



**BOARD REPORT**

**November 14, 2013**

Prepared on  
November 1, 2013

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## **North Shore Workforce Investment Board Meeting Minutes**

**September 12, 2013**

**Those in attendance:** Joe Bourgeois, Bonnie Carr (for Cathy Latham), Tim Doggett, Tony Dunn, Chris Galatis (for Steve Falvey), Jim Boyle, Susan Jepson, Tom Lemons, Mike McCarthy, Patricia Meservey, Doris Murphy, Mickey Northcutt, Sherrie Saint-Amant, Jocelyn Tiberii, Andrew Shapiro, Steve Shea, Nancy Stager, Sarah Stanton, Edward Tirrell, and David Manning.

**Those not in attendance:** Jim Beauvais, Art Bowes, Bob Bradford, Brian Cranney, Peggy Hegarty-Steck, Stephanie Lee, Marcia Greisdorf, Laurie Roberto, Bill Tinti, and Thelma Williams.

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

**Guests:** Darin Swimm of Congressman Tierney's office and Dianne Palter-Gill of North Shore Community College.

The meeting begins at 8:10 am.

A quorum is present.

### **Chair's Report**

The executive committee has reviewed our budget for FY2014. Fiscally we are in pretty good shape for FY2014 because of the carry in from FY2013. Going into FY2015 we will have less carry in which could be of concern. As long as we continue with our plans to reduce costs we should be alright.

We are out to bid for new career center space. We had gone out to bid but believe there may be better options, so we went out to bid again. We are continuing with our Access Point development and remain committed to serving the entire region. The program plans are included in the package.

### **Workforce Competitiveness Trust Fund**

The NSWIB has received an award working with three other WIBs, three community colleges, and vocational schools and career centers to re-establish manufacturing training. We've heard about how the manufacturing companies in the area have an aging population. We are committed to training people in a way that is in line with the needs of the advanced manufacturing community. The goal is to close the gap between school and work. The objective is to have 70 workers trained and 53 hires between the three locations and ultimately have at least one program remaining after the grant expires. Kate O'Malley is on board to as the new Project Coordinator for the project.

The Workforce Training fund has changed the requirements for the hiring incentive tax credit. The old limits were \$2500 per person with a cap of \$30,000 per company per year. That has been substantially changed to \$5000 per person with a cap of \$75,000 per year. Qualifying people are hires who have been out of work for over six months or veterans out of work for any amount of time or even veterans that are currently employed.

Mayor Driscoll of Salem is hosting a training session on this fund on October 1, 2013.

WIA reauthorization appears to be making some progress unless it gets put on the back burner due to the Syria crisis. The House has passed WIA Reauthorization in a bill that weakens local WIBs and strengthens the state. It consolidates most of the workforce programs into a single grant at the state level. It does stabilize funding at present levels. The Democratic alternative, led by Congressman

Tierney, which included many of our proposals to protect and expand the role of local WIBs was defeated in the House.

The Senate HELP committee has passed a WIA Reauthorization bill which incorporates most of the concepts in the Tierney bill. This bill has more local control and also stabilizes funding. Between the two it appears that we will get a bill that we can work with. They will have to fight it out in conference committee which can take a long time, but we are optimistic.

### **Youth Pipeline Committee**

To start out here is some data on youth from Comm. Corp and the New England Public Policy Center of the Federal Reserve Bank of Boston:

- Youth age cohorts in general are declining, while older cohorts are increasing (exception is the “echo boom generation”, i.e., ages 16 – 24, children of baby boomers with slight increase)
- Civilian labor force mimics this pattern: Annual Growth (Decline) Rates are
  - 16 – 24 grew by 1.5%
  - 25 – 34 decreased by .7%
  - 35 – 44 decreased by 1.8%
  - Over 45 grew by 3%

We are losing youth, not growing the way we need to. Youth in paid summer jobs nationally went down from 52.5% in 1999 to 32.25 in 2013. In Massachusetts, youth in summer jobs went down from 59.0% in 1999 to 33.8% in 2013. This shows that we have fewer kids in the area as well as fewer kids working in the summer.

We are seeing growth in the number of people receiving college degrees between 2000 and 2010. Nationally there was a 3.7% growth while there was a growth of 2.5% and 4.1% in Massachusetts and the Northeast respectively.

Looking at the different types of degrees attained on the Northeast, Associate Degrees in Arts, Humanities, and Social Sciences, Health Sciences, and Services grew from 2000 to 2010 while degrees in Business and Engineering and Computer Science decreased. The same was true for Bachelor Degrees with the exception of Engineering and Computer Science which increased slightly.

