



70 Washington Street, Suite 314, Salem, MA. 01970
p: 978-741-3805 f: 978-741-3809
www.northshorewib.com

Agenda - Partnership Committee

February 10th, 2017 8:00AM

70 Washington Street, Suite 314 Conference Room, Salem

Membership: Bob Bradford, Diane Smith, Marcia Griesdorf, Peggy Hegarty-Steck, Andrew Shapiro, Samantha McGilloway, Andrew Patton, Sandy Nolfi, and Richard Szmyd

- I. Introductions
- II. Objectives and Tasks of the Partnership Committee 2017:
 - a. Support Board Member Development
 - b. Public Awareness Campaign about critical demographics, including immigrants and mature workers
 - c. Communication with Economic Development Partners
- III. WIOA Partnership MOA development – *review of workgroups and tasks*
- IV. Regional Planning - *update*
- V. Future of Work on the North Shore – *update*
- VI. New Board and sub-committee membership/development – *review current board and subcommittee list*
- VII. Next Meeting
- VIII. Adjournment

12-9-2016

Attendees:

Diane Smith, Sandy Nolfi, Andrew Shapiro and Mary Sarris

PARTNERSHIP COMMITTEE GOALS AND OBJECTIVES 2015 - 2017

GOAL 4: THE NORTH SHORE WIB WILL INCREASE, STRENGTHEN AND STRATEGICALLY ALIGN RELATIONSHIPS WITH FEDERAL, STATE AND LOCAL PARTNERS/STAKEHOLDERS.

MAJOR THEMES AND GOALS FOR FY2017

1. SUPPORT BOARD MEMBER DEVELOPMENT
2. PUBLIC AWARENESS CAMPAIGN ABOUT CRITICAL DEMOGRAPHICS, INCLUDING IMMIGRANTS AND MATURE WORKERS
3. COMMUNICATION WITH ECONOMIC DEVELOPMENT PARTNERS

Objective #1: To educate and increase public understanding of the benefits of the NSWIB and increase interest and desire of stakeholders to partner with and support the work of the NSWIB.

Activity:	Timeframe:	Benchmarks/Indicators of Success	Notes
Create a marketing and social media plan, including mini-strategies for critical and emerging industries	2015	Identify Audience(s) and incorporate into marketing plan and social media plan	
	2015	Update marketing plan, including overall and mine- marketing strategies	
	2016 - 2017	Carry out plan	

<p>Greatly increase Social Media Presence – Twitter/ Facebook and others</p> <p>- Establish LinkedIn Page for the NSWIB and link with efforts of the North Shore Career Center and other Workforce Development related group</p> <p>Publish LMI in user friendly formats, focusing primarily on technology.</p>	<p>2015 - 2016</p>	<p>Increase twitter followers to 300. Consistently, have content distributed via Twitter – i.e. events, data, stories</p> <p>Established LinkedIn Page with at least one group formed to provide forum for discussion of Workforce Development on North Shore</p> <p>Blue Print Brief Published 1/15</p> <p>Updated to data in November 2015, 2016</p> <p>Begin publishing weekly ‘factoid’ (name TBD) that will cover workforce development data and points of interest. Twitter, Facebook, LinkedIn will be distribution points.</p>	<p>Currently at 215 Twitter followers – heading toward 300.</p> <p>We have developed a Linked In Page and this should have a group created within the next several months...several members have already ‘liked’ the page.</p> <p>Youth Blueprint and Poster on website and distributed locally – also Youth-specific newsletter sent out this month with all youth publications linked.</p> <p>We have looked a job growth across cities and towns through 2015 – may become a Data Spot or small report – we need to put on website</p> <p>Six Data Spots released – a schedule for the next several months reviewed. We need to link these with our other social media outlets</p>
---	------------------------	--	---

Implement public awareness strategies as identified in the Plan about Blueprint and other related publications, including constituencies such as gateway cities, media, schools and colleges (including parents), non-profit partners, industry organizations, companies in critical/emerging industries	2015 – 2016	All constituencies have been communicated with and receiving relevant information for their interests and concerns	Continued opportunities to speak about our LMI publications. Working to speak with the Superintendents Group this fall/winter.
Regular communication with elected leaders	2015 and 2017	Bi-Annual report to the legislature and other local elected leaders Increased attendance at WIB committee and full board meetings	Sent out Bi-Annual Report to legislature. Finalizing a MOA with all NSWIB cities and towns on WIOA activity with only two towns remaining. Discussed strategy around these two remaining towns. Last WIB meeting had reps from Moulton, McGee, Tucker, and Lovely – continued work will take place.
Identify and Market Access Points (8 to 12) within the region to help support customer	2015	Establishment and distribution to partners of location and hours of operation etc. Regular review of services provided at access points, including numbers of people served, etc.	Starting in Fy17 we will begin tracking all services in Access points relative to goals set for each access point.
Support Board Membership Development	2015	1 New Board Members each year – 4 new sub-committee members per year	WE discussed new goals for FY 2017 that correspond to our Strategic Plan-

