



BOARD REPORT

January 8, 2015

Prepared on
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North Shore Workforce Investment Board Meeting Minutes

November 13, 2014

Those in attendance: Joe Bourgeois, Arthur Bowes, Tim Doggett, Tony Dunn, Steve Falvey, Dianne Palter Gill (for Pat Gentile), Marcia Griesdorf, Peggy Hegarty-Steck, Claire Murray (for Susan Jepson), Tom Lemons, David Manning, Patricia Meservey, Doris Murphy, Paula Reynolds, Laurie Roberto, Steve Shea, Andrew Shapiro, Tracey Sherman, Nancy Stager, and Edward Tirrell.

Those not in attendance: Bob Bradford, Brian Cranney, Joyce Kilroy, Catherine Latham, Paul Mahoney, Mike McCarthy, Mickey Northcutt, Sarah Stanton, Jocelyn Tiberii, Bill Tinti, Stanley Usovicz, and Thelma Williams.

Staff: Mary Sarris, David McDonald, Michael Medler, Maquisha Alleyne, Ed O’Sullivan, Mark Whitmore, Will Sinatra, Katie Crowder and Kate O’Malley.

Guests: O. Steve Quimby, Derek Krevat of Congressman Tierney’s office, Gary Barrett, Lauren Hubacheck and Adria Leach of Salem State University.

The meeting begins at 8:15 am.

A quorum is present.

Chair’s Report

On September 21, the NSWIB staff participated in a two hour discussion with two US DOL representatives on our “readiness” for WIOA. The NSWIB volunteered to be one of six WIBs that participated in this discussion. In general DOL indicated that Massachusetts WIBs are ready for WIOA, which speaks to the level of effort and volume of work that’s been done through the WIB network since the beginning of WIA. DOL is releasing draft rules in January, 2015, which will be of great help to us. Results for the North Shore WIB indicated that we are “ready”, or need some assistance, in the following areas:

Local Governance

- Strengths - board membership meets WIOA standards; administrative and budget controls strong; no outstanding audit issues;
- Needs help with – no real issues here

Performance accountability

- Strengths - strong use of technology for managing information; strong relationships and partnership with appropriate organizations; strong track record in meeting performance indicators; strong Charter process; integrated budget across core programs;
- Needs help with – aligning different data systems across the various workforce programs; also needs help with defining “credential” as an outcome and also understanding what the state and federal government will determine as business service outcomes

Local One Stop System

- Strengths – most programs are already part of our one stop system; already working directly with companies through the BSU (one of the only few in the state); one stops are fully accessible; strong use of Labor Market Information (LMI); strong services to long-term unemployed and low-skilled customers

- Needs help with – again, having better data systems across the many workforce programs in the state; getting infrastructure funding from other workforce programs; developing integrated case management systems across all programs

Youth Formula Programs

- Strengths - Strong career pathway culture throughout programs; already near the new 75% mandated funding for out of school youth (at 65% now);
- Needs help with – increasing work-based learning opportunities for youth.

Partnership

- Strengths – already partnership with all groups indicated in the new law
- Needs help with – no real issues here

Waivers

- No waivers issues except the WIB would like to discuss the possibility of waiving the requirement that Employment Services be provided by state merit staff. Right now Boston, Cambridge, and Springfield have this waiver.

Miscellaneous

- Only issue is what defining what it means to use a competitive process to choose One Stop Operator – NO ONE seems to want to touch this one, but we are not intimidated with us!

On October 15 there was a Workforce Summit with over 300 attendees from many organizations across Massachusetts. Congressman Kennedy addressed the group about his perspective of Washington, D.C. and workforce challenges. He is a strong supporter of workers and the workforce system. Representatives from U.S. Department of Labor discussed the Opportunity Act (WIOA). A panel of Mayors from New Bedford, Holyoke, and Lawrence spoke about the workforce challenges in an inner city. They spoke about the challenges in how to put people to work and how to build partnerships with community colleges and other local organizations in order to provide people with the education and the level of skills they need for the jobs available. The summit attendees broke out into five work groups to discuss different topics. The five breakout groups focused on: 1. Building apprenticeship programs, not only in trades but across a broader platform. 2. Advanced Manufacturing 3. Pay for Performance. 4. Tourism and the Film Industry. 5. Financial Services and IT. Mary attended the pay for performance session and provided a description of this new concept the government is rolling out where they get private investors to cover program costs up front. The organization carries out the service, which results in cost savings for the government and the government then pays the investors back using those savings. A good example of this is a youth program for an organization named ROCA in Chelsea.

