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Agenda

Partnership Committee

December 11, 2015

8:00AM

70 Washington Street, Suite 314 Conference Room, Salem

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

- I. Introductions
- II. Future of Work on the North Shore – Regional Planning Discussion
- III. Objectives and Tasks of the Partnership Committee 2016:
 - a. Establish LinkedIn Page – with one formed group discussing workforce development on the North Shore
 - b. Data Spot – continue to develop and enhance
 - c. Market Access Points
 - d. Grow Twitter Presence to 300 followers
 - e. Updated Data in November of 2015 – adding to Blue Print data
- IV. Status of Access Point discussions and consolidated career center activities – update
- V. WIOA Transition Team – Update
- VI. Custer-Centered Design Project for Services to Employers - Overview
- VII. Next Meeting
- VIII. Adjournment

Next Meeting: 12-11-15, 2-12-16, 4-8-16, 6-10-16

10-9-2015

Attendees:

Andrew Shapiro, City of Salem; Susan Jepson, Operation ABLE; Laura Dipersia, ??; Sandy Nolfi, Analogic

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

1. CREATE MARKETING AND SOCIAL MEDIA PLANS
2. IMPLEMENT SOCIAL MEDIA PLAN
3. IMPLEMENT OVERALL PUBLIC AWARENESS CAMPAIGNS WITH VARIOUS IDENTIFIED CONSTITUENCIES
4. PUBLICIZE ACCESS POINT
5. RESEARCH AND PUBLICIZE REPORTS ON SPECIAL WORKFORCE POPULATIONS INCLUDING IMMIGRANTS AND OLDER WORKERS
6. WORK 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>	2015 - 2016	<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 192 Twitter followers – heading toward 300.</p> <p>We are working on Linked In Page and this should be ready by next meeting in December.</p> <p>Youth Blueprint and Poster on website and distributed locally – also Youth-specific newsletter sent out this month with all youth publications linked. Hopefully speaking with Superintendents group this fall.</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>Five Data Spots released – a schedule for the next several months reviewed. We need to post these to our facebook</p>

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			account and other social media networks.			
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.			
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.	Access Point attendance has increased each month as follows: <table border="1" data-bbox="1465 1305 1913 1448"> <tr> <td></td> <td>FY2015 (3/1/2015 – 6/30/2015</td> <td>FY2016 (9/30)</td> </tr> </table>		FY2015 (3/1/2015 – 6/30/2015	FY2016 (9/30)
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NSCC	416	162													
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		Regular review of services provided at access points, including numbers of people served, etc.													
Support Board Membership Development	2015	1 New Board Members each year – 4 new sub-committee members per year													
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). Learning much about how companies fill positions and what their pain points are. We will design a pilot that is built around our learning, e.g., using a “recruiter” model for staffing.												
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 – fall and spring – around these topics – e.g., the Future of Work.												

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The Future of Work on the North Shore – a collaborative research and planning effort for the North Shore

Disruptive innovations are creating new industries and business models, and destroying old ones. New technologies, data analytics and social networks are having a huge impact on how people communicate, collaborate, and work. As generations collide, workforces become more diverse and people work longer; traditional career models may soon be a thing of the past. Many of the roles and job titles of tomorrow will be ones we've not even thought of yet.

Quote by Michael Rendell, Head of Human Capital Consulting, PwC taken from The Future of Work, a Journey to 2022, PwC, Inc.

The North Shore Alliance for Economic Development and the North Shore Workforce Investment Board have joined forces to lead the North Shore community on an 18 month research and planning initiative called **The Future of Work on the North Shore!**

The Alliance and WIB are responsible for providing economic and workforces services to all North Shore companies and residents. Both organizations recognize the pace of social and economic change happening now and into the future. Together we are committed to understanding the vision, goals, barriers, and challenges that our various community members are experiencing, or anticipate experiencing, and to developing solutions that result in continued growth and prosperity.

Research has begun with a status report of our current economy, and a historic review of how we have supported our economy to date, what we know works and has not worked, and how we can take lessons learned and innovate for greater levels of success. Visit www.northshorewib.com for more information.

More importantly however, **The Future of Work** will seek out the opinions, ideas, and priorities of various North Shore industry sector leaders and stakeholders, engaging all in the development of a Plan through which we will invest our workforce and economic resources efficiently and expediently.

Once completed, the North Shore will have a roadmap for the next several years, through which we can invest our resources wisely and meet the Future of Work head on. Please join us in this effort!

See reverse side for details.

