



**BOARD REPORT**

**March 13, 2014**

Prepared on  
March 6, 2014

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## North Shore Workforce Investment Board Meeting Minutes

January 9, 2014

**Those in attendance:** Joe Bourgeois, Mary Zwiercan (for Arthur Bowes), Jim Boyle, Bob Bradford, Tony Dunn, Steve Falvey, Patricia Gentile, Susan Jepson, Stephanie Lee, Tom Lemons, Paul Mahoney, David Manning, Mike McCarthy, Patricia Meservey, Doris Murphy, Mickey Northcutt, Laurie Roberto, Andrew Shapiro, Steve Shea, Nancy Stager, Sarah Stanton, Jocelyn Tiberii, Bill Tinti, and Thelma Williams.

**Those not in attendance:** Bonnie Carr (attends for Catherine Latham), Tim Doggett, Marcia Griesdorf, Peggy Hegarty-Steck, Joyce Kilroy, and Edward Tirrell.

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

**Guests:** Darin Swimm, Congressman Tierney's office; Meaghen Hamill, Senator Tom McGee's office; Steve Crowder, North Shore Chamber of Commerce; Dianne Palter Gill, North Shore Community College and Paul Saner, Commissioner; Mary Otiato, Chief of Staff; and Kristen Shine of the Mass Commission for the Blind.

The meeting begins at 8:10 am.

A quorum is present.

### **Chair's Report**

On December 17<sup>th</sup> there was a Mass. WIB Association meeting in Cambridge which Mary and Nancy attended. The speaker, Gary Beach, former publisher of Computerworld, Network World, and CIO magazines, spoke about the skills gap specifically as it relates to stem and what can be done to get more kids interested in stem early on. Nancy announced her new role as Treasurer for the Mass. WIB.

The WIB has started a grant to establish training programs in manufacturing in our Community Colleges (Middlesex, North Shore, and Northern Essex). Kate O'Malley was hired to oversee that and all is going well, so far. 16 manufacturers of the over 2000 in the area have signed on to this grant. The four WIBs running this grant have received a two year grant from Mass Development to hire two Manufacturing Market Managers who will be responsible for contacting companies and getting them involved.

The WIB is very busy with the Healthcare Transformation Trust Fund whose job it is to provide training resources to healthcare organizations in order to contain their annual cost growth to 3.6%. The Commonwealth has established this as a mandate to healthcare organizations. The WIB has submitted a grant application with Northeast Physicians Health Organizations and Northeast Health Systems to do some research on physicians practices with North Shore Community College and Salem State University to provide training primarily to Medical Assistants within those organizations. We are also working with Care Dimensions (formerly Hospice of the North Shore and Greater Boston) on a planning grant to improve retention and improve referrals to hospice care.

The WIB is working with the Life Sciences Consortium of the North Shore which consists of four local colleges (NSCC, SSU, Gordon College and Endicott College) and various agencies to apply for a \$5 million grant from Mass Life Science Center to build state of the art instrument labs at

each of those schools. The labs will be used to train students at each of the schools as well as incumbent workers in our region.

### **Workforce Systems Committee**

The WSC has come up with a list of recommended goals and activities for the new Career Center Charter. The following is a summary of those goals. (The group was given a detailed list of these goals prior to the meeting for review)

#### **Consolidation Goals**

1. Review current staff and determine if job functions are properly aligned with the needs of the new single center and access point model.
  - a) Update all job descriptions and related state forms by March 31, 2014.
  - b) Be sure all staff is properly trained and appropriate staff levels are reached. Include state partners in training such as Mass Rehab, Mass Commission for the Blind and others.
2. Due to the consolidated center model, set the service goals for job seekers at 80% of FY 2013 numbers and increase companies served to 1300 by June 30, 2014 and 1400 by June 30, 2015.
3. Communicate with the public on new model:
4. Prepare and distribute a press release on new model
5. Develop and distribute a YouTube video
6. Publicize the access points
7. Meet with public officials
8. Have some staff outsourced by fourth quarter FY 2014

