



BOARD REPORT

January 14, 2016

Prepared on
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North Shore Workforce Investment Board Meeting Minutes

November 12, 2015

Those in attendance: Joe Bourgeois, Arthur Bowes, Tim Doggett, Dianne Palter Gill (for Pat Gentile), Steve Falvey, Marcia Griesdorf, Peggy Hegarty-Steck, Susan Jepson, Sandi Nolfi, Bonnie Carr (for Cathy Latham), Tom Lemons, Dave Manning, Pat Meservey, Terri Harrington (for Diane Smith), Paula Reynolds, Steve Shea, Andrew Shapiro, Tracey Cahalane, Nancy Stager, Bill Tinti, and Edward Tirrell.

Those not in attendance: Bob Bradford, Brian Cranney, Tony Dunn, Paul Mahoney, Mike McCarthy, Mickey Northcutt, Laurie Roberto, Sarah Stanton, Jocelyn Tiberii, Stan Usovicz, and Thelma Williams.

Staff: Mary Sarris, Maquisha Alleyne, Ed O'Sullivan, David McDonald, Katie Crowder, Mark Whitmore, and Maribeth Forbes.

Special Guests: Stephanie Raymond – Senator Lovely's Office and Sam Barrows – Rep. Paul Tucker's Office

The meeting begins at 8:04 am.

A quorum is present.

Chair's Report

The WIB Association had its Annual Meeting and Workforce Summit on October 13. During the meeting there was a lot of interesting conversation on how to engage people with disabilities. Under WIOA, disability service organizations such as Mass Rehab Commission and Commission for the Blind are required partners. While MA Commission for the Blind is already on the Board (Thelma Williams) we look forward to a closer relationship with them and strengthening relationships with other disability service organizations.

Massachusetts Apprenticeship Initiative – The state received a \$3 million grant from the US Department of Labor to establish apprenticeship training. The Northeast Advanced Manufacturing Consortium (NAMC), of which the WIB is a member, will receive \$640,000 to develop 64 apprenticeship training slots across several companies in the region. That grant will be administered by the North Shore WIB.

Although most apprenticeship trainings in the past have been primarily in the trades, this grant gives an opportunity to expand apprenticeships to other sectors with skill gaps. As an example of other sectors using apprenticeship training, Perfect Dental is using money from this grant to train dental assistants across the state.

NAMC has applied for funding from Executive Office of Housing and Economic Development (EOHED) to recruit and train "under-represented populations" for careers in manufacturing. This population will include women, people of color, at-risk young workers, people with disabilities, veterans, and immigrants.

The WIB is applying for a grant to work with the CommUniverCity at Lynn initiative. The grant will fund a program that will focus on training recent high school graduates not going directly to

college for entry level IT jobs. Once entry level IT skills are acquired and employment is reached, the next step will be for these folks to enroll at North Shore Community College then Salem State to receive a degree associated with the field. Several companies including Eastern Bank and Salem Five have signed on to work with us. All companies across all industries that have IT needs are welcome to sign on. There is no requirement to hire but there is a requirement to interview.

WIOA Transition Activities

Career Center Management Bid

WIOA requires a competitive bid of Career Center management. The state has not released any guidelines or requirements for that yet. There is a possibility that this requirement may change, but staff members and the Workforce Systems Committee are thinking about and preparing for this process.

Right now the Career Center is managed by the City of Salem as its fiscal agent. Career Center employees are about 60% City of Salem employees and 40% State employees. The new law says that WIBs must competitively procure the organization that will manage the career centers. The WIB will maintain authority over the career centers. This does not need to be in place until July 1, 2017. The plan is to keep this process in mind while more information is received and to maintain focus on becoming more employer driven.

Regional Planning – The Future of Work on the North Shore

The new law requires that the WIB spend two years putting together a regional plan. Although regions are not well defined, right now we are working on the North Shore region. We do work with the Greater Lowell and Merrimack Valley regions and will work with them on the plan if required to do so.

The WIB has a regional MOA that was sent to the 19 cities and towns in our region for signatures. Two towns, Topsfield and Hamilton have yet to sign.

The WIB is working with North Shore Alliance for Economic Development and has developed a hand out titled “The Future of Work” that outlines questions and different groups to which the questions should be directed. The questions focus on workforce, educational, community, and economic needs and challenges and will be posed to different groups such as: elected officials, businesses, students (including k-12 and their parents, post-secondary, and adult learners), veterans, economic development experts, educational leaders, social service agencies, and community leaders. A draft version was given to the group and discussed.

Customer Centered Design Challenge

CCD is a USDOL sponsored program adapted from IDEO’s Human Centered Design Process. The goal of the challenge is to look for effective solutions to training and employment service delivery. The challenge consists of 8-10 weeks of online and in person training, experiment and prototyping phase, learning exchange and the winner receives a celebration at the White House, and participation in on-going peer mentoring efforts.

