



BOARD REPORT

March 10, 2016

Prepared on
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**North Shore Workforce Investment Board
Meeting Minutes**

January 14, 2016

Those in attendance: Joe Bourgeois, Arthur Bowes, Brian Cranney, Tony Dunn, Steve Falvey, Dianne Palter Gill (for Pat Gentile), Susan Jepson, Deacon Harris (for Sandi Nolfi), Tom Lemons, Dave Manning, Pat Meservey, Diane Smith, Steve Shea, Andrew Shapiro, Tracey Cahalane, Nancy Stager, Bill Tinti, and Edward Tirrell, Stan Usovicz, and Kyle Hawkins (for Thelma Williams).

Those not in attendance: Bob Bradford, Tim Doggett, Marcia Griesdorf, Peggy Hegarty-Steck, Cathy Latham, Paul Mahoney, Mike McCarthy, Paula Reynolds, Laurie Roberto, Sarah Stanton, and Jocelyn Tiberii.

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

Special Guests: David Muldrew – Assistant Secretary for Employment Services (EOLWD), Stephanie Raymond – Senator Lovely's Office, Rep. Paul Tucker, Katie Kass – Sen. McGee's Office, Jason Denancourt – Cong. Moulton's Office, Mayor Kim Driscoll and Rep. Brendan Crighton.

The meeting begins at 8:11am.

A quorum is present.

Approval of November 13, 2015 minutes: T. Lemons moved to approve the November minutes. S. Shea seconded. All members in attendance voted to approve the minutes, none opposed.

Chair's Report

WIB Association Quarterly Meeting

The meeting was held in Marlboro at the Davis Company, a private staffing firm. The topic was "What One Stops and Corporate Staffing Companies can learn from each other". The discussion was very helpful and animated. The next Quarterly Meeting will be held in our region with a tentative date of April 4th. The topic of the meeting will be "Business Engagement".

Grant Updates

Manufacturing Pipeline Grant – NAMC has been awarded \$220,000 from the Executive office of Housing and Economic Development to build a stronger pipeline for trainees and employees in manufacturing. As the unemployment rate drops, it becomes harder to attract people into manufacturing. For that reason, it is very important to make the pipeline attractive and accessible to a broad range of people.

Apprenticeship Grant – It is really hard to run an apprenticeship program because the rules for these programs are around 80 years old.

Explanation for vote – Within the Apprenticeship Grant is a role of sponsor which is usually the company hiring apprentices. In this grant, we (the NSWIB and three other WIBs) will be involved with about 15 small companies across the northeast quarter of Massachusetts that would

each be taking two to three apprentices. The sponsor would be 15 different companies. The State feels getting all 15 companies engaged would be too difficult, so they asked the NSWIB to sign on as sponsor. Normally, the Mayor signs grants on behalf of the city, but because of the non-financial nature of the agreement has agreed to allow Mary to sign this grant on their behalf. Initially, Mary agreed to sign on as sponsor until the sponsorship agreement was reviewed more thoroughly and the wording suggests that as sponsor the NSWIB would be employing the apprentices. Bill Tinti has spoken to the attorney for the Department of Labor Standards for the state who has agreed to re-word the agreement so it more accurately describes the role of the WIB in this situation. The updated agreement has not yet been received. Today, we are asking the Board to vote to provide the Executive Committee with the authority to review the language the state comes up with and if comfortable with the agreement they will vote to approve the document and to allow Mary to sign.

Brian Cranney motioned to provide the Executive Committee with said authority. Steve Shea seconded the motion. All members in attendance voted in favor. No members opposed or abstained.

IT Pipeline Grant – The WIB has applied for a Workforce Competitiveness Trust Fund Grant. The goal is to train young workers in entry level IT skills that can be used across all industries. As part of the CommUniverCity at Lynn Project, the grant will focus on young folks from Lynn. Decisions on grant recipients will be reached in February with a start in May.

WIOA Transition Activities

MOA Update

Over the span of the last five months, the WIB has been trying to get all 19 cities and towns to sign a MOA for WIOA. The last town signed this week. The MOA is completely signed and a copy has been distributed to the Board.

Customer Centered Design Challenge – project update

This project, a USDOL staff development effort, was started over the summer to help the WIB and Career Centers better serve their customers. It was an 8-12 week online and in person training where the team interviewed companies in an effort to answer our question “How might we design a system to put employers in the center of our sector strategies and career pathway work?”.