A discussion about Pay for Performance ensued.

Also at the Workforce Summit were 20 minute presentations from Martha Coakley and Charlie Baker.

Labor Market Blueprint Presentation – Dr. O. Steven Quimby, Author

Introduction – O. Steven Quimby is an independent consultant specializing in labor market research, grant writing, and program evaluation and capacity building for nonprofit organizations in the human services, workforce development, and housing sectors. Steve has worked on all of our previous blueprints.

A big part of putting the blueprint together is not just looking at the numbers. It is important to talk with the people doing the hiring, interviewing, and dealing with educational programs on a

day to day basis. Those views, along with the data compiled with help from the NSWIB staff, especially Will Sinatra, will be reflected in the blueprint.

Steve went on to discuss the blueprint by following a PowerPoint presentation available at www.northshorewib.com.

High level industries over the last 10 years grew from 2004 to 2008, took a big step back and began to grow again in 2012 and continued to grow into 2014. Most industries had a slight loss in private sector employment over a 10 year period, but some grew. The biggest growers are Healthcare, Educational Services, and Information. (Figure 3.1)

As part of the blueprint process, using the criteria the Board has set for critical and emerging industries, a set of critical industries was identified as healthcare and social assistance, durable goods manufacturing, construction, and finance and Insurance. These industries have been long-time stalwarts in the region showing job growth and family sustaining wages. (Figure 4.1)

A factor that makes the North Shore a competitive region is innovation. One of the ways to quantify innovation is by looking at patent production. Since 1978, Osram Sylvania tops the list of top twenty patent producing companies with 1,060. On the list are not only several long term North Shore companies, but also a number of new companies showing the innovation culture that will continue grow job opportunities. (Figure 5.1)

Although it is not big enough to be a critical industry, Biotechnology/Life Science is an emerging industry driven by innovation.

One key finding across all industries is that skills requirements are increasing. Basic educational levels are no longer enough. People need to be multi-skilled and must have computer skills and English language for entry level positions.

Below is an overview of what business leaders in each of the four critical industries were actually saying.

Construction

“It’s not hard to find people with technical skills. What is harder to find is people with good interpersonal skills and work ethic.”

“Labor is expensive and equipment is cheap.”

“Specialty trades such as glaziers and wood frame carpenters are still hard to find.”

Financial Services

“Workforce etiquette is one of the keys to success.”

“IT and compliance requirements are driving increased education and skill demands.”

“Tellers are required to do more and to know more.”

“There are fewer ‘pure’ roles.”

Health Care

“The career ladders that matter to us now don’t end with the nurse, they start with the nurse.”

“The unit clerk position is becoming more narrow as we move toward electronic medical records.”

“Medical Assistants need to get the right training and come from the right training programs.”

“Everyone needs to be able to communicate well in English.”

Durable Goods Manufacturing

“We are ramping up the bar for assemblers.”

“Quality issues are triumphant in this industry.”

“(Lack of) English language skills are a barrier for the low-wage earner.”

“You should make programs more hands-on, with practical laboratory experiences.”

The Blueprint is almost complete and should be ready by December 1, 2014. The WIB is planning a release event sometime in mid-December. The exact location and date have yet to be determined. The WIB will be working with Salem State University, North Shore Community College, North Shore Alliance for Economic Development, and the local Chambers of Commerce to get a good group in attendance for this event. The hope is this document will be used by our educational providers and folks in the workforce system and groups like the chambers of commerce that can articulate the issues at hand and build public knowledge of our Blueprint.

Discussion:

The members discussed all aspects of the Blueprint and its findings. Some of the topics discussed at length were:

- The difficulty for non-profits to secure funding to run needed training programs even when they have the capacity to run in-depth soup to nuts trainings that are much needed in the community,
- How the most challenging and consistent barrier to employment is ELS while many training programs that provide ELS classes have waiting lists with upwards of 1,000 people on them.
- How to re-evaluate and change training programs so they are in line with the current and on-going needs of the employers.