#### **Performance Goals**

1. Respond to research findings on earnings issues.

In the past we have always met or exceeded our performance goals. This year we only met 96% of our earnings goals for dislocated workers. We have begun a major research project to determine the cause of our declining earnings. A report will be published that will include short term and intermediate term actions to be taken for immediate implementation.
2. Increase percent of budget used for training from 33% to 36% by July 1, 2014 and to 45% by July 1, 2015.
3. Increase placement rate of Career Center customers (not training customers) from current 49% to 60% by Dec. 30, 2015.
4. Ensure the attainment of all WIA performance goals.
5. Increase service to youth to 2,750 by Dec. 30, 2015, through the consolidated career center and access points.
6. Increase private sector placements of FirstJobs youth to 190 for the summer of 2014 and 210 for the summer of 2015.

#### **Other Goals**

1. Improve knowledge and use of social media for staff serving job seeker and business customers.
2. Improve technology services and increase amount of on-line ITA offerings.
3. Increase networking groups.
4. Increase use of National Career Readiness Certifications through WorkKeys.

#### Questions and Answers

Q – How does UI access fit in with all of this since there are no longer UI workers on site?

A - UI staff is still in the center. We are not sure how it will go in the future. Right now, we offer over the shoulder services to assist with the UI online that we may be able to expand through access points.

Q – Obviously costs have been reduced. Has any staff lost their jobs?

A – There have been no layoffs but some open positions have not been filled.

Q – Are kiosks being run with laptops or are you asking places to take on a lot of technology and liability?

A – The kiosks are part of a special partnership at 3 or 4 sites. At the other sites our staff will have laptops that will be integrated into our system.

Tom Lemons motioned to accept the goals as they relate to the Charter. Bill Tinti seconded the motion. All members in attendance voted in favor of approving the goals as they relate to the Charter. No members voted against or abstained.

### **Career Center Consolidation**

We are still working on finding a site for the consolidated center. We are working with the City of Lynn to find some low cost options within the city. We received a great bid from a place in the Cummings Center, which is not very accessible to customers in Lynn, but a great bid none the less.

### **Commissioner Paul Saner – Mass. Commission for the Blind**

Paul has been commissioner of MCB for less than 5 months. Prior to that he was in the real estate and banking fields and more recently at several non-profits. MCB and MRC are the states two vocational rehabilitation agencies. MCB receives federal funding and has plenty of money for training but depends on relationships with WIBs to assist in job placements. Paul thanked the members for working with Thelma Williams and with MCB.

Tony Dunn made a motion to approve the minutes of the January meeting. Steve Falvey seconded the motion. All members in attendance voted in favor of approving the minutes of the January meeting.

Tom Lemons moved to adjourn. The motion was seconded by Nancy Stager and approved by all members in attendance.

The next meeting is scheduled for March 13, 2014.

Respectfully Submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	289	385	2289	4,623	3751
<b>Salem</b>	295	252	2288	3,022	3557
<b>Gloucester</b>	57	63	339	755	279
<b>Total</b>	641	700	4916	8,400	7587

*Total Customers Served*

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	1088	642	4538	7,704	6658
<b>Salem</b>	856	420	3922	5,037	5996
<b>Gloucester</b>	140	105	586	1,259	587
<b>Total</b>	2084	1,167	9046	14,000	13,241

**Customer Placements (#/% of total customers served)**

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	74	83	594	1,002	822
<b>Salem</b>	49	55	531	655	724
<b>Gloucester</b>	5	14	82	164	122
<b>Total</b>	128/6%	152/13%	1207/13%	1,820/13%	1,668/13%