### **STEM Projects – helping our youth see and believe in STEM Careers**

#### **AMP IT UP (a grant from Mass Development)**

Over the summer the NSWIB partnered with five STEM companies by putting a middle school or high school math or science teacher in a company for one day to see what the companies do. Before they go to the companies the teachers spend a half day at Salem State at the Northeast Readiness Center with Christine Shaw learning about the company they are going to and thinking about the curriculum they teach. The teachers then spend a day at the company working with scientists, engineers and business people. They go back for another half day with Christine to work on a lesson plan. Those lesson plans are in development now and will be shared on the NSWIB website when completed. A summary of the companies and schools that participated is below. There were five partnerships over the summer and we hope to have 15 the next time around.

- Bomco – Manchester Middle School
- Varian/Applied Materials – Gloucester High
- Axcelis – Lynn Vocational Technical Institute
- General Electric – Salem High
- Analogic – Peabody Middle School

Teachers learned about building magnetic imaging machines and their application to health care and homeland security, skills needed to manage very large buildings, and manufacturing processes designed to reduce mistakes and increase production.

Some responses from the teachers were as follows:

- My visit at Analogic went fantastic! I learned what type of jobs Analogic has to offer from manufacturing and machinist, assembly and testing, all the way to engineers who design and create the products that are so important to the medical world.
- Several engineers from Applied Materials spent time with me showing what they do. I had no idea this type of work happens right in our community!
- The president of Bomco spent four hours with us! We never would have imagined such attention.
- On May 10th I visited GE...great experience! The big take away is...egress plans for evacuation. ...will have students measure and plan the roots for some classrooms...talked about a heating problem we may be able to do as well...

Two companies visited by the teachers are represented on the BOD and made some additional comments on the visits.

Michael McCarthy – Bomco: The teachers were genuinely interested and very engaged. They were partnered at Bomco with a project manager who is a Tufts graduate engineer who taught LEGO robotics as an intern at Tufts. The teachers toured the facility and got to see the path new products take from design and development to final inspection.

J. Bourgeois – GE: The teacher was put in the facilities engineering group for the day. The first four hours the teacher spent with a mechanical facilities engineer and the second four hours with an electrical facilities engineer. GE got a lot out of the day and hope the teacher got as much out of it.

Michael McCarthy: The Gloucester Educational Foundation has sponsored an after-school CAD program where the kids use CAD to design a boat hull and for the last several years they would come to Bomco with the designs and the raw materials. Bomco will then dedicate some machine time to machine the hulls out and the kids will then race the finished products. They have a great model for hands on learning.

#### Partnership with North Shore Tech. Council and Salem State University

Guidance counselors have no real understanding of STEM careers. The NSWIB is working with North Shore Tech. Council and Salem State to set up two training sessions for guidance counselors, one in the southern part of the region and one in the northern part of the region. These sessions will introduce guidance counselors to STEM careers. They will be able to meet with company representatives and university representatives to better understand what types of classes kids should be in to be better prepared for STEM careers.

#### Life Sciences Labor Market Information

The NSWIB has completed its Life Sciences Report. The WIB is now working on a youth brochure that will make the life sciences make sense to the K-12 schools systems. The goal is to stimulate the youth's interest in life sciences.

### **Youth Employment**

#### FirstJobs

Summer 2013 was very successful. Although 469 teens were placed this summer which is an increase from 458 in 2012, the program continues to lose ground since 1490 teens applied for jobs and participated in workshops, up from 1268 in 2012. The number of private sector placements went up this year to 160 from 153 last summer. In Lynn, Salem, and Peabody, 223 teens were placed in YouthWorks positions.

#### YouthWorks (Plus)

Normally YouthWorks is a summer program focused on summer jobs. This year, the MA legislature approved a year round piece that will allow subsidized employment year round for eligible teens. The Lynn area has been chosen as one of three across the state to participate in an initiative that is foundation funded, in our case Cummings Foundation. This allows us to identify a cohort of 25 youth

that meet YouthWorks criteria and work with them over two summers and the corresponding year round period that link the two summers to begin the transition and serve as a bridge to unsubsidized, employer paid job opportunities. Over the two years the teens (who might have participated in YouthWorks in the prior summer) will participate in soft skills training as well as career exploration and career development services once a week during the year round period. At the end of the two years, if not before, the goal is to get the teens into private sector employment.