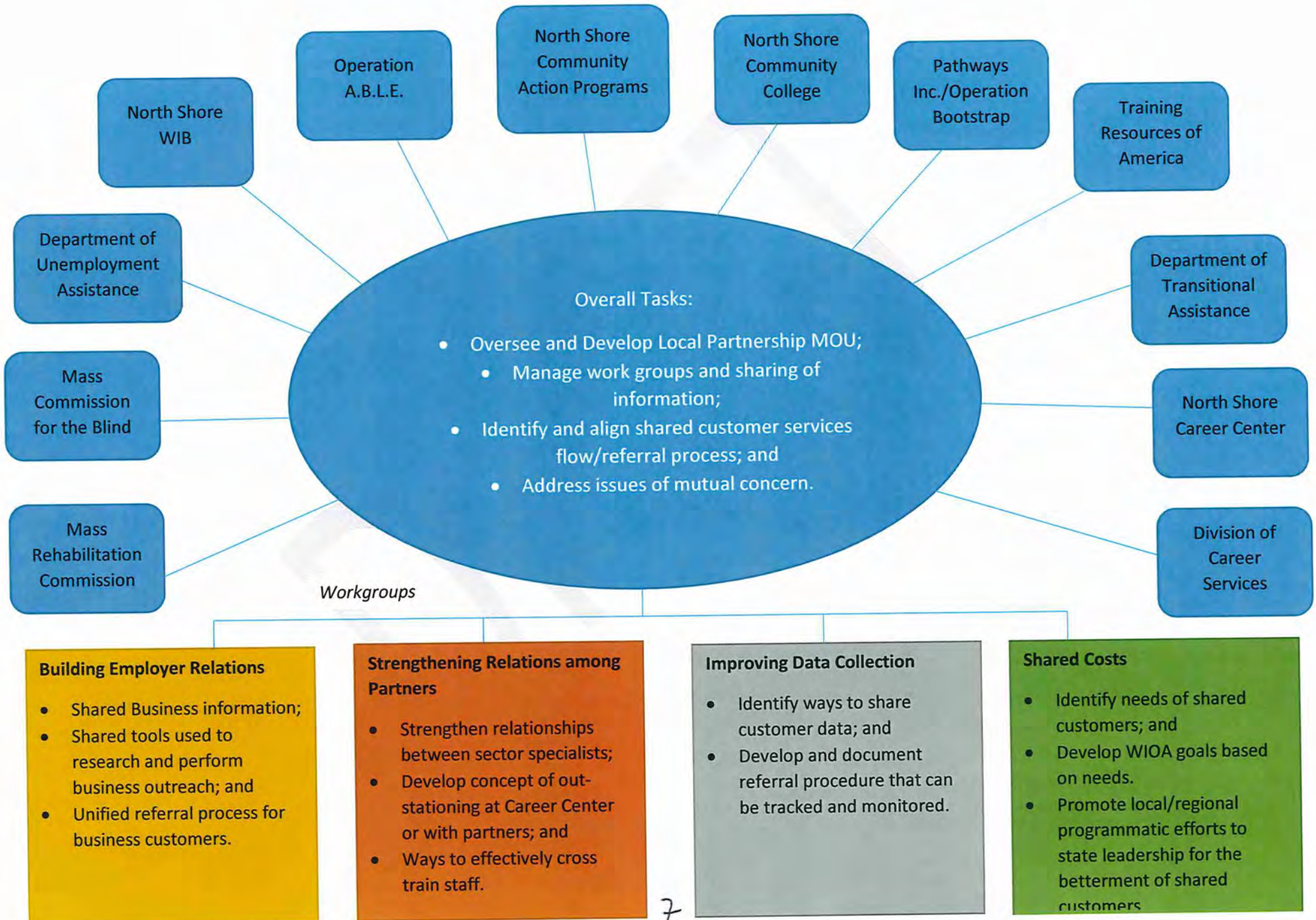
			<ul style="list-style-type: none"> • Support Board Member Development • Public Awareness Campaign about critical demographics, including immigrants and mature workers • Communication with Economic Development Partners
Continued learning by WIB/Career Center staff on company workforce needs	2015 - 2017	Company visits and interviews to refresh industry viewpoint and needs	Career Center/WIB/Partner staff involved in a Customer Centered Design project to make employers at the center of our work (demand driven). Took part in Learning Exchange at the White House on Feb. 16 th . Press release was sent out and articles in Lynn Item. Excellent way to learn about other areas and challenges within the workforce system
Public awareness campaign about critical demographic groups, including skill and ability of immigrants and older workers	2015 - 2016	Published reports on website	
Communicate with economic development partners to help coordinate workforce development with general business growth	2015 2015 - 2017	Economic Snapshot Published in November 2014. Continued involvement on North Shore Alliance for Economic Development board and attend meetings.	Working with the NS Alliance on two events – winter and spring – around these topics – e.g., the Future of Work. Regional Planning also includes work with