Short Term - Virtual job orders, job orders posted online by companies (not through cc staff) are blind to career center staff unless a specific report is run. The career center has started pulling this report three times a week. Through this pilot project that is about 3-4 weeks in, staff has been able to identify two industry clusters to zero in on: manufacturing and construction, and healthcare and financial services. Two teams of career staff, consisting of a business services staff, 1-2 job specialists, and a case manager are each focused on one of those clusters. The idea is to make sure there is a better understanding across that team of what the needs of the businesses are within their clusters.

Each time the report is run the cluster teams work together to identify jobs within their clusters (about 50-60 jobs have been identified so far). Within the first 24 hours of identifying a job, the company is contacted to identify 3 things: 1)demand – is the company really trying to fill this position, 2)priorities – what is truly needed of a candidate 3)urgency – when do they need to fill the position. The goal is to be back to the companies within 72 hours with pre-qualified candidates. If they tell us they need the position filled faster or have specific needs, that will be identified in the first contact and the team can work accordingly.

The NSWIB has been selected as one of ten groups across the country invited to the White House for our Customer Centered Design Challenge. The meeting is on Feb. 16, 2016 from 1:00 to 5:00.

David Muldrew, Assistant Secretary of Employer Services

David started his career as a vocational counselor in Boston and went into the private sector for the next 30 years. He became the Assistant Secretary four and a half months ago. David's job is to assist career centers in adopting a business engagement model and presenting this model to the WIBs to employment Demand 2.0. Right now companies need people and private employment agencies are not able to keep up.

Board members brought Assistant Secretary Muldrew up to speed on the intricacies of the north shore region and some of the work the NSWIB is involved in.

Regional Planning – Future of Work on the North Shore

The WIB will be hiring an intern from Salem State to assist in the planning process. There will be an online survey (4-5 questions) that we plan to reach 75% of elected officials, 500-600 businesses in the area, 5% each of local 9-12 grade students, adult education students, and parents. The survey will also go out to veterans, Economic Development experts, Educational leaders, social service agencies, and community leaders.

For more information you can view a PowerPoint presentation for this meeting at www.northshorewib.com.

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

T. Dogget moved to adjourn the current meeting. T. Cahalane seconded. All members in attendance voted to adjourn. None opposed.

The meeting concluded at 9:04 am.

The next meeting is scheduled for March 10, 2016.

Respectfully Submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Jan, 16		Actual YTD		Jan, 15 YTD
	Actual	Plan+	Actual YTD	Plan thru 6/30/16+	Actual
Youth Career Center	18	-	132	-	-
Salem – The Hub	413	-	3,222	-	4,105
Gloucester -AP	72	-	353	-	296
NSCC – AP	59	-	451	-	-
Family Success Center -AP	1	-	111	-	19
Peabody Institute -AP	9	-	64	-	-
Total	572	412	4,333	4,940	4,420

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

Total Customers Served

	Jan, 16		Actual YTD		Jan, 15 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
Youth Career Center	94	-	132	-	-
Salem – The Hub	1,178	-	5,310	-	6,903
Gloucester -AP	152	-	566	-	526
NSCC – AP	126	-	549	-	-
Family Success Center -AP	2	-	119	-	19
Peabody Institute -AP	11	-	66	-	-
Total	1,563	780	6,742	9,350	7,448

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

Customer Placements (#/% of total customers served)

	Jan, 16		Actual YTD		Jan, 15 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
Youth Career Center	1	-	5	-	-
Salem–The Hub	124	-	899	-	856
Gloucester-AP	8	-	80	-	61
NSCC –AP	11	-	77	-	-
Family Success Center-AP	5	-	15	-	2
Peabody Institute-AP	1	-	11	-	-
Total	150/9.6%	101/13%	1,087/16.1%	1,216/13%	919/12.3%

+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 = 197)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	116 (59%)	60 (30%)	14 (7%)	7 (4%)
Gloucester (n=33)	13 (81%)	3 (19%)	0 (0%)	0 (0%)
Salem (n=262)	95 (57%)	53 (32%)	13 (8%)	6 (3%)
Access Points (n=13)	9 (60%)	4 (27%)	1 (6.5%)	1(6.5%)

Employer

System-Wide(n = 5)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	4 (80%)	1 (20%)	0 (0%)	0 (0%)

Employer Services

	Jan, 16		Actual YTD		Jan, 15 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/16	Actual
New Employer Accounts	53	50	440	600	307
Total Employers Served	94	117	752	1,400	549
Number of Employers Listing Job Orders	45	42	363	500	263

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Jan, 15 YTD
Adult	85	172	115
Dislocated Worker	136	209	139

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Jan, 15 YTD
Adult	27	76	23
Dislocated Worker	23	91	35