### **WIA Youth Programs**

The WIA Youth Program focuses on very at risk youth with multiple barriers. These youth are required to have at least two barriers, an income barrier coupled with at least one additional barrier. In the coming year this program will service 90 youth through three vendors, Catholic Charities North, Action Inc. and Girls Inc. Each of these vendors will work with the NSWIB over the next two years. Catholic Charities and Action Inc. will focus on out of school youth.

There are a few challenges that will be focused on over the next year. One will be the new GED test that will roll out at the beginning of the year. It will be a harder test administered online. The new online test will be a shift for the vendors. Another challenge will be to continue to find ways to help youth develop occupational focused training and develop skill sets for long-term careers (e.g. through one of our sector initiatives or traditional ITA training).

Comments:

Tony Dunn mentioned the lack of knowledge around selective service enrollment and thought this could be brought up to guidance counselors. Without being enrolled, young men are not eligible for any type of Federal financial assistance.

Susan Jepson thought social media should be used to reach the teen population.

Committee summaries and a PowerPoint presentation outlining this meeting are available at [www.northshorewib.com](http://www.northshorewib.com).

T. Lemons moved to approve the minutes of the May 9 meeting. S. Shea seconded the motion. All members in attendance voted in favor of approving the May 9 meeting minutes.

S. Shea moved to adjourn. The motion was seconded by D. Manning. All members in attendance voted in favor of adjournment.

The meeting adjourned at 9:17am.

The next meeting is scheduled for November 14, 2013.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Oct, 13		Actual YTD		Sept, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	360	385	1,048	4,623	496
<b>Salem</b>	453	252	1,020	3,022	520
<b>Gloucester</b>	55	63	153	755	44
<b>Total</b>	868	700	2,221	8,400	1060

*Total Customers Served*

	Sept, 13		Actual YTD		Sept, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	1157	642	2562	7,704	1821
<b>Salem</b>	1087	420	2122	5,037	1490
<b>Gloucester</b>	149	105	328	1,259	150
<b>Total</b>	2393	1,167	5012	14,000	3461

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

	Sept, 13		Actual YTD		Sept, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/14	Actual
<b>Lynn</b>	97	83	300	1,002	183
<b>Salem</b>	117	55	257	655	154
<b>Gloucester</b>	16	14	39	164	26
<b>Total</b>	230/10%	152/13%	596/12%	1,820/13%	363/10%

**Customer Satisfaction – Results for Aug 2013 to Sept 2013**

*Job Seeker\**

<b>System-Wide (n = 182)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	<b>107 (59%)</b>	<b>66 (36%)</b>	<b>3 (2%)</b>	<b>6 (3%)</b>
<b>Gloucester (n=10)</b>	<b>6 (60%)</b>	<b>3(30%)</b>	<b>0 (0%)</b>	<b>1(10%)</b>
<b>Lynn (n=79)</b>	<b>45 (60%)</b>	<b>28 (36%)</b>	<b>2 (2%)</b>	<b>4 (5%)</b>
<b>Salem (n=93)</b>	<b>56 (60%)</b>	<b>35 (38%)</b>	<b>1 (1%)</b>	<b>1 (1%)</b>

*Employer*

<b>System-Wide(n = 8)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Overall satisfaction with Career Center services.</b>	<b>5 (62%)</b>	<b>2 (25%)</b>	<b>1 (13%)</b>	<b>0 (0%)</b>

**Employer Services**

*New Accounts*

	<b>Sept, 13</b>		<b>Actual YTD</b>		<b>Sept, 12 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/14</b>	<b>Actual</b>
<b>Lynn</b>	23	18	88	220	24
<b>Salem</b>	9	23	34	275	25
<b>Gloucester*</b>	1	5	4	55	5
<b>Total</b>	114	46	126	550	54

*Total Employers Served*

	<b>Sept, 13</b>		<b>Actual YTD</b>		<b>Sept, 12 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/14</b>	<b>Actual</b>
<b>Lynn</b>	66	43	214	520	68
<b>Salem</b>	30	54	79	650	52
<b>Gloucester*</b>	2	11	7	130	7
<b>Total</b>	98	108	300	1,300	127

*Total Number of Employers Listing Job Orders*

	<b>Sept, 13</b>		<b>Actual YTD</b>		<b>Sept, 12 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/14</b>	<b>Actual</b>
<b>Lynn</b>	54	17	154	210	48
<b>Salem</b>	17	32	49	381	29
<b>Gloucester*</b>	0	8	1	98	5
<b>Total</b>	71	58	204	700	82

\*Due to database error, Gloucester's employer serves for the month of October where combined with Lynn's Employer numbers.