the Greater Lowell WIB and Merrimack Valley WIB.

Committee during the December 2016 meeting discussed at length the WIOA MOU currently under discussion for completion this fiscal year. Specific discussion was around who the partners are, the schedule and content of meetings, and the details that must be included in the final documents. Current activities include learning the workforce services of all partners and determining how they fit together. In addition, the committee discussed the need for additional training dollars to ensure that shared customers can receive training they need to move in to the many open jobs currently available in the region. The group also discussed technology needs and the possibility of a crosswalk that will allow different software packages to communicate with each other across agencies, allowing for simplicity in service customers with multiple needs. The committee was asked to think about how the WIB might develop a financial plan around

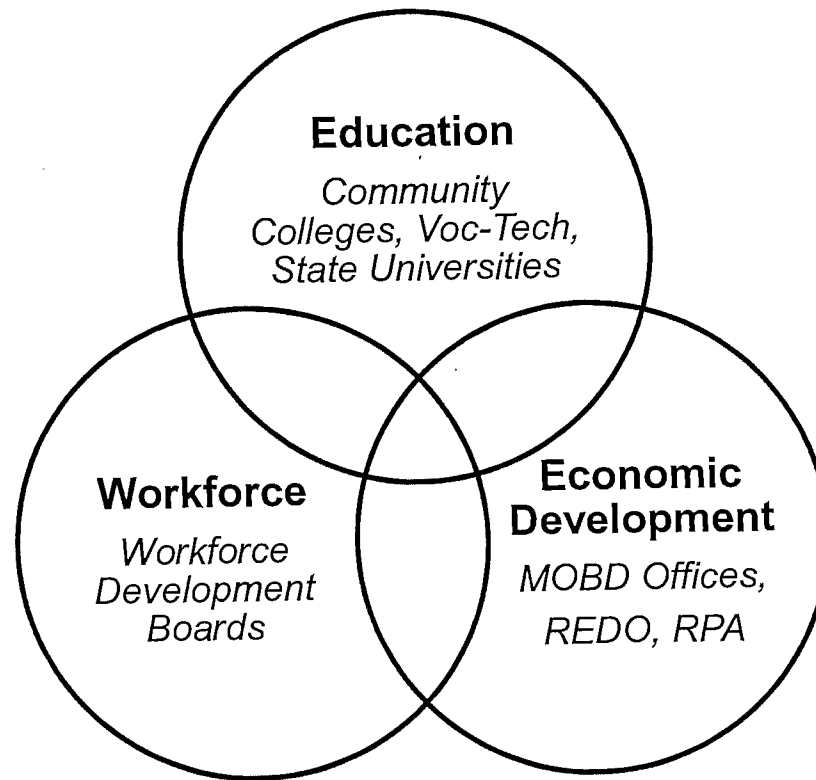
shared costs that address the issues
in questions.

