been utilized as partners. The goal is to meet with these groups and present targeted information base on their needs.

Strategic Plan Brochure – The committee has created a brochure that highlights our strategic goals for the next three years. It explains why we are “data driven” and discusses that the strategic planning process “means for you” as a business, as a job seeker and as an educator or community organization. The brochure is available online or in hard copies for distribution.

Twitter – the North Shore WIB has set up a twitter page to share information and get more name recognition. Please become a follower.

FY 2013 meeting schedule:

September 27, 2012

November 29, 2012

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.

Brian Cranney moved to accept the minutes of the March 18 meeting as presented. Tom Lemons seconded the motion. All members in attendance voted in favor of accepting the minutes.

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

The meeting adjourned at 9:07am.

The next meeting is scheduled for May 10, 2012.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/12	Actual
Lynn	565	385	5,592	4,623	5,187
Salem	575	252	4,301	3,022	4,341
Gloucester	38	63	506	755	808
Total	1,178	700	10,399	8,400	10,336

Total Customers Served

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/12	Actual
Lynn	1,663	642	8,714	7,704	8,296
Salem	1,491	420	6,161	5,037	6,095
Gloucester	188	105	889	1,259	1,454
Total	3,342	1,167	15,764	14,000	15,845

Customer Placements (#/% of total customers served)

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/12	Actual
Lynn	109/7%	83	1136/13%	1,002	1538/19%
Salem	93/6%	55	831/13%	655	1013/17%
Gloucester	32/17%	14	171/19%	164	274/19%
Total	234/7%	152/13%	2138/14%	1,820/13%	2825/18%

Customer Satisfaction – Results for April 2012 to June 2012

Job Seeker

Gloucester (n=15)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	10 (63%)	6 (37%)	0 (0%)	0 (0%)

Lynn (n = 41)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	23 (56%)	15 (37%)	2 (5%)	1 (2%)

Salem (n = 34)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	15 (44%)	17 (50%)	1 (3%)	1 (3%)

System-Wide (n = 91)	Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	48 (53%)	38 (42%)	3 (3%)	2 (2%)
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Employer

System-Wide (n = 13)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	7 (53%)	3 (39%)	1 (8%)	0 (0%)

Employer Services

New Accounts

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/12	Actual
Lynn	29	18	450	220	490
Salem	22	23	209	275	157
Gloucester	4	5	64	55	72
Total	55	46	723	550	719

Total Employers Served

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/12	Actual
Lynn	65	40	912	480	928
Salem	38	50	348	600	289
Gloucester	8	10	83	120	125
Total	111	100	1,343	1,200	1,342

Total Number of Employers Listing Job Orders

	June, 12		Actual YTD		June, 11 YTD
	Actual	Plan	Actual	Plan thru 6/30/12	Actual
Lynn	46	17	459	210	608
Salem	18	32	131	381	117
Gloucester	5	8	21	98	61
Total	69	58	611	700	786

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 11
North Shore CC	57	85%	20.54	102
Millennium	30	100%	24.38	22
American Red Cross	25	92%	11.87	17
NSCAP	21	100%	17.27	24
New England Tractor Trailer	16	100%	14.54	6
Action, Inc	11	100%	12.60	0

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 11
Action, Inc.	28	19	9/8.36	34
Catholic Charities	41	26	8/8.46	45
Girls, Inc.	30	8	1/8.00	33

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	454

Work and Learning Experiences for High School Youth

- Connecting Activities Staff provided work and learning activities to the 170 students in the junior class at Lynn Vocational Technical Institute (LVTI). We helped the students and their families be better informed of career choices with a special emphasis on non-traditional jobs.
- Throughout the project, we facilitated several on-campus and off-campus events. The beneficiaries of these activities were members of the following shops: Auto Collision & Repair, Automotive Technology, Carpentry, Culinary Arts, Electricity, Electronics, Graphic Communications, Health Assisting, Metal Fabrication & Joining Technologies, Plumbing, Programming and Web

Development, Radio and TV Broadcasting. Due to a scheduling conflict, we were unable to accommodate the Cosmetology shop, but intend to facilitate a field trip to a local spa in the fall.

- The three on-campus events exposed over 100 teens to an array of professions and fields in their shop concentration. In addition, the students heard from professionals about their education and how their work experience did (or did not) relate to their career/job trajectory.
- The five off-campus occupational field trips and company visits exposed over 75 youth to the connections between their academics and careers, enhanced community partnerships between schools and businesses, and introduced the students to various professions and industries to help them prepare to join the workforce of the 21st century.
- Connecting Activities (CA) has also been focusing on the First Jobs Summer Program. Total count for summer job placements as of July is 454. Many students that participated in CA from this past school year have gained a summer employment opportunity. Many new students have also been recruited for the school to career program for school year 2013.
- During this reporting period 500 students received a series work readiness training by Youth Career Center Staff. Workshops were administered through late June.

