



BOARD REPORT

September 12, 2013

Prepared on
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North Shore Workforce Investment Board Meeting Minutes

May 9, 2013

Those in attendance: Art Bowes, Steve Crowder (for Bob Bradford), Diane Palter-Gill (for Wayne Burton), Bonnie Carr (for Cathy Latham), Brian McHugh (for Brian Cranney), Tim Doggett, Joe Bourgeois, Tony Dunn, Chris Galatis (for Steve Falvey), Arlene Greenstein, Susan Jepson, Stephanie Lee, Tom Lemons, Marcia Greisdorf, Doris Murphy, Mickey Northcutt, Sherrie Saint-Amant, Steve Shea, Nancy Stager, Edward Tirrell, and Andrew Shapiro.

Those not in attendance: Rich Bane, Jim Beauvais, Jim Boyle, Peggy Hegarty-Steck, Mike McCarthy, Cindy Emerzian, Laurie Roberto, Bill Tinti, Thelma Williams, and David Manning.

Staff: Mary Sarris, Michael Medler, Maquisha Alleyne, Ed O'Sullivan, Jane Colman, David McDonald, Mark Whitmore, Will Sinatra, and Jen Davis.

Guests: Meaghen Hammill of Senator McGee's office, and Darin Swimm of Congressman Tierney's office.

The meeting begins at 8:10 am.

A quorum is present.

Nancy welcomes new member Andrew Shapiro of the City of Salem.

Chair's Report

Sequestration – The workforce system in Massachusetts has been hit hard and will receive 15% - 20% cuts. These cuts, which will take effect in the first quarter of fiscal year 2014, are huge especially on top of the cuts received last year. The state is looking for additional sources of funding to help lessen the blow. By managing our grants wisely, the WIB has been able to carry-in some funds into the new fiscal year. This strategy, along with others, will give this WIB the ability to weather the storm better than other areas. However, we will need to accelerate the consolidation of the career centers.

Partnerships - The NSWIB is working with the state on a new planning process that will bring more collaboration across critical industry sectors. The Northeast Advanced Manufacturing Collective is moving forward. Three northeast WIBs are working together to create a new blueprint based on work done by Commonwealth Corporation and the NSWIB on the skills gap.

On April 24, Commonwealth Corporation and the Federal Reserve Bank of Boston presented the findings of their 18 month study on the skills gap. The presentation was made at the Parker House in Boston with Nancy and Will Sinatra present. The data presented reinforces our own data. There were four areas identified as needing additional work:

1. Improve employment outcomes for younger workers.
2. Expand the scale and intensity of ABE and ESL programs.
3. Align education with persistent and emerging skill needs, and
4. Craft more effective and accessible educational models that support ongoing skill development and lifelong learning.

All four of these major areas are things that we are currently working on.

The NSWIB, along with several partners throughout the northeast, has received a ½ million dollar training grant in manufacturing. This is a great opportunity to establish permanent training capability for our manufacturing industry.

There is a WIB Association Annual meeting this afternoon and tomorrow. Nancy and Mary will be in attendance.

Youth Pipeline Committee

Every two years the NSWIB goes out to bid for WIA youth programs. These programs are designed for extremely at risk in-school and out-of-school youth to help them finish school and get them into post-secondary education or employment. Another requirement is to increase these students' literacy and numeracy rates. Eligibility requirements for this program are to live below poverty level and to have at least one additional barrier out of seven acceptable barriers. Doris Murphy will review the recommendations provided by the youth pipeline committee.

Doris Murphy

The review process is a two-step process. The committees received the applications and were able to review before the first meeting. The first meeting was to review the applications and decide who was in the running for funding. Five applications were received. Two were lacking in completeness. Only four met the minimum requirements for review. In the second meeting, the committee discussed how to best use the funds available to serve the greatest number of youth.

The recommendations for funding are:

1. Catholic Charities North – an out-of-school program. Asking them to serve the same number of youth with a 7% reduction from previous years funding.
2. Action, Inc. - in-school and out-of-school program. Reducing the number of youth served from 30 to 25 with a 17% cut in funding.
3. Girl's Inc. - in school youth program. Reducing their number served with a 17% cut.