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

July 1, 2015 – January 31, 2016

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 15
North Shore CC	53	100%	18.55	91
William George	6	n/a	n/a	2
American Red Cross	4	100%	12.75	8
Millennium	4	100%-	18.00	12
New England Tractor Trailer	4	n/a	n/a	14
Salem State University	3	n/a	n/a	4

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 15
Action, Inc.	28	1	1/12.69	27
Catholic Charities	39	9	3/11.00	45
Girls, Inc.	23	7	n/a	27
North Shore CDC	1	n/a	-n/a	0

	Goal	Actual
Student Work and Learning Experiences	300	448

WBLP and Career Development Activities:

- The Connecting Activities (CA) staff, together with school liaisons, continued the work begun in September for the 2015/2016 school year. During the months of December and January, staff worked 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 also began work with two new partner schools, Marblehead High School and Beverly High School, working with an additional 35 students. In January, staff started a series of workshops for the juniors and seniors at Lynn Vocational Technical Institute in preparation for their April 14th Career Fair.
- In total, staff facilitated 55 workshops from both the Signal Success curriculum as well as Youth Career Center (YCC) created workshops. Workshops included a North Shore YCC Orientation, Dress for Success, How to Work a Job Fair, Interviewing Skills, Learning Strengths, Mass CIS, Skills and Interests, Resume Writing, Professionalism, Workplace Safety, Online Presence and Application process. Embracing our partnership with Commonwealth Corporation (CC), we continued in December and January, to invite CC staff to observe and/or co-facilitated workshops with CA staff at Peabody Learning Academy and Marblehead High School.
- Outreach continued with Lynn Classical and Lynn English High Schools and in January YCC staff met with the Guidance Staff at both these High Schools and plans are being finalized to have some presence at these schools for the remainder of the school year.
- The Year Round Youth Works funding for the 2015/2016 year awarded the North Shore 29 positions for youth to work 15 hours a week, up to a maximum for 120 hours. All placed youth are required to participate in 15 hours of Signal Success workshops. We have targeted certain organizations for placements and are focusing on youth with significant barriers: City of Lynn, Family and Children's Services, The Haven Project, New Liberty Charter School and The Haven from Hunger. Workshops and placements began in October and we are on schedule to place youth, 17-21 years old from Lynn, Peabody and Salem filled by March.
- Staff met with Career Readiness Coordinator/HiSet Instructor of North American Family Institute who is managing the local BOG grant. We are assisting with introductions to local organizations as a means to identify work opportunities as well as career options for the youths involved with this program.
- The YCC has partnered with ROCA via the City of Lynn Police Department to provide services to 'high risk young men, who have been identified under the Safe Successfully Youth Initiative. Staff has attended planning meetings, the MOU has been finalized and Work Readiness Workshops and weekly occupational support group to this target group of 17-24 year old will begin in March.
- "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, is underway. Teachers have completed the first professional development session and externship at a STEM company. The second professional development session will take place 4/4. Teachers will then create and/or update a current lesson plan based on their experience. This year's companies include Medtronic, Microline Surgical, GE, Applied Materials and Cell Signaling.

- The internship program at Medtronic, an international medical device company specializing in manufacturing of cardiac catheters continues to be very successful with the six female students meeting each Friday for three hours for this engineering internship. Medtronic is working with the WIB to continue the program for the next school year.
- This period the YCC participated in the following Community Activities
 - Attendance at Lynn's monthly Shannon steering committee meetings
 - Participation at Salem Schools Advisory Board Meetings
 - Participation at Salem Schools Partnership Meeting and Communication Sub-Committee Meeting
 - Attendance at Salem Hope Quarterly Meeting

Professional Development:

- As part of the onboarding for the new CA Career Specialist, she attended the three day Moses 101 training, Commonwealth Corporation Signal Success Orientation, and three Career Center Workshops: Interviewing Skills, Resume Writing and the CCS.
- YCC staff participated in a Youth Works Webinar on Meaningful Placement/Employer Engagement, which included discussion about how to develop an effective job matching and 'fit feedback' process that takes employers' needs in to account when placing youth.
- WIB staff attended the Connecting Activities Leadership Meeting February 4.
- WIB staff attended the Customer Centered Design Learning Exchange and Celebration in Washington, DC.

Employer Outreach:

- Youth Career Center Staff attends regularly scheduled Career Center's Business Services Unit planning sessions and meetings.
- As part of the outreach work for the LVTI career fair, 150 businesses and community organizations have been contacted via email, visits and phone calls to solicit their participation in the April 14th Career Fair; the response is very positive and our plan to surpass last year's 60 participants, providing service to some 400 students.