The Blueprint will be available exclusively online and will not be printed in an effort to go green.

Economic Snapshot – Gary Barrett, North Shore Alliance for Economic Development

The Snapshot is very close to being done. Some of the higher ranking industries identified are healthcare, manufacturing, life sciences, and construction. There were a few smaller interesting industries such as tourism and local foods. Local foods arose similar to the creative economy in the last Snapshot where there is some difficulty in defining what the local food industry is. It initiated in a meeting at Salem State's Enterprise Center with local farmers. It has since generated into a working initiative at the Enterprise Center. There has also been a growth in the food processing industry on the North Shore, particularly in the Lynn area. They are well paying jobs with a lot of public investment. In interviewing industry folks for the economic snapshot, some of the same issues that came up on the workforce development side were also concerns from an investment perspective.

The Economic Snapshot will also be available online exclusively.

Strategic Plan Report

A draft version of the Strategic Plan was sent to all members for review. Below is a brief overview of the work set forth in the Plan for each committee.

Workforce Systems Committee – Tim Doggett

- Oversee the consolidation of our Career Centers and establishment of Access Points, including tracking performance to make sure we continue to reach our goals
- Publish Bi-annual report to the legislature and strengthen relationships with newly elected officials

Youth Pipeline Committee – Steve Falvey

- Increase involvement of comprehensive schools in our Youth Pipeline Committee, targeting Salem and Beverly – others as well
- Increase company involvement in YPC by one company per year

- Release Youth Blueprint and hold seminars at schools on Blueprint findings, starting in Feb. of 2015
- Build “mini-profiles” of FirstJobs youth for outreach to companies – so they see teens who are real contributors to their employers and really of value for hiring

Skills Committee – Art Bowes

- Begin speaker series for our education partners to discuss Blueprint and how they can respond to LMI findings within it
- Hold meetings with educators on how credit decisions are made and how non-credit programs become credit bearing
- Analyze training data to better understand performance by various training programs in relation to placements and wages

Partnership Committee – Doris Murphy

- Market our new Access Points so this change is clearly communicated and understood by our customers and to make sure that we have little if any decline in service
- Update our Marketing Plan to include:
 1. A larger role for social media; and
 2. An overall public awareness campaign that is track-able and shows results

Nancy entertained a motion to accept the Strategic Plan with the proposed adjustments. Steve Falvey moved to accept the Strategic Plan. Steve Shea seconded the motion. All members in attendance voted in favor of accepting the Strategic Plan with the proposed adjustments. No members in attendance opposed.

Tom Lemons moved to approve the minutes of the September 11, 2014 meeting. Tim Doggett seconded the motion to approve the minutes. All members in attendance voted to approve the minutes of the September 11, 2014 meeting as presented. No members were opposed.

A motion was set forth to adjourn the meeting. All members voted in favor of adjournment, no members opposed. The meeting was adjourned at 9:15 am.

The next meeting is scheduled for January 8, 2015.

Respectfully Submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	191	254	1692	3,048	1,717
Salem	246	167	1321	2,004	1,670
Gloucester	29	42	207	504	235
Total	466	463	3220	5,556	3,622

Total Customers Served

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	670	425	3113	5,097	3,639
Salem	693	278	2343	3,332	3,107
Gloucester	104	69	412	833	444
Total	1467	772	5868	9,262	7,190

Customer Placements (#/% of total customers served)

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	51	55	352	663	458
Salem	36	36	291	433	433
Gloucester	1	9	49	108	68
Total	88/6%	100/13%	692/12%	1,204/13%	959/13%

Customer Satisfaction – Results for October & November 2014

*Job Seeker**

Were you satisfied with the results of your visit?	Excellent	Good	Fair	Poor
Lynn (n = 44)	21 (48%)	22 (50%)	0 (0%)	1 (4%)
Salem (n = 85)	46 (54%)	35 (41%)	3 (4%)	1 (1%)
Gloucester (n = 27)	18 (67%)	6 (22%)	2 (7%)	1 (4%)
System-Wide (n = 156)	85 (55%)	63 (40%)	5 (3%)	3 (2%)