Examples of questions asked include:

1. For elected officials
 - a. What do your residents tell you about their employment status and concerns?
 - b. What do your companies tell you about their growth plans and challenges to their growth?
 - c. What can we do to make our region “more business friendly”?
2. For Businesses
 - a. What changes are anticipated in your company/industry over the next several years, e.g., jobs eliminated, new jobs created, new business models, new markets, impact of technology etc.
 - b. What services do you need to keep up with these changes?
 - c. What will make a community more attractive and competitive for your business/industry sector?
 - d. What are the future skill sets needed for your business/industry?
3. For students – K-12 (and their parents), post-secondary, and adult learners
 - a. What are your hopes and dreams for the future and what are the barriers to fulfillment?
 - b. What can be added to the educational experience to remove those barriers?
4. For Veterans
 - a. What has helped and/or hurt your transition from military to civilian employment?
 - b. What would you do to make this transition more successful and efficient?
5. For economic development experts
 - a. What initiatives are working best for you as you develop the economy of your city or town?
 - b. What is missing from your array of services that would address any and all unmet needs?
 - c. What can we do to make our region “more business friendly”?
6. For educational leaders
 - a. What do you need to help meet college and career readiness standards for your students, or to keep students actively and successfully engaged in post-secondary education?
 - b. What challenges do your faculty face in keeping up with the new and changing skill requirements of today’s global economy?
7. For social service agencies
 - a. What are the biggest barriers that are keeping your constituents from finding and keeping full time employment?
 - b. What responses work best – or would work best – to move your constituents successfully into employment?
8. Community leaders
 - a. What are the strengths and weaknesses of our workforce and economic systems?
 - b. What activities should take place to keep remain strong and eliminate weaknesses?

Summary of next steps for Future of Work

Timeframe – (NSAED approves this plan mid-December – press release with package during first week in January)

- a. January, 2016 – June, 2016 – data gathering around stakeholder groups – goals outlined below
 - i. Interviews with groups, trying wherever we can to use already existing meetings
 - ii. Survey of 4 to 5 questions on WIB and NSAED website – kept open and managed with social media
- b. July, 2016 – Sept., 2016 – review and discussion of findings by WIB and NSAED members, additional data collection if needed
- c. Oct., 2016 – January, 2017 – development of draft plan
- d. Feb., 2017 – March, 2017 – public review
- e. April, 2017 – final plan in place

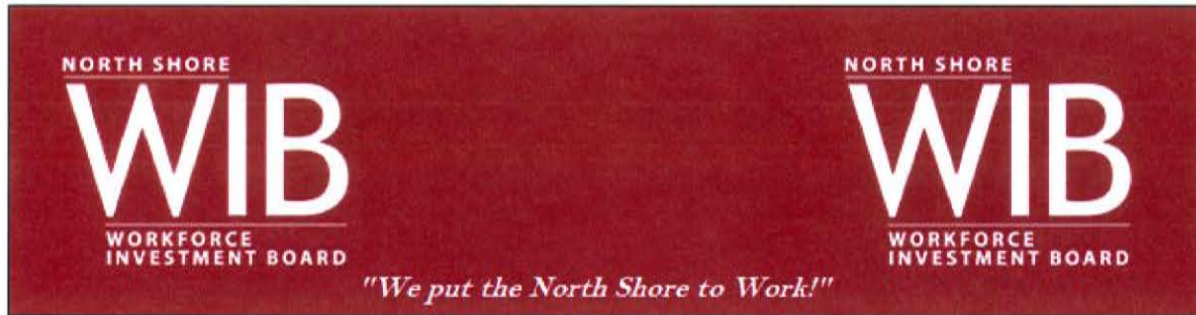
Metrics for plan data collection – through meetings and participation in survey

- a. Elected officials – 75% participation rate
- b. Businesses – 500 – 600 businesses participate – 5% of all businesses in the region – include women and minority owned as well as other
- c. Students
 - i. Grade 9 – 12 – approximately 20,000 public, charter, private, and vocational high school students on the North Shore – 5% of all would be 1,000 students
 - ii. Adult Education – approximately 700 – 5% of all would be 35
 - iii. Parents – about 250 (considering siblings)
- d. Veterans – 400 veterans served in 2015 by Career Center – 25% participation rate or 100 veterans
- e. Economic Development experts – 75% participation rate
- f. Educational leaders
 1. K-12 – 90% participation rate of all school districts/charters/privates/vocational
 2. Post Secondary – 100%, including NSCC, SSU, Endicott, Gordon
- g. Social service agencies – 50 agencies
- h. Community leaders – at least 100

Next steps – Maquisha will design a calendar for the next 18 months, including overall goals but also including wherever possible, existing events where various stakeholders are already gathering.