**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	YTD Actual	Planned Thru End of Grant	Sept, 12 YTD
<b>Adult</b>	108	170	127
<b>Dislocated Worker</b>	159	206	235

**Overall WIA Placement**

	YTD Actual	Planned Thru End of Grant	Sept, 12 YTD
<b>Adult</b>	2	86	0
<b>Dislocated Worker</b>	2	104	1

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 13
<b>North Shore CC</b>	16	0	0	62
<b>Millennium</b>	6	0	0	14
<b>American Red Cross</b>	5	0	0	20
<b>Dental Careers of the North Shore</b>	2	0	0	0
<b>New Horizons Computer Learning Center</b>	2	0	0	3
<b>Salem University</b>	2	0	0	9

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 13
<b>Action, Inc.</b>	28	8	6/\$8.75	34
<b>Catholic Charities</b>	27	7	1/\$10.00	40
<b>Girls, Inc.</b>	22	3	0	29

### **School-to-Career**

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

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	200	332

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

- Seven youth from the Straight Ahead program in Lynn participated in the Key Train Assessment test during this quarter. KeyTrain is the complete interactive learning tool for career readiness skills. At its foundation is a targeted curriculum written specifically to help people master the applied workplace skills as defined by the WorkKeys system. This core curriculum is complemented by diagnostic tools, soft skills curriculum, and a powerful reporting system to form a robust career readiness learning system.
- We had a very successful summer employment program. The F1rst Jobs Summer Youth staff set up interviews for and placed 223 youth in Youthworks job sites. Also, 20 youth after successfully completing interviews with employers were placed in F1rst Job summer jobs. The North Shore Youth Career Center has ongoing relationships with 13 private sector companies who hired 52 youth for summer jobs.
- The Youth Career Staff visited all work sites of youth over the summer and introduced the WBLP to employers and youth. Employers that hired teens were very willing to complete the WBLP with their teens and felt it helped the teens become more invested in their work. Youth with the aid of the WBLP commented that they felt more able to accomplish their goals when they saw them on paper, and evaluated with their supervisor.
- As First Quarter comes to a close, Connecting Activities Staff, together with the school liaisons, have starting working with 38 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. The Student Career Specialists are currently working with the staff at Salem Vocational High School and Lynn Vocational Technical Institute on program planning.

- Youth Career Center Staff and LVTI will be collaborating to provide a Career Fair for the juniors and seniors on February 13, 2014. Local businesses related to each shop at LVTI are being invited to attend in hope students can obtain future employment and or internships. Connecting Activities Staff will be providing weekly trainings for students on how to be successful in a job fair as well as dressing for success and interviewing skills beginning December 6, 2013.
- Amp It Up is a Massachusetts Grant that was awarded to the North Shore Workforce Investment Board this past spring. The goal was to introduce Advanced Manufacturing to middle and high school students, help them see how their course work is applied in Advanced Manufacturing and consider this field as a career option. Eight area teachers from five schools participated in this springs program. The teachers created lesson plans with guidance from their matched manufacturing company staff to introduce advanced manufacturing through the designed activities. This fall session a total of ten middle or high school math/science teachers from north shore schools will again spend one day in a manufacturing environment with manufacturing professionals learning what happens within the company and drawing a connection between what they teach and how it is used in the manufacturing process. The grant will start with a session at Salem State University on November 18, 2013.
- 242 students for this reporting period have obtained student work and learning experiences. Staff is working collaboratively with schools and business to engage students and employers in the positive usage of the Work Based Learning Plan.
- The Youth Career Center Staff met with Gini Mazman Program Director for The Haven Project in Lynn to collaborate of services for the homeless youth currently involved with The Haven.
- The Student Career Specialist, Judy Vail and N.S. WIB Director of Programs and Operations, Ed O’Sullivan attended the Connecting Activities Youth Leadership Forum at the College of the Holy Cross on July 16, 2013. The purpose of the meeting was to update and plan the CA initiatives for the upcoming school year. The new Career Development Education Guide was introduced along with the plan for FY14. Both Ed and Judy are attended the Connecting Youth Leadership Meeting on September 26, 2013. The focus of the meeting was on four topics driving the FY14 initiatives: District/School Partnerships, Curriculum and Instruction, Employer Engagement, and Career Pathways Initiatives.
- Ann-Marie O’Keefe the Youth Case Manager attended the Reception and Film Screening hosted by The Haven Project on September 19, 2013 at the East India Square Mall, Salem, MA. The Director extended the invitation to the YCC due to the fact several of her cliental received work experience through Summer Jobs Program. Presentations were made by local experts and young adults who benefitted from The Haven Project.