The review sub-committee brought these recommendations to the full Youth Pipeline Committee last week and received approval. A detailed timeline of the process along with a detailed recommendation summary was given to the Board. Mary opened issue for discussion before the vote.

S. Jepson – In the summary the only references to outcomes are about Action and Catholic Charities. Is there more about outcomes?

M.Sarris – All vendors have met their outcomes.

T. Dunn – What were the minimum requirements not met by CAEP?

M. Sarris – Their applications was incomplete. They did not describe partnerships, there was no letter of commitment from the Lynn School department, just an outdated email, and they missed an entire section of the RFP. They also did not provide an electronic budget as required. We met with CAEP after last year and gave examples of completed, well written proposals and that did not pan out.

S. Saint-Amant – What is financial status of these organizations? Will they be able to move forward with this amount of funding?

M. Sarris – We will find out during contract negotiations. They did have to submit an audit and information on leveraged money.

There were no more questions from the group. Nancy then put the issue out for vote.

S. Shea moved to approve as recommended. T. Doggett seconded the motion to approve. The majority voted in favor of approving the WIA youth programs as recommended. M. Northcutt abstained from the vote.

Workforce Systems Committee – New Vision for our Career Centers

Mark Whitmore

The work of crafting policy done here in the WIB meetings is carried out mostly in the Career Centers. As far as the policy that you vote on that impacts services for job seekers and for how we deliver services for businesses, most of that gets done through the Career Centers. We are going to

talk today about the federal dollars impact on how we continue to provide services in a high quality way to continue to positively impact job seekers and businesses in the future.

The North Shore Career Centers make sure they have a knowledge and respect of where the customer comes from and where they are when they come in the door, whether it is a business or job seeker customer. NSCCs believe in delivering high quality services to the customers based on what the customer's needs are.

(A PowerPoint presentation is followed throughout. The PowerPoint is available on the NSWIB website.)

Impact of training - 92% of career center customers that receive training wind up getting placed in jobs as opposed to 48% of customers that receive other services such as attending workshops or resume writing.

The following is a snapshot of the level of service the Career Centers provides. In the Gloucester center between July 1, 2010 and March 31, 2013 the total number of customers served was about 3000. Of those 3000 customers, 119 received training, 1100 went through workshops and just under 200 were veterans. There are no UI walk-in services in the Gloucester center, one of the reasons it is considered a satellite site.

During the same time period, the Salem full service center saw just over 19,000 total customers. Of those 19,000, just under 500 were provided training, 1300 went through workshops and about 1200 were veterans. In the same amount of time, the Salem center saw over 50,000 walk in UI customers. Both full service sites in Lynn and Salem have reduced the days of taking UI walk-ins to three days over the last year or so.

In Lynn, following the same time period, the center served about 24,000 customers. Just over 500 went into training, 15,000 went through workshops and 1400 veterans were served.

With this data in mind, the question of how to maintain this level of service while transitioning more money into training remains. Although we are looking at a 15% to 20% cut in WIA funds, training is still the best option. Training opportunities translate into better placements more quickly.

Some ways to save money would be in overhead costs. The vision is to change from two full service center and one access point model to a hub and spokes model. This would include one full service Career Center and many access points as "spokes" located throughout the service area in libraries or community organizations. There have been discussions with the Peabody Institute Library in Danvers to be the first access point.

Technology is another way to reduce costs. While the Career Center cannot afford to have a workshop facilitator travel to each access point, workshops could be offered by way of teleconferencing from a single location.

Before the meeting was open to discussion, the presentation was summarized.

From our research we can say:

1. Demand for our services continues to grow
2. Career Center customers are diverse from an gender, race, educational, and age perspective.
3. The North Shore Career Center of Lynn is our busiest site and is growing in terms of customer visits; Salem is the most geographically diverse; and Gloucester focuses primarily on Cape Ann residents. All three Centers serve many individuals from outside our region.
4. The opportunity to receive training has a large impact on a person's ability to find employment.
5. Unfortunately, training funds will be greatly limited in the future unless we re-design our service delivery mechanism.
6. North Shore residents primarily rely on cars for transportation to and from Career Centers.
7. New access points are present in the community, e.g., public libraries.