Our CCDC team consists of Diane Palter Gill of North Shore Community College, Gina Frey of NSCAP, David Manning of DCS, Paul Ventresca and Mark Whitmore of the NS Career Centers, and Ed O’Sullivan, Mary Sarris and Katie Crowder of the WIB.

Mark Whitmore and Ed O’Sullivan went through a PowerPoint presentation (available at northshorewib.com) discussing the CCDC process.

IDEO’s philosophy is based on the three “I’s”; Inspiration, Ideation, and Implementation. The group went through the first two “I’s” by attending many meetings and readings and discussions. In addition, each member of the group went to businesses and asked two questions:

1. What is the best hiring experience you have ever had – what truly worked to get you the talent you need in the most effective way possible?
2. Where are your current pain points?

Many hours were spent in the WIB conference room “downloading” the information gained during the interviews and creatively solving the issues brought to light.

A summary of some of the most interesting points learned in the interview process was reviewed and discussed in detail. An outline of those items is below.

What did we learn?

- Hiring success through intermediaries (internal or external) who know them and quickly find the talent they need
- Hiring events if done right are also key
- Pain points – specific skill gaps AND getting people to come to the north shore to work.
- Relationship Success
- Quicker Delivery of Service is a must
- We need to use Data and constant communication for forecasting
- Front End Mapping and building/understanding employer needs are the Key to Lean Training is needed
- We need to solve transportation issues to and on the North Shore

What are our Next Steps?:

- Design a pilot/Prototype:
 - a) Long Term (over the next six months) – Front End Mapping and Lean training for Staff
 - b) Short Term (over the next two months) – build around our new motto – Everyone’s Job is Building Relationships – and using our technology (MOSES) to assist with our relationships.

Summaries of our sub-committee work were given to the group for review.

B. Shea moved to accept the minutes of the September meeting. T. Lemons seconded. All members in attendance approved. None opposed.

S. Falvey moved to adjourn the current meeting. T. Doggett seconded. All members in attendance voted to adjourn. None opposed.

The meeting concluded at 9:07 am.

The next meeting is scheduled for January 14, 2016.

Respectfully Submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Nov, 15		Actual YTD		Nov, 14 YTD
	Actual	Plan+	Actual YTD	Plan thru 6/30/16+	Actual
Youth Career Center	101	-	195	-	-
Salem – The Hub	388	-	2,276	-	3,013
Gloucester -AP	40	-	238	-	207
NSCC – AP	37	-	325	-	-
Family Success Center -AP	12	-	106	-	1
Peabody Institute -AP	12	-	45	-	-
Total	590	412	3,185	4,940	3,221

+The WIB is reviewing customer inflows at the Access Points in order to develop better planning figures

Total Customers Served

	Nov, 15		Actual YTD		Nov, 14 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
Youth Career Center	113	-	567	-	-
Salem – The Hub	1,043	-	3,731	-	5,456
Gloucester -AP	134	-	418	-	412
NSCC – AP	106	-	417	-	-
Family Success Center -AP	15	-	114	-	5
Peabody Institute -AP	15	-	47	-	-
Total	1,426	780	5,294	9,350	5,873

+The WIB is reviewing customer inflows at the Access Points in order to develop better planning figures

Customer Placements (#/% of total customers served)

	Nov, 15		Actual YTD		Nov, 14 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
Youth Career Center	35	-	230	-	-
Salem–The Hub	71	-	445	-	643
Gloucester-AP	13	-	64	-	49
NSCC –AP	14	-	58	-	-
Family Success Center-AP	3	-	8	-	0
Peabody Institute-AP	1	-	9	-	-
Total	137/9.6%	101/13%	814/15.4%	1,216/13%	692/11.8%

+The WIB is reviewing customer inflows at the Access Points in order to develop better planning figures

Customer Satisfaction – Results for July 2015 to November 2015

Job Seeker

System-Wide (n = 308)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	175 (57%)	99 (32%)	22 (7%)	12(4%)
Gloucester (n=33)	22 (67%)	7(21%)	3 (9%)	1(3%)
Salem (n=262)	147 (56%)	89 (34%)	16 (6%)	10(4%)
Access Points (n=13)	6 (46%)	3 (23%)	3 (23%)	1 (8%)

Employer

System-Wide(n = 11)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	4 (36%)	6 (55%)	1 (9%)	0 (0%)

Employer Services

	Nov, 15		Actual YTD		Nov, 14 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
New Employer Accounts	75	50	562	600	261
Total Employers Served	106	117	402	1,400	463
Number of Employers Listing Job Orders	47	42	280	500	219

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Nov, 14 YTD
Adult	75	172	101
Dislocated Worker	106	209	130