Budget-Actual Summary by Expense Category  
As of September 30, 2013

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,175,253	\$ 87,278	\$ -	\$ 3,087,975	97.3%
Current Year Income	59,985	36,207	-	23,778	39.6%
Prior Year Carry-in	2,138,291	955,987	-	1,182,304	55.3%
<b>Total Revenue</b>	<b>\$ 5,373,529</b>	<b>\$ 1,079,472</b>	<b>\$ -</b>	<b>\$ 4,294,057</b>	<b>79.9%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$ 234,984	\$ 57,550	\$ 3,000	\$ 174,434	74.2%
Expenses	94,772	24,119	4	70,649	74.5%
<b>Total Admin Expenses</b>	<b>\$ 329,756</b>	<b>\$ 81,669</b>	<b>\$ 3,004</b>	<b>\$ 245,083</b>	<b>74.3%</b>
<i>Program Expenses</i>					
Personnel	\$ 1,354,318	\$ 290,256	\$ 183,836	\$ 880,226	65.0%
Individual Training Accounts	556,800	53,271	121,598	381,931	68.6%
Supportive Services	16,747	-	500	16,247	97.0%
Youth Jobs	277,453	57,398	201,686	18,369	6.6%
Other Training	711,397	102,599	369,119	239,679	33.7%
Other Program Costs	735,216	206,209	132,210	396,797	54.0%
Business Services Costs	95,350	15,693	-	79,657	83.5%
<b>Total Program Expenses</b>	<b>\$ 3,747,281</b>	<b>\$ 725,426</b>	<b>\$ 1,008,949</b>	<b>\$ 2,012,906</b>	<b>53.7%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,077,037</b>	<b>\$ 807,095</b>	<b>\$ 1,011,953</b>	<b>\$ 2,257,989</b>	<b>55.4%</b>
Planned Carry-Out	\$ 1,296,492				

Budget-Actual Summary by Program  
As of September 30, 2013

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i><u>Federal Funds</u></i>				
Disability Employment Initiative (DEI), FY13	\$ 135,855	\$ 11,235	\$ 124,620	91.7%
DOT Transportation Grant - FY13 JARC	122,844	113,236	9,608	7.8%
DOT Transportation Grant - FY13 New Freedom	126,106	114,537	11,569	9.2%
Emergency Unemployment Compensation - REA: FY12	6,903	6,903	-	0.0%
Emergency Unemployment Compensation - REA: FY13	60,816	29,342	31,474	51.8%
Wagner Peyser ES 10%, FY14	16,425	2,647	13,778	83.9%
Wagner Peyser ES 90%, FY13 Carry-Over	21,882	15,587	6,295	28.8%
Wagner Peyser ES 90%, FY14	109,218	31,646	77,572	71.0%
WIA Formula Funds: Administration	192,600	43,998	148,602	77.2%
WIA Formula Funds: Adults	686,300	213,161	473,139	68.9%
WIA Formula Funds: Dislocated Workers	657,000	188,893	468,107	71.2%
WIA Formula Funds: Youth	682,121	494,651	187,470	27.5%
<i>Total Federal Funds</i>	<i>\$2,818,070</i>	<i>\$1,265,836</i>	<i>\$1,552,234</i>	<i>55.1%</i>
<i><u>State &amp; Local Funds</u></i>				
Advanced Manufacturing Futures: Amp-It-Up	\$ 7,528	\$ 2,397	\$ 5,131	68.2%
DESE: Adult Education, Program 541	153,000	2,611	150,389	98.3%
DESE: Connecting Activities	100,365	46,873	53,492	53.3%
DTA FY14 Competitive Integrated Employment Services	137,050	69,197	67,853	49.5%
DUA Interest, Fines & Penalties	8,200	277	7,923	96.6%
Earned Funds	250	250	-	0.0%
State One-Stop Career Centers	186,812	44,761	142,051	76.0%
STEM-Power	3,397	793	2,604	76.7%
Verizon Foundation Youth Grant	4,873	-	4,873	100.0%
WCTF: Middle Skills Gap	166,500	5,013	161,487	97.0%
Workforce Training Fund: WIB Support	95,000	21,528	73,472	77.3%
YouthWorks: Summer 2013	395,992	359,512	36,480	9.2%
<i>Total State Funds</i>	<i>\$1,258,967</i>	<i>\$ 553,212</i>	<i>\$ 705,755</i>	<i>56.1%</i>
<b>TOTAL FUNDS</b>	<b>\$4,077,037</b>	<b>\$1,819,048</b>	<b>\$2,257,989</b>	<b>55.4%</b>