**Customer Satisfaction – Results for December 2013 to January 2014**

*Job Seeker\**

Were you satisfied with the results of your visit?	Excellent	Good	Fair	Poor
<b>Lynn (n = 74)</b>	33 (45%)	31 (42%)	6 (8%)	4 (5%)
<b>Salem (n = 109)</b>	56 (52%)	39 (36%)	7 (6%)	7 (6%)
<b>Gloucester (n =22)</b>	14 (63%)	6 (27%)	1 (5%)	1 (5%)
<b>System-Wide (n = 205)</b>	103 (50%)	76 (37%)	14 (7%)	12 (6%)

*Employer*

Overall satisfaction with Career Center services.	Excellent	Good	Fair	Poor
<b>System-Wide (n = 6)</b>	4 (67%)	2 (33%)	0(0%)	0 (0%)

**Employer Services**  
*New Accounts*

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/14	Actual
<b>Lynn</b>	13	18	138	220	247
<b>Salem</b>	19	23	87	275	146
<b>Gloucester</b>	0	5	7	55	24
<b>Total</b>	32	46	232	550	417

*Total Employers Served*

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/14	Actual
<b>Lynn</b>	29	43	338	520	525
<b>Salem</b>	97	54	250	650	240
<b>Gloucester</b>	0	11	14	130	40
<b>Total</b>	126	108	602	1,300	805

*Total Number of Employers Listing Job Orders*

	Jan, 14		Actual YTD		Jan, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/14	Actual
<b>Lynn</b>	25	17	261	210	350
<b>Salem</b>	19	32	102	381	106
<b>Gloucester*</b>	0	8	3	98	20
<b>Total</b>	44	58	366	700	476

**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Jan, 13 YTD</b>
<b>Adult</b>	120	184	156
<b>Dislocated Worker</b>	179	307	260

**Overall WIA Placement**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Jan, 13 YTD</b>
<b>Adult</b>	27	75	23
<b>Dislocated Worker</b>	39	146	44

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

**7/1/13-1/31/14**

<b>Vendor</b>	<b>Number Served</b>	<b>Placement Rate</b>	<b>Average Wage</b>	<b>Number Served in FY 13</b>
<b>North Shore CC</b>	33	0	0	62
<b>Millennium</b>	11	100%	18.37	14
<b>American Red Cross</b>	8	100%	11.63	20
<b>New Horizons Computer Learning Center</b>	3	100%	18.00	3
<b>Salem University</b>	3	100%	14.43	9
<b>Dental Careers of the North Shore</b>	2	0	0	0
<b>New England Tractor Trailer</b>	2	100%	22.00	9
<b>Parker Driving School</b>	2	0	0	2

**YOUTH DIVISION**

**Workforce Investment Act Programs**

<b>Vendor</b>	<b>Number Served</b>	<b>Number Exited</b>	<b>Number placed/Average Wage</b>	<b>Number Served in FY 12</b>
<b>Action, Inc.</b>	36	15	11/8.55	34
<b>Catholic Charities</b>	31	13	7/9.18	40
<b>Girls, Inc.</b>	22	8	1/1500* per month	29