The WIB will design a simple survey for review by WIB board and NSEAD

The WIB will also draft a press release announcing this activity



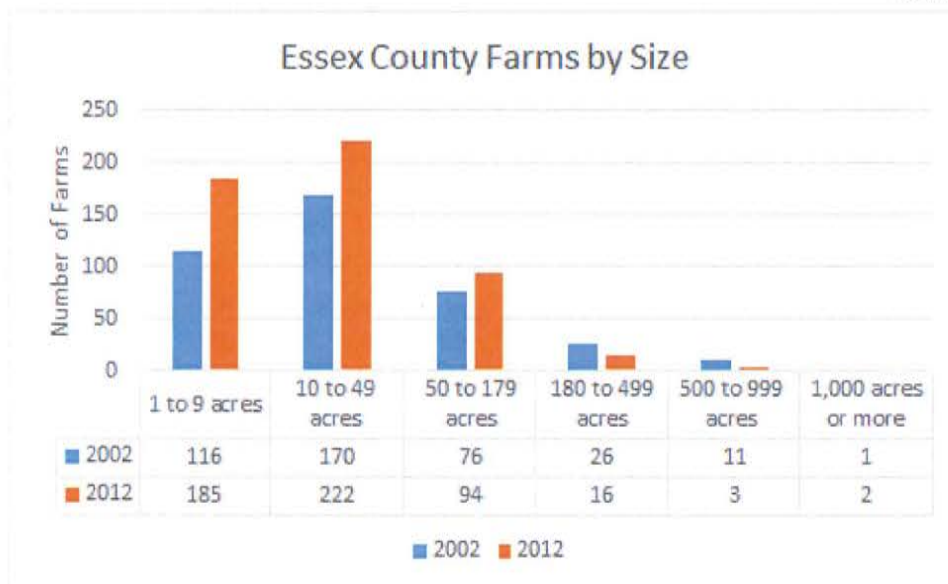
Welcome to 'Data Spot' - a bi-weekly source of Labor Market Information and other Workforce Development data that impacts our region.

Read this email when you have a moment - please feel free to contact us if you have questions.

Happy Thanksgiving! Want a little something different to talk about around the table this year? This issue of Data Spot looks the 522 farms in Essex County. The farms in Essex County combine to utilize a 22,397 acres of land which is 4.2% of all the agricultural land in Massachusetts. The estimated market value of land and buildings per farm is \$893,350 with the average value of machinery per farm is \$56,138. The agriculture industry averaged 501 employees in 2014*.

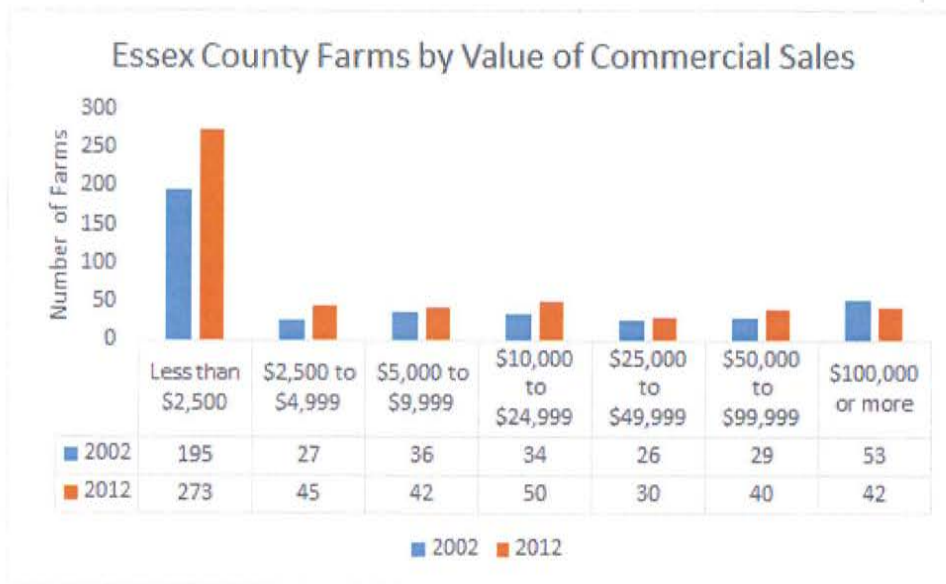
Farms in Essex County tend to be small as 78% of all farms in 2012 were under 50 acres. This can be seen in Chart 1 which shows a comparison of Essex County farms by size in 2002 & 2012. Overall the number of farms has grown by 23.3% from 400 farms to 522 farms. But while the number of farms has increased, the acreage dedicated to farming has decreased by 24.3% from 27,856 acres in 2002 to 22,397 acres in 2012.

Chart 1



The market value of all agricultural products sold in 2012 was \$25,163,000 of which 71.7%

was from the sales of crops and 28.3% was from the sale of livestock. Only 56.7% of farmers in Essex County considered farming to be their primary occupation. The reason behind this can be seen in Chart 2 which shows a comparison of farms by the value of commercial sales in 2002 and 2012. Nearly 70% of farms had commercial sales that were \$9,999 or less.



*This figure does not include sole proprietors, a business designation often used for farming.



Source: USDA. 2012 Census of Agriculture. <http://www.agcensus.usda.gov>
Massachusetts Executive Office of Labor and Workforce Development. Employment and Wage Program (ES-202). www.mass.gov/lmi

Do you have an idea for a Data Spot? Hit reply and send me a message.

North Shore Workforce Investment Board

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