Highlight:

- The WIB and YCC Coordinators, together with YCC staff have continually provided outreach to new schools, community partners and businesses, to communicate services and programs offered with the goal of engaging more students, year over year. The total number of youth serviced in 2015 was 1,607 a 4% increase over 2014 and the highest since the YCC opened in 2005.

Challenges

- Our challenge during the winter months of December and January has been the number of youth 'walk-ins' to the YCC. It's a combination of the holiday season, school vacation and the winter weather. We have resorted to other means such as outreach to youth via phone, email, social media, and outreach to youth on site at their schools and after school at community partners.

Budget-Actual Summary by Expense Category
As of January 31, 2016

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$3,681,642	\$1,132,452	-	\$2,549,190	69.2%
Current Year Income	157,394	105,726	-	51,668	32.8%
Prior Year Carry-in	2,704,756	1,913,865	-	790,891	29.2%
Total Revenue	\$ 6,543,792	\$3,152,043	-	\$3,391,749	51.8%
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$298,682	\$168,546		\$130,136	43.6%
Expenses	89,699	37,280	-	52,419	58.4%
Total Admin Expenses	\$ 388,381	\$205,825		\$182,556	47.0%
<i>Program Expenses</i>					
Personnel	1,734,623	\$893,436	6,415	834,772	48.1%
Individual Training Accounts	798,403	201,962	247,784	348,657	43.7%
Supportive Services	27,093	3,457	225	23,412	86.4%
Youth Jobs	435,949	379,984	34,310	21,656	5.0%
Other Training	1,030,859	355,741	469,905	205,213	19.9%
Other Program Costs	1,350,130	523,906	475,190	351,033	26.0%
Business Services Costs	90,218	60,283	-	29,935	33.2%
Total Program Expenses	\$5,467,275	\$2,418,769	\$1,233,829	\$1,814,677	33.2%
Total Expenses & Obligations	\$5,855,656	\$2,624,595	\$1,233,829	\$1,997,232	34.1%
Planned Carry-Out	\$688,136				

Budget-Actual Summary by Program
As of January 31, 2016

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	154,873	103,977	40.2%
Dislocated Worker Training NEG, FY14	19,311	822	18,489	95.7%
DOT Transportation Grant - FY15 New Freedom	686,834	680,118	6,716	1.0%
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	74,556	2,073	2.7%
Rapid Response - State Staff, FY16	12,944	5,676	7,268	56.1%
Re-employment Eligibility Assessments, FY16	62,830	62,305	525	.8%
Sector Partnership NEG – FY16	128,000	7,076	120,924	94.5%
Trade Adjustment Assistance Case Management, FY15	3,550	-	3,550	100.0%
UI Walk-in, FY15	20,709	7,584	13,125	63.4%
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	12,050	47,768	79.9%
Wagner Peyser ES, 10% FY16	80,572	14,544	66,028	81.9%
WIA Formula Funds: Adults	914,462	424,930	489,532	53.5%
WIA Formula Funds: Dislocated Workers	905,712	557,344	348,368	38.5%
WIA Formula Funds: Youth	783,876	638,546	145,330	18.5%
WIA Incentive, FY15	11,636	6,949	4,687	40.3%
WIA/WIOA Formula Funds: Administration	232,981	128,793	104,188	44.7%
<i>Total Federal Funds</i>	<i>\$4,304,677</i>	<i>\$2,788,348</i>	<i>\$1,516,329</i>	<i>35.2%</i>

Budget-Actual Summary by Program
As of January 31, 2016

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State & Local Funds</i>				
Advanced Manufacturing: Amp-It-Up, FY15		9,655	6,459	3,196 33.1%
DESE: Adult Career Pathways, Program 541, FY16		157,590	151,130	6,460 4.1%
DESE: Connecting Activities, FY16		98,781	51,747	47,034 47.6%
DTA FY16 Competitive Integrated Employment Services		125,150	51,231	73,919 59.1%
Earned Funds		17,982	17,982	0 0.0%
HCWTF Training, FY15		213,449	128,372	85,078 39.9%
State One-Stop Career Centers, FY16		273,210	107,449	165,761 60.7%
WCTF: Middle Skills Gap		68,265	47,479	20,786 30.4%
Workforce Training Fund: WIB Support, FY16		95,000	43,091	51,909 54.6%
YouthWorks - Summer 2015		429,054	410,380	18,674 4.4%
YouthWorks - Year Round FY 16		62,843	54,756	8,087 12.9%
<i>Total State Funds</i>		<i>\$1,550,979</i>	<i>\$1,070,076</i>	<i>\$480,904 31.0%</i>
TOTAL FUNDS		\$5,855,656	\$3,858,424	\$1,997,232 34.1%