\*Youth entered Marines

**School-to-Career**

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



	Goal	Actual
<b>Student Work and Learning Experiences</b>	135	371

**Work and Learning Experiences for High School Youth**

- 18 students for this reporting period have obtained student work and learning experiences. Staff is working collaboratively with schools and businesses to get students to participate in the work based learning plan.
- Connecting Activities Staff, together with the school liaisons, are currently working with students from Peabody Learning Academy and Fecteau Leary Alternative High School in Lynn. CA staff meets with high schools and alternative high schools on a weekly basis providing work readiness training and other helpful workshops that will assist them in their job search success. Along with job search, the CA staff has scheduled members from area businesses and organizations to provide critical information on finances, career awareness and understanding compulsive gambling. The workshop conducted by the counselors from the Mass Council on Compulsive Gambling at Peabody Learning Academy on December 16<sup>th</sup> was very well received by the students and faculty. The CA staff has begun providing weekly work readiness training to the seniors at Salem Vocational High School.
- Youth Career Center Staff is currently providing weekly training to the LVTI juniors and seniors on how to be successful in a career fair as well as dressing for success and interviewing skills in preparation for the Career Fair. The Youth Career Staff is also contacting local businesses related to each shop at LVTI and inviting them to participate in the Career Fair with the goal students will be able to obtain future employment and /or internships. At this time, fifty businesses have agreed to participate. Due to weather issues the date of the Career Fair has been has been changed to March 13, 2014.
- The YCC staff collaborated with The Haven Project of Lynn on the count of homeless youth in the City of Lynn. The goal is to give the State of Massachusetts a solid number for youth homelessness in order to increase funding for services. The Haven Project was onsite, on January 30<sup>th</sup>, at the Lynn Career Center to meet with homeless youth and provide them services and add them to the official count. In preparation for the count, the youth staff contacted the homeless youth who have used the services of the youth center to assess their living status.
- The Youth Career Center Staff has scheduled workshops on job readiness and mock interviews beginning in January at the following schools.
  - Gloucester High School** on March 11, 2014
  - North Shore Consortium Embark (SS Enterprise Center)** Interviewing skill, January 21 and March 5th
  - Salem High School Special Education**, eleven scheduled job readiness

workshops starting January 28th

**North Shore Consortium (Lynn)** Twelve participants toured the Youth Center

- The Youth Career Center staff met with the Marblehead YMCA (Lynch/van Otterloo) to discuss the Marblehead High School, February Job Fair. The youth staff will participate and provide students with information on the services of the North Shore Youth Career Center. Also, discussed at this meeting was the YMCA's participation in the First Jobs Program.
- The NS Youth Career Center in conjunction with the cities of Lynn, Peabody and Salem have been working with youth on year-round Youth Works funding to place students in year-round jobs. Applications were prepared, work-sites contacted and initial assessment meetings with Youth started in January.

**Budget-Actual Summary by Expense Category**  
**As of January 31, 2014**

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$ 3,901,298	\$ 805,297	\$ -	\$ 3,096,001	79.4%
Current Year Income	256,510	72,473	-	184,037	71.7%
Prior Year Carry-in	2,138,141	1,721,386	-	416,755	19.5%
<b>Total Revenue</b>	<b>\$ 6,295,949</b>	<b>\$ 2,599,156</b>	<b>\$ -</b>	<b>\$ 3,696,793</b>	<b>58.7%</b>
<b><u>EXPENSES + OBLIGATIONS</u></b>					
<i><u>Admin Expenses</u></i>					
Personnel	\$ 250,586	\$ 147,531	\$ 3,000	\$ 100,055	39.9%
Expenses	104,730	48,427	-	56,303	53.8%
<b>Total Admin Expenses</b>	<b>\$ 355,316</b>	<b>\$ 195,958</b>	<b>\$ 3,000</b>	<b>\$ 156,358</b>	<b>44.0%</b>
<i><u>Program Expenses</u></i>					
Personnel	\$ 1,467,490	\$ 748,299	\$ 108,417	\$ 610,774	41.6%
Individual Training Accounts	707,877	150,559	150,025	407,293	57.5%
Supportive Services	16,747	63	-	16,684	99.6%
Youth Jobs	456,553	217,678	56,987	181,888	39.8%
Other Training	720,974	305,672	387,422	27,880	3.9%
Other Program Costs	1,083,747	583,603	144,598	355,546	32.8%
Business Services Costs	90,350	44,702	-	45,648	50.5%
<b>Total Program Expenses</b>	<b>\$ 4,543,738</b>	<b>\$ 2,050,576</b>	<b>\$ 847,449</b>	<b>\$ 1,645,713</b>	<b>36.2%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,899,054</b>	<b>\$ 2,246,534</b>	<b>\$ 850,449</b>	<b>\$ 1,802,071</b>	<b>36.8%</b>
<b>Planned Carry-Out</b>	<b>\$ 1,396,895</b>				