After our research and analysis, we brainstormed what actions we could recommend. We considered actions such as:

- Reducing/combining career centers
- Negotiation with landlords on lower rents
- Partnering with public leaders to utilize existing public space
- Reducing and/or reorienting existing staff to provide enhanced core services that lead to jobs
- Utilizing technology to improve access and reduce costs per customer

After extensive research, analysis, and discussion, and in light of our objectives to:

- Increase available training dollars, so we can train more customers
- Look at how and where we train to broaden our impact

The Workforce Systems Committee recommends the following actions be taken in order to achieve our objectives to:

- Reduce square footage of all three Centers and/or find no/low cost rent
- Continue hiring freeze on staffing
- Relocate Business Services Unit to Lynn and Salem general space
- Reorient existing staffing into teams that can be cross-trained and deliver training and services at remote locations on a regular basis
- Reduce reliance on ITAs for computer training and provide similar training through intensive services provided through existing staff

Q. T. Dunn – Have there been discussions of liabilities of these access points?

A. The goal would be to extend the current Career Center Ryder to cover the access points.

Q. S. Lee – Where are the savings?

A. Mostly from rent. Technology may allow for a decrease in staffing.

Q. J. Bourgeois – Has any thought been given to sharing best practices with the Community College and SSU?

A. Mary and Nancy met with Mayor Driscoll and she mentioned the use of the Enterprise Center and the Council on Aging as possible access points.

S. Shea moved to approve the minutes of the March 14 meeting. D. Murphy seconded the motion. All members in attendance voted in favor of approving the March 14 meeting minutes.

Tony Dunn moved to adjourn. The motion was seconded by Tim Doggett. All members in attendance voted in favor of adjournment.

The meeting adjourned at 9:13am.

The next meeting is scheduled for September 12, 2013.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	365	385	5,960	4,623	5,592
Salem	415	252	5,795	3,022	4,301
Gloucester	26	63	458	755	506
Total	806	700	12,213	8,400	10,339

Total Customers Served

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	1,288	642	9,549	7,704	8,714
Salem	1,088	420	8,657	5,037	6,161
Gloucester	141	105	827	1,259	889
Total	2,517	1,167	19,033	14,000	15,764

Customer Placements (#/% of total customers served)

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/13	Actual
Lynn	103/8%	83	1,312/14%	1,002	1,136/13%
Salem	109/10%	55	1,199/14%	655	831/13%
Gloucester	10/7%	14	191/23%	164	171/19%
Total	222/9%	152/13%	2,702/14%	1,820/13%	2,138/14%

Customer Satisfaction – Results for April 2013 to June 2013

*Job Seeker**

System-Wide (n = 194)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	101 (52%)	69 (35%)	13 (7%)	11 (6%)

**(Due to new survey methodology, customer satisfaction data for individual Career Center locations is not available for this report)*

Employer

System-Wide (n = 11)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	6 (55%)	4 (36%)	1 (9%)	0 (0%)

Employer Services
New Accounts

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	68	18	444	220	450
Salem	57	23	266	275	209
Gloucester*	1	5	35	55	64
Total	126	46	745	550	723

Total Employers Served

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	157	43	922	520	912
Salem	104	54	450	650	348
Gloucester*	3	11	56	130	83
Total	264	108	1,428	1,300	1,343

Total Number of Employers Listing Job Orders

	June, 13		Actual YTD		June, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	49	17	548	210	459
Salem	23	32	151	381	131
Gloucester*	0	8	25	98	21
Total	72	58	724	700	611

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

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	June, 12 YTD
Adult	183	184	204
Dislocated Worker	290	307	423

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	June, 12 YTD
Adult	50	75	59
Dislocated Worker	94	146	133

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 12
North Shore CC	62	100%	16.23	57
NSCAP	23	100%	14.05	21
American Red Cross	20	100%	11.82	25
Millennium	14	100%	15.00	30
New England Tractor Trailer	9	100%	19.69	16
Salem State College	9	100%	20.00	10

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 12
Action, Inc.	34	12	9/9.94	28
Catholic Charities	40	20	12/8.66	41
Girls, Inc.	29	9	2/8.25	30

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	200	90

Work and Learning Experiences for High School Youth

- Amp It Up is a Massachusetts Grant that was awarded to the North Shore area. 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. During the fourth quarter all five math/science teachers spent one day with their matched manufacturing employee and company learning what happens within the company and drawing a connection between what they teach and how it is used in the manufacturing process. Teachers attended the final workshop at the Northeast Regional Readiness Center at Salem State University, on June 12, 2013 to review and complete their curriculum and classroom activity. The teachers will conduct the activities during the first quarter of the 2013/2014 school year.