NORTH SHORE WIOA PARTNERSHIP



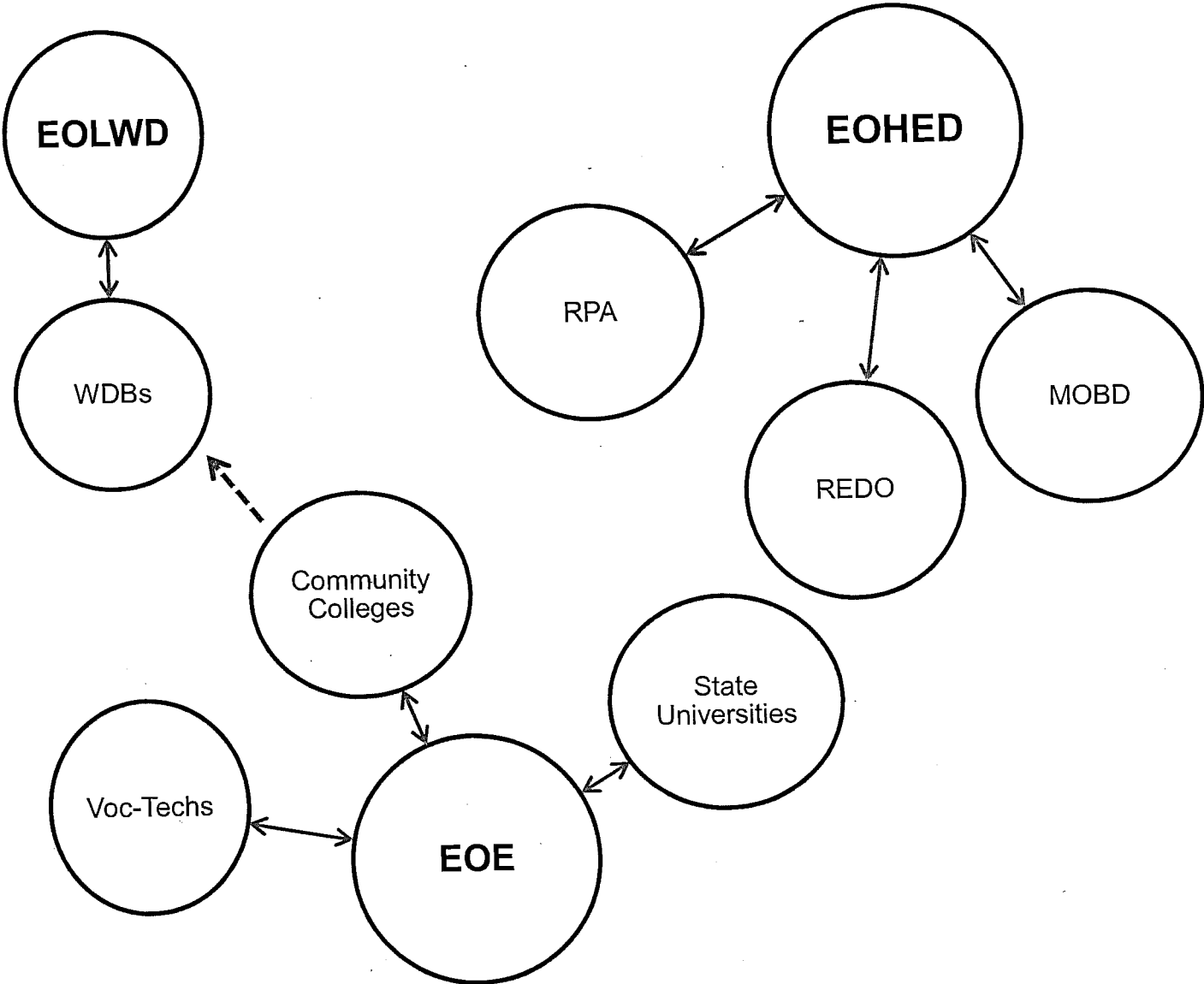
Executive Summary

The regional planning process, an initiative of the Workforce Skills Cabinet, will bring together regional partners in...