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

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 4,246,293	\$ 2,774,798	\$ -	\$ 1,471,495	34.7%
Current Year Income	35,980	11,226	-	24,754	68.8%
Prior Year Carry-in	2,806,150	2,015,670	-	790,480	28.2%
Total Revenue	\$ 7,088,423	\$ 4,801,694	\$ -	\$ 2,286,729	32.3%
<u>EXPENSES + OBLIGATIONS</u>					
<i><u>Admin Expenses</u></i>					
Personnel	\$ 290,693	\$ 275,517	\$ -	\$ 15,176	5.2%
Expenses	128,169	109,728	-	18,441	14.4%
Total Admin Expenses	\$ 418,862	\$ 385,245	-	\$ 33,617	8.0%
<i><u>Program Expenses</u></i>					
Personnel	\$ 1,688,878	\$ 1,438,417	\$ 17,817	\$ 232,644	13.8%
Individual Training Accounts	1,012,840	594,385	155,586	262,869	26.0%
Supportive Services	17,580	4,212	65	13,303	75.7%
Youth Jobs	692,888	322,598	20,274	350,016	50.5%
Other Training	1,241,478	757,655	307,071	176,752	14.2%
Other Program Costs	1,095,559	691,831	359,207	44,521	4.1%
Business Services Costs	83,560	73,076	-	10,484	12.5%
Total Program Expenses	\$ 5,832,783	\$ 3,882,174	\$ 860,020	\$ 1,090,589	18.7%
Total Expenses & Obligations	\$ 6,251,645	\$ 4,267,419	\$ 860,020	\$ 1,124,206	18.0%
Planned Carry-Out	\$ 836,778				

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

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
ARRA Byrne Justice Assistance Grant	\$ 150,000	\$ 150,335	\$ (335)	-0.2%
ARRA State Energy Sector Partnership	464,878	457,172	7,706	1.7%
DESE Adult Educ. Career Ctrs: Fund 342 - FY11	6,196	5,478	718	11.6%
DESE Adult Educ. Career Ctrs: Fund 342 - FY12	23,555	21,492	2,063	8.8%
DOL HCLN Earmark	164,878	168,564	(3,686)	-2.2%
DUA Unemployment Insurance: Part 1	9,249	9,249	-	0.0%
DUA Unemployment Insurance: Part 2	27,748	27,748	-	0.0%
DUA Unemployment Insurance: Part 3	17,837	17,837	-	0.0%
EOT - SETPNS - FY11 JARC	251,692	263,409	(11,717)	-4.7%
EOT - SETPNS - FY11 New Freedom	251,424	260,880	(9,456)	-3.8%
EUC - REA	127,477	1,624	125,853	98.7%
Rapid Response - State Staff	7,977	7,977	-	0.0%
Rapid Response Set Aside: Machinist	240,857	74,512	166,345	69.1%
Rapid Response Set Aside: N.S. Companies	195,363	134,003	61,360	31.4%
Reemployment & Eligibility Assessments	14,008	14,008	-	0.0%
Vets: Disabled Veterans Outreach Program	7,977	7,977	-	0.0%
Vets: Jobs for Veterans State Grants	4,000	4,000	-	0.0%
Vets: Local Veterans Employment Representative	10,130	10,130	-	0.0%
Wagner Peyser ES 10%	3,513	3,513	-	0.0%
Wagner Peyser ES 90%	75,781	75,781	-	0.0%

Wagner Peyser ES 90%, FY11 Carry-in	27,144	27,144	-	0.0%
WIA Formula Funds: Administration	241,839	247,663	(5,824)	-2.4%
WIA Formula Funds: Adults	734,727	617,890	116,837	15.9%
WIA Formula Funds: Dislocated Workers	844,607	750,809	93,798	11.1%
WIA Formula Funds: Youth	850,662	820,730	29,932	3.5%
WIA Incentive - FY11	4,630	4,630	-	0.0%
<i>Total Federal Funds</i>	<i>\$ 4,758,149</i>	<i>\$ 4,184,555</i>	<i>\$ 573,594</i>	<i>12.1%</i>

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

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>State & Local Funds</u>				
DESE: Adult Basic Education	\$ 116,141	\$ 116,071	\$ 70	0.1%
DESE: Connecting Activities	105,000	107,433	(2,433)	-2.3%
DTA Competitive Integrated Employment Services	146,015	85,995	60,020	41.1%
Earned Funds	38,629	38,629	-	0.0%
Employer Engagement in Youth Employment	20,000	6,349	13,651	68.3%
Shannon: Lynn PD	13,110	3,795	9,315	71.1%
Shannon: Salem PD - Year 4 Carry-in	103	103	-	0.0%
Shannon: Salem PD - Year 5	37,927	37,552	375	1.0%
State One-Stop Career Centers	134,190	136,375	(2,185)	-1.6%
Verizon Foundation Youth Grant	10,000	3,236	6,764	67.6%
WCTF - Financial Services	37,127	34,496	2,631	7.1%
Workforce Training Fund	95,000	90,564	4,436	4.7%
YouthWorks: Summer 2011, Part 1	171,597	156,350	15,247	8.9%
YouthWorks: Summer 2011, Part 2	95,634	70,386	25,248	26.4%
YouthWorks: Summer 2012	413,023	3,964	409,059	99.0%
YouthWorks: Year Round FY12	60,000	51,586	8,414	14.0%
<i>Total State Funds</i>	<i>\$ 1,493,496</i>	<i>\$ 942,884</i>	<i>\$ 550,612</i>	<i>36.9%</i>
TOTAL FUNDS	\$ 6,251,645	\$ 5,127,439	\$ 1,124,206	18.0%