Employer

Overall satisfaction with Career Center services.	Excellent	Good	Fair	Poor
System-Wide (n = 7)	3 (43%)	3 (43%)	1(14%)	0 (0%)

Employer Services
New Accounts

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	19	22	132	260	116
Salem	32	27	121	325	62
Gloucester	0	5	5	65	7
Total	51	54	258	650	185

Total Employers Served

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	38	47	244	560	287
Salem	59	58	211	700	154
Gloucester	0	12	8	140	13
Total	97	117	463	1,400	454

Total Number of Employers Listing Job Orders

	Nov, 14		Actual YTD		Nov, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	27	18	127	213	215
Salem	15	32	88	387	85
Gloucester	0	8	4	100	3
Total	42	58	219	700	303

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Nov, 13 YTD
Adult	101	160	112
Dislocated Worker	130	210	168

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Nov, 13 YTD
Adult	8	72	14
Dislocated Worker	16	99	23

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 14
North Shore CC	47	100%	11.88	53
Millennium	6	0	0	14
New England Tractor Trailer	5	100%	20.00	8
American Red Cross	3	100%	9.14	11
Salem State University	3	0	0	4
New Horizons - Nashua	2	0	0	0

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 14
Action, Inc.	25	4	3/9.75	37
Catholic Charities	26	5	1/9.00	41
Girls, Inc.	23	4	NA	27

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	225	336

Work and Learning Experiences for High School Youth

Connecting Activities (CA) Staff started the new school year in September and has been working with school liaisons at the Peabody Learning Academy and Fecteau Leary Alternative High School in Lynn. CA staff meets with these two schools on a weekly basis providing Career Awareness, Career Exploration and Career Immersion workshops to assist 40+ students with their work readiness development and job search activities. Youth Career Center (YCC) Staff met with Lynn Vocational Technical Institute and Salem Vocational High School in October and November to establish schedules for working with these students beginning in December 2014. In October, Jamie Smidt was hired to fill a job opening for a Connecting Activities Specialist. The two CA School Specialists' along with the Coordinator of Youth Workforce Initiatives attended the Connecting Activities state conference on November 6th.

The YCC Staff is in the process of working with sites in Lynn and Salem for the year-round Youth Works funding. The application process has begun with a small group of identified youth as the funding is extremely limited to just 40 opportunities for an eight-week work period. The plan is to start some of the youth working in January, with the remaining starting in February. Eligible youth who are hired will be required to attend the Signaling Success workshop series reviewing subjects such as Learning Strengths, Workplace Safety, Professionalism, Communication Skills, Resume Writing, and Mock Interviews.

The YCC Staff participated in community activities such as Lynn's Shannon steering committee meetings, an event at North Shore Community College '*Dealing with substance abuse issues with Lynn Youth*' and a conference call with the Youth's Jobs Coalition.

The YCC provided an orientation meeting, at the YCC for ten students from the North Shore Consortium SOARE Program, conducted a workshop at the North Shore Academy School in Beverly for 30 students, and had an informational booth with the WIB at the Lynn English Job Fair.

The 2015 Amp It Up Program activities began in October with outreach to 40+ High/Middle School Principals on the North Shore. This professional development opportunity is designed to improve science and math instruction and at the same time introduce students to careers in manufacturing and other STEM industries.

Budget-Actual Summary by Expense Category
As of November 30, 2014

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 4,294,474	\$ 160,032	\$ -	\$ 4,134,442	96.3%
Current Year Income	96,871	60,502	-	36,369	37.5%
Prior Year Carry-in	2,799,570	1,713,492	-	1,086,078	38.8%
Total Revenue	\$ 7,190,915	\$ 1,934,026	\$ -	\$ 5,256,889	73.1%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 261,854	\$ 110,703	\$ -	\$ 151,151	57.7%
Expenses	101,663	24,168	12	77,483	76.2%
Total Admin Expenses	\$ 363,517	\$ 134,871	\$ 12	\$ 228,634	62.9%
<u>Program Expenses</u>					
Personnel	\$ 1,731,752	\$ 636,676	\$ 44,544	\$ 1,050,532	60.7%
Individual Training Accounts	793,490	108,100	269,255	416,135	52.4%
Supportive Services	25,128	309	8,498	16,321	65.0%
Youth Jobs	382,820	221,796	220,144	(59,120)	-15.4%
Other Training	1,078,259	170,688	652,578	254,993	23.6%
Other Program Costs	983,066	408,513	189,850	384,703	39.1%
Business Services Costs	91,051	35,374	-	55,677	61.1%
Total Program Expenses	\$ 5,085,566	\$ 1,581,456	\$ 1,384,869	\$ 2,119,241	41.7%
Total Expenses & Obligations	\$ 5,449,083	\$ 1,716,327	\$ 1,384,881	\$ 2,347,875	43.1%
Planned Carry-Out	\$ 1,741,832				