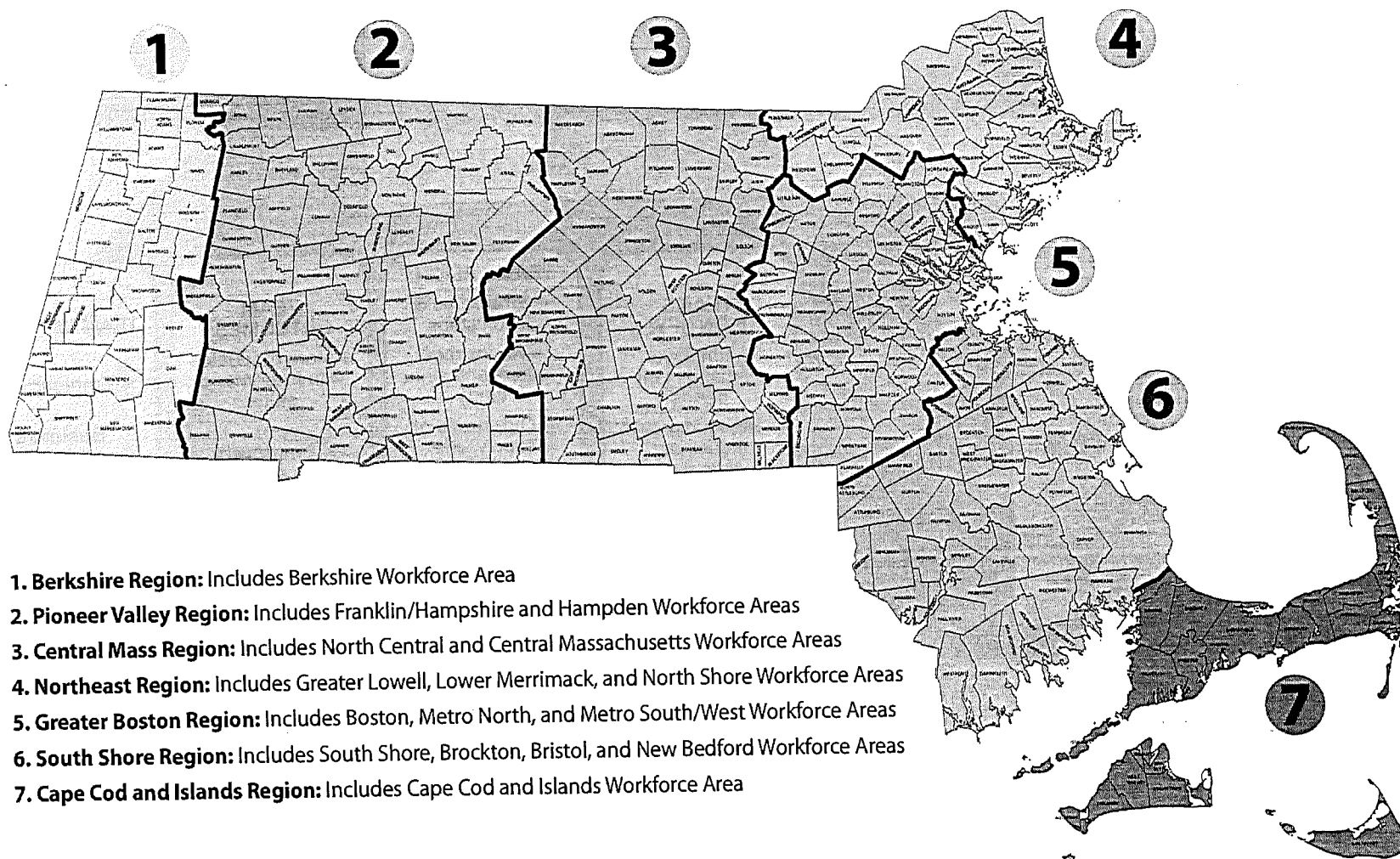


...in order to **collectively determine high priority regional career pathways** and **craft collaborative solutions** to meet the Commonwealth's jobseeker and employer needs.

Status Quo



WSC Regions



- 1. **Berkshire Region:** Includes Berkshire Workforce Area
- 2. **Pioneer Valley Region:** Includes Franklin/Hampshire and Hampden Workforce Areas
- 3. **Central Mass Region:** Includes North Central and Central Massachusetts Workforce Areas
- 4. **Northeast Region:** Includes Greater Lowell, Lower Merrimack, and North Shore Workforce Areas
- 5. **Greater Boston Region:** Includes Boston, Metro North, and Metro South/West Workforce Areas
- 6. **South Shore Region:** Includes South Shore, Brockton, Bristol, and New Bedford Workforce Areas
- 7. **Cape Cod and Islands Region:** Includes Cape Cod and Islands Workforce Area