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Nov, 14 YTD
Adult	18	76	8
Dislocated Worker	14	91	16

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

July 1, 2015 – November, 30, 2015

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 15
North Shore CC	35	100%	22.02	91
William George	4	-	-	2
American Red Cross	3	100%	12.75	8
Millennium	3	100%	18.00	12
Salem State University	2	-	-	4
Bryant University	1			0
New England Tractor Trailer	1	-	-	14
New Horizons – Boston	1			0
Peterson	1	-	-	2
Quality & Productivity Solutions	1			0

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 15
Action, Inc.	18	1	1/12.69	27
Catholic Charities	39	2	n/a	45
Girls, Inc.	23	7	n/a	27
North Shore CDC	0	-	-	0

School-to-Career

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

Goals	2015 Goal	YTD Outcomes
All Students in Jobs/internships	300	424

WBLP and Career Development Activities:

- Connecting Activities (CA) staff, together with school liaisons, began work for the 2015/2016 school year in September. During the months of October and November, staff continued work with students at Peabody Learning Academy, Peabody Community High School, New Liberty Charter School, Salem Vocational High School and Fecteau-Leary Alternative High School in Lynn. Staff facilitated approximately 20 Signal Success workshops at our Partner Schools. Workshops included a North Shore Youth Career Center Orientation, Resume Writing, Professionalism, Online Presence and Online Application process. We have invited state workshop facilitators to join CA staff at schools to provide technical assistance and opportunities to co-facilitate to assist with improving our facilitation skills and to ensure consistent delivery of Signal Success curriculum.
- Two planning meetings with LVTI were conducted to plan for the annual Career Fair held in April. Workshops are scheduled to start in January at LVTI to prepare the junior and senior classes for the April Fair.
- CA staff and YCC Coordinator had the opportunity to speak at the Junior and Senior October assemblies at Salem High School. Information about the YCC and steps to take to assist with job readiness and job search were presented.
- Youth Career Center (YCC) staff has also met with Staff at Beverly High School and Marblehead High School to provide information on Connecting Activities and how we may provide services to their students. The plan is to finalize activities with these two schools in December.
- The first Professional Development session was held on November 17th for “Amp it Up” the professional development opportunity designed to improve science and math instruction while introducing teachers and students to careers in manufacturing and other STEM industries. A one day externship at a STEM company is being coordinated, followed by the second professional development session. Teachers will create and/or update a current lesson plan based on their experience. This year we have teachers from Beverly High School, Peabody Veteran’s Memorial High School, Catholic Charities, and Lynn English. Companies will include Applied Materials, GE, Cell Signaling, Medtronic, and Microline Surgical.
- The internship program at Medtronic, an international medical device company specializing in manufacturing of cardiac catheters has been very successful. The six female students meet each Friday for three hours for this engineering internship. The

female plastics engineer at Medtronic facilitates all workshops, activities and work requirements for the students. The students are from Danvers High School, Lynn English High School and Gloucester High School. Our staff coordinated with Girls Inc. this past month to provide a college preparation workshop for the interns.

- This period the YCC participated in the following Community Activities
 - Attendance at Lynn's monthly Shannon steering committee meeting
 - Participation at Salem Schools Advisory Board Meetings
 - Participation at Salem Schools Partnership Meeting and Communication Sub-Committee Meeting

Professional Development:

- Two staff of the YCC attended annual Signal Success Training
- A YCC new hire attended the three day Moses 101 training.
- Two YCC staff attended event hosted by North Shore Community College. The panel included Essex County District Attorney, Salem State Representative, Lynn Chief of Police
- WIB and YCC Coordinators attended the annual Youth Works Summer Debriefing Conference

Employer Outreach:

- Job lists have been created for use by YCC staff to assist walk ins to the YCC as well as students in school to provide consistent, current and complete listing of open jobs and information on how to apply. List includes local opportunities as well as listings from North Shore Mall locations.
- The YCC has had continued success with our Facebook page. Youth jobs are posted on a regular basis. The site has acquired some 900 LIKES! The feedback from postings has been positive and we find that social media is just another way to reach youth. In addition, our business partners have embraced us posting their job opportunities on our page.