Budget-Actual Summary by Program
As of November 30, 2014

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
Disability Employment Initiative (DEI), FY13	\$ 222,056	\$ 92,044	\$ 130,012	58.5%
Dislocated Worker Training NEG, FY14	53,551	2,441	51,110	95.4%
DOT Transportation Grant - FY14 JARC	262,923	259,825	3,098	1.2%
Emergency Unemployment Compensation - REA: FY13	23,806	-	23,806	100.0%
Emergency Unemployment Compensation - REA: FY14	3,207	-	3,207	100.0%
Rapid Response - State Staff, FY15	10,992	4,283	6,709	61.0%
Re-employment Eligibility Assessments, FY15	26,330	7,959	18,371	69.8%
Trade Adjustment Assistance Case Management, FY14	7,229	899	6,330	87.6%
Trade Adjustment Assistance Case Management, FY15	3,314	-	3,314	100.0%
Vets: Disabled Veterans Outreach Program, FY14	2,834	2,834	-	0.0%
Vets: Disabled Veterans Outreach Program, FY15	16,561	-	16,561	100.0%
Wagner Peyser ES 10%, FY15	11,507	12,350	(843)	-7.3%
Wagner Peyser ES 90%, FY14	76,740	40,035	36,705	47.8%
Wagner Peyser ES 90%, FY15	17,564	2,228	15,336	87.3%
WIA Formula Funds: Administration	204,900	77,680	127,220	62.1%
WIA Formula Funds: Adults	866,375	327,718	538,657	62.2%
WIA Formula Funds: Dislocated Workers	789,245	382,130	407,115	51.6%
WIA Formula Funds: Youth	775,206	590,491	184,715	23.8%
WIA Incentive, FY15	20,000	-	20,000	100.0%
Total Federal Funds	\$3,394,340	\$1,802,917	\$1,591,423	46.9%
<u>State & Local Funds</u>				
DESE: Adult Career Pathways, Program 541, FY15	\$ 153,000	\$ 140,840	\$ 12,160	7.9%
DESE: Connecting Activities, FY15	98,781	65,704	33,077	33.5%
DTA FY14 Competitive Integrated Employment Services	67,557	9,496	58,061	85.9%
DTA FY15 Competitive Integrated Employment Services	135,896	45,632	90,264	66.4%
Earned Funds	2,352	2,352	-	0.0%
Eastern Bank Foundation Grant	11,914	8,012	3,902	32.8%
Future Cities Project, FY15	1,000	-	1,000	100.0%
HCWTF Training, FY15	236,955	-	236,955	100.0%
Health Care Workforce Transformation - Planning	42,011	34,456	7,555	18.0%
State One-Stop Career Centers, FY15	239,354	133,351	106,003	44.3%
UI Walk-in, FY15	44,645	19,248	25,397	56.9%
Verizon Foundation Youth Grant	3,068	1,500	1,568	51.1%
WCTF: Middle Skills Gap	309,205	232,561	76,644	24.8%
Workforce Training Fund: WIB Support, FY15	95,000	49,311	45,689	48.1%
Working Cities, FY15	65,000	-	65,000	100.0%
Youthworks - Year Round, FY15	81,695	1,701	79,994	97.9%
YouthWorks: Summer 2014	467,310	554,127	(86,817)	-18.6%

<i>Total State Funds</i>	\$2,054,743	\$1,298,291	\$ 756,452	36.8%
TOTAL FUNDS	\$5,449,083	\$3,101,208	\$2,347,875	43.1%