North Shore Workforce Investment Board
Board of Directors
FY 2017

1.	Joe Bourgeois	General Electric Aviation	
2.	Arthur Bowes	North Shore Medical Center (Salem Hospital)	<i>Retired 12/2016</i>
3.	Robert Bradford	North Shore Chamber of Commerce	
4.	Brian Cranney	Cranney Electric	
5.	Timothy Doggett	Thermal Circuits	
6.	Tony Dunn	North Shore Labor Council	
7.	Stephen Falvey	Carpenter's Union	
8.	Patricia Gentile	North Shore Community College	
9.	Marcia Griesdorf	Beverly Hospital	
10.	Peggy Hegarty- Steck	Action, Inc.	
11.	Sandy Nolfi	Analogic Corporation	
12.	Catherine Latham Bonnie Carr	Lynn Public Schools	
13.	Tom Lemons	TLA Lighting Consultants	
14.	David Manning	Division of Career Services	
15.	Paul Mahoney	BaneCare Management, LLC	
16.	Mike McCarthy	Bomco	
17.	Patricia Maguire Meservey	Salem State University	
18.	Diane Smith	Salem Five	
19.	Paula Reynolds	Eliza Corp.	
20.	Laurie Roberto	Genesis Healthcare Glen Ridge Nursing Care Center	
21.	Steve Shea	Life Solutions Group (Representing the Lynn Area Chamber of Commerce)	
22.	Andrew Shapiro	City of Salem Department of Planning and Community Development	
23.	Tracey Cahalane	Microline Surgical	
24.	Nancy Stager	Eastern Bank	
25.	Sarah Stanton	City of Salem	
26.	Stan Usovicz	Verizon	
27.	Jocelyn Tiberii	TJX	
28.	Bill Tinti	Tinti, Quinn, Grover, & Frey	
29.	Edward Tirrell	Operation Bootstrap	
30.	Thelma Williams	Mass Commission for the Blind	

Partnership Committee

Bob Bradford	North Shore Chamber of Commerce	
Diane Smith	Salem Five	
Samantha McGilloway	North Shore Community College	
Andrew Shapiro	City of Salem	
Susan Jepson	National Senior Network	
Peggy Hegarty-Steck	Action, Inc.	
Marcia Griesdorf	Beverly Hospital	
Sandy Nolfi	Analogic	
Richard Szmyd	Eliot Community Human Services	
Andrew Patton	Align Credit Union	

Skills Committee

Mary Zwiercan North Shore Medical Center		
Tracey Cahalane MicroLine Surgical		
Tony Dunn North Shore Labor Council		
Laurie Roberto		
Thelma Williams Mass Commission for the Blind		
Ellen Galligan Catholic Charities		
Teury Marte Mass Rehab		
Edward Tirrell Operation Bootstrap		
Natasha Soolkin New American Center - RCAM		
Gina Frey NSCAP		
Laura MacNeil NSCAP		
Gail Divico Training Resources of America		
Laura Rubin North Shore Community College		
Jacqueline Smith RCAM		
Bonnie Carr LVTI – Lynn Public Schools		
Patrick Devanney Wellspring House		

Workforce Systems Committee

Paul Mahoney Bane Skilled Care Residences		
Brian Cranney Cranney Electric		
Tim Doggett Thermal Circuits		
Joe Bourgeois General Electric		
Lauren Hubacheck Patricia Meservey Salem State University		
Tom Lemons TLA lighting Consultants		
Mike McCarthy Bomco, Inc.		
David Manning Division of Career Services		
*Steve Currier		
Patricia Gentile North Shore Community College		
*Dianne Palter-Gill North Shore Community College		

*Non-WIB committee members

Youth Pipeline Committee 2017

Steve Falvey	New England Regional Council of Carpenters The Carpenters Center 750 Dorchester Avenue Boston MA 02125-1132
Mark Strout	Danvers Public Schools 70 Cabot Road Danvers, MA 01923
Debbie Amaral Parent Representative	Malden YMCA 99 Dartmouth Street Malden, MA 02148
Linda Saris	LEAP for Education 209R Essex Street Salem, MA 01970
Linda Abbott	Beverly Hospital 85 Herrick Street Beverly, MA 01915
Stan Usovicz	Verizon
Carol Sullivan	Essex North Shore Tech. 565 Maple Street Hathorne, MA 01937
Fran Troutman	Catholic Charities 117 N. Common Street Lynn, MA 01902
Tom Silvia	TJ Maxx Peabody
Felicia Pierce	North Shore CDC 102 Lafayette Street Salem, MA 01970
Kelly Conlin	Youth Villages 400 West Cummings Park, Ste. 5200 Woburn, MA 01801
Paula Reynolds	Eliza Corporation Danvers MA 01923
Susan Curry	North Shore Community College One Ferncroft Road Danvers, MA 01923
Laura Assade	Director of Constituent Services & Latino Affairs Coordinator Office of Mayor Kimberley Driscoll 93 Washington Street Salem, MA 01970
Kathleen Kelly	Student Benefits Counselor/Transition Massachusetts Rehabilitation Commission (MRC) 5 Middlesex Avenue, 3rd Floor Somerville, MA 02145
Emily Ullman	<i>Director of Extended Learning Programs Salem Public Schools 29 Highland Ave. Salem, MA</i>
Myra Caldeira	Transition Coordinator Salem Public Schools

15