**Budget-Actual Summary by Program**  
**As of January 31, 2014**

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<b><u>Federal Funds</u></b>				
Disability Employment Initiative (DEI), FY13	\$ 314,728	\$ 43,181	\$ 271,547	86.3%
Dislocated Worker Training NEG	29,347	1,598	27,749	94.6%
DOT Transportation Grant - FY13 JARC	122,844	119,943	2,901	2.4%
DOT Transportation Grant - FY13 New Freedom	126,188	124,116	2,072	1.6%
DOT Transportation Grant - FY14 JARC	185,682	176,263	9,419	5.1%
Emergency Unemployment Compensation - REA: FY12	6,903	6,903	-	0.0%
Emergency Unemployment Compensation - REA: FY13	60,816	33,860	26,956	44.3%
Emergency Unemployment Compensation - REA: FY14	3,207	-	3,207	100.0%
Rapid Response - State Staff, FY14	10,813	6,080	4,733	43.8%
Re-employment Eligibility Assessments, FY14	18,934	15,961	2,973	15.7%
Trade Adjustment Assistance Case Management, FY14	12,168	2,109	10,059	82.7%
UMass Lowell Regional Readiness Center: Amp-It-Up	10,000	756	9,244	92.4%
Vets: Disabled Veterans Outreach Program, FY14	14,043	5,061	8,982	64.0%
Wagner Peyser ES 10%, FY14	16,425	13,957	2,468	15.0%
Wagner Peyser ES 90%, FY13 Carry-Over	21,882	17,062	4,820	22.0%
Wagner Peyser ES 90%, FY14	110,673	37,126	73,547	66.5%
WIA Formula Funds: Administration	192,600	104,418	88,182	45.8%
WIA Formula Funds: Adults	686,300	365,086	321,214	46.8%
WIA Formula Funds: Dislocated Workers	657,000	420,167	236,833	36.0%
WIA Formula Funds: Youth	675,318	567,186	108,132	16.0%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,275,871</i></b>	<b><i>\$2,060,833</i></b>	<b><i>\$1,215,038</i></b>	<b><i>37.1%</i></b>

**Budget-Actual Summary by Program**  
**As of January 31, 2014**

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<b><u>State &amp; Local Funds</u></b>				
DESE: Adult Education, Program 541	\$ 153,000	\$ 145,463	\$ 7,537	4.9%
DESE: Connecting Activities	100,365	63,431	36,934	36.8%
DTA FY14 Competitive Integrated Employment Services	142,650	87,066	55,584	39.0%
DUA FY13 Interest, Fines & Penalties	8,050	3,217	4,833	60.0%
DUA FY14 Interest, Fines & Penalties	42,145	26,355	15,790	37.5%
Earned Funds	4,911	4,911	-	0.0%
Eastern Bank Foundation Donation	20,000	4,000	16,000	80.0%
Future City Expansion Project	6,200	3,093	3,107	50.1%
MA Development: Advanced Manufacturing, Amp-It-Up	7,528	4,116	3,412	45.3%
State One-Stop Career Centers	181,301	107,367	73,934	40.8%
STEM-Power (CMWIB)	3,397	3,217	180	5.3%
UMass Lowell Regional Readiness Center: Amp-It-Up	4,500	-	4,500	100.0%
Verizon Foundation Youth Grant	4,873	2,047	2,826	58.0%
WCTF: Middle Skills Gap	166,500	141,884	24,616	14.8%
Workforce Training Fund: WIB Support	95,000	50,776	44,224	46.6%
YouthWorks: Summer 2013	395,992	317,929	78,063	19.7%
YouthWorks: Year Round FY14	286,771	71,278	215,493	75.1%
<i>Total State Funds</i>	<i>\$1,623,183</i>	<i>\$1,036,150</i>	<i>\$ 587,033</i>	<i>36.2%</i>
<b>TOTAL FEDERAL, STATE &amp; LOCAL FUNDS</b>	<b>\$4,899,054</b>	<b>\$3,096,983</b>	<b>\$1,802,071</b>	<b>36.8%</b>