Highlight:

- On November 19th, our first Youth Employer Forum was held. The event was hosted by Eastern Bank in Lynn and included 45 students from LVTI and Catholic Charities. The students and their teachers had an opportunity to hear from business leaders from critical industries and ask questions. Members from the WIB, Youth Career Center and the state office of Connecting Activities were in attendance as well.
 - Financial Services-Tye Graham, Eastern Bank
 - Health Care-Mary Zwiercan, North Shore Medical Center
 - Health Care-Bob Dempkowski, Lynn Community Health Center
 - Manufacturing-Kate O'Malley-NSWIB
 - Construction-Brian Cranney, Cranney Companies
 - Construction-Steve Falvey, NE Regional Council of Carpenters

Budget-Actual Summary by Expense Category
As of November 30, 2015

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$3,681,642	\$716,120	-	\$2,965,522	80.5%
Current Year Income	157,394	94,276	-	63,118	40.1%
Prior Year Carry-in	2,704,756	1,740,013	-	964,743	35.7%
Total Revenue	\$ 6,543,792	\$2,550,409	-	\$3,993,383	61.0%
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$290,182	\$135,589		\$154,593	53.3%
Expenses	88,999	21,521	-	67,478	75.8%
Total Admin Expenses	\$ 379,181	\$157,110		\$222,071	58.6%
<i>Program Expenses</i>					
Personnel	1,664,382	\$646,715	5,513	1,012,154	60.8%
Individual Training Accounts	798,403	119,477	202,841	476,085	59.6%
Supportive Services	27,093	1,973	225	24,895	91.9%
Youth Jobs	435,949	372,958	15,211	47,780	11.0%
Other Training	1,030,859	138,656	733,024	159,179	15.4%
Other Program Costs	1,284,295	330,814	530,917	422,564	32.9%
Business Services Costs	90,218	38,819	-	51,399	57.0%
Total Program Expenses	\$5,331,199	\$1,649,412	\$1,487,731	\$2,194,056	41.2%
Total Expenses & Obligations	\$5,710,380	\$1,806,522	\$1,487,731	\$2,416,127	42.3%
Planned Carry-Out	\$833,412				

Budget-Actual Summary by Program
As of November 30, 2015

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
DESE: Adult Career Pathways, Program 540, FY15	\$11,110	\$11,110	\$0	0.0%
Disability Employment Initiative (DEI), FY13	258,851	117,601	141,250	54.6%
Dislocated Worker Training NEG, FY14	19,311	822	18,489	95.7%
DOT Transportation Grant - FY15 New Freedom	686,834	649,304	37,530	5.5%
Emergency Unemployment Comp. - REA: FY13	13,288	-	13,288	100.0%
Emergency Unemployment Comp. - REA: FY14	1,140	-	1,140	100.0%
FY 15 Job Driven NEG	76,629	71,864	4,765	6.2%
Rapid Response - State Staff, FY16	12,944	3,477	9,467	73.1%
Re-employment Eligibility Assessments, FY16	52,178	49,963	2,215	4.2%
Trade Adjustment Assistance Case Management, FY15	3,550	-	3,550	100.0%
UI Walk-in, FY15	20,709	4,070	16,639	80.3%
Vets: Disabled Veterans Outreach Program, FY16	19,379	26	19,353	99.9%
Wagner Peyser ES 90%, FY15	1,045	1,045	-	0.0%
Wagner Peyser ES 90%, FY16	59,818	9,243	50,575	84.5%
Wagner Peyser ES, 10% FY16	80,572	14,483	66,089	80.2%
WIA Formula Funds: Adults	914,462	314,803	599,659	65.6%
WIA Formula Funds: Dislocated Workers	905,712	387,984	517,728	57.2%
WIA Formula Funds: Youth	783,876	633,270	150,606	19.2%
WIA Incentive, FY15	11,636	3,883	7,753	66.6%
WIA/WIOA Formula Funds: Administration	232,981	94,260	138,721	59.5%
<i>Total Federal Funds</i>	<i>\$4,166,025</i>	<i>\$2,367,208</i>	<i>\$1,798,817</i>	<i>43.2%</i>

Budget-Actual Summary by Program
As of November 30, 2015

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>State & Local Funds</u>				
Advanced Manufacturing: Amp-It-Up, FY15	\$9,655	\$4,920	\$4,736	49.0%
DESE: Adult Career Pathways, Program 541, FY16	157,590	151,092	6,498	4.1%
DESE: Connecting Activities, FY16	98,781	34,089	64,692	65.5%
DTA FY16 Competitive Integrated Employment Services	125,150	30,723	94,427	75.5%
Earned Funds	11,358	11,358	0	0%
HCWTF Training, FY15	213,449	126,389	87,060	40.8%
State One-Stop Career Centers, FY16	273,210	57,669	215,541	78.9%
WCTF: Middle Skills Gap	68,265	46,134	22,130	32.4%
Workforce Training Fund: WIB Support, FY16	95,000	32,532	62,468	65.8%
YouthWorks Summer 2015	429,054	413,118	15,936	3.7%
YouthWorks – Year Round FY 16	62,843	19,020	43,823	69.7%
<u>Total State Funds</u>	<u>1,544,355</u>	<u>927,045</u>	<u>617,310</u>	<u>40.0%</u>
<hr/>				
TOTAL FUNDS	\$5,710,380	\$3,294,253	\$2,416,127	42.3%