- Six youth participated in the Key Train Assessment test during the fourth 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 Work Keys 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. The Key Train and Work Keys systems are being used as an assessment for the Engagement Grant and future employment in the Health Care, Financial, Manufacturing and Construction industries.

- Six youth took the Work Keys assessment during the fourth quarter and based on the scores, four received silver certificates and two received bronze. These certificates are nationally recognized and prove individuals can demonstrate that they possess key foundational job skills that are needed for virtually every job.

- During the fourth quarter beginning April 23, 2013 the Youth Career Staff conducted sixteen Summer Job Readiness workshops in both Salem and Lynn. The youth were required to attend the work shop as part of the Summer Youth Works Jobs Program. Four hundred and ten youth participated in the workshops.

- The Connecting Activities and Youth Staff have been working closely with Fecteau-Leary Junior/Senior High School, Salem Vocational High School and Lynn Vocational Technical Institute. Staff met each week with students to focus on job development, job readiness workshops, labor market information and other important informational workshops for students to be successful in the current workforce. Twelve students at Fecteau-Leary Junior/Senior High School developed a Personal Career Portfolio which includes resumes, cover letters and references. Five students with Personal Career Portfolios secured employment in the private sector this quarter. Next year the staff will also work with the students at Peabody Learning Academy providing the same weekly workshops.

- Youth Career Center Staff met with the Administration at Salem High School and initiated a plan to provide job readiness skills to the junior and senior students enrolled in the Vocational School on a weekly basis beginning April 23, 2013. For six weeks the youth staff provided weekly workshops on interview and job search skills to all the juniors and graduating seniors. The Youth Career Center Staff will continue to offer these job readiness skills along with developing a Personal Career Portfolio, financial skills and labor market information during the 2013/2014 school year.
- The Youth Career Center staff added additional support and programs for the Lynn Vocational Technical Institute. The staff provided the LVTI students with programs to increase awareness of the Summer Youth Program and the services offered by the Youth Center staff on the search for summer employment. The youth staff was onsite at LVTI to provide information directly targeting local fast food restaurants willing to hire youth for summer employment.
- The Youth Career Center continued the collaboration with North Shore Technical High School, EMBARK, Peabody Learning Academy, North Shore Education Consortium School and Gloucester High School to provide services for mock interviewing and career assessments during the fourth quarter.
- 34 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 Youth Job Specialist, Robert Fraizer, participated in the April 2, 2013 workshop, Boosting Teen Employment hosted by Commonwealth Corporation.
- The Student Career Specialist, Judy Vail and NSWIB 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.

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

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,962,816	\$ 2,388,496	\$ -	\$ 1,574,320	39.7%
Current Year Income	105,787	65,162	-	40,625	38.4%
Prior Year Carry-in	2,497,624	1,866,378	-	631,246	25.3%
Total Revenue	\$ 6,566,227	\$ 4,320,036	\$ -	\$ 2,246,191	34.2%
<u>EXPENSES + OBLIGATIONS</u>					
<i>Admin Expenses</i>					
Personnel	\$ 269,104	\$ 248,102	\$ -	\$ 21,002	7.8%
Expenses	127,131	85,764	-	41,367	32.5%
Total Admin Expenses	\$ 396,235	\$ 333,866	\$ -	\$ 62,369	15.7%
<i>Program Expenses</i>					
Personnel	\$ 1,545,723	\$ 1,277,420	\$ 23,983	\$ 244,320	15.8%
Individual Training Accounts	893,247	575,385	65,156	252,706	28.3%
Supportive Services	15,500	-	1,000	14,500	93.5%
Youth Jobs	576,387	243,390	-	332,997	57.8%
Other Training	999,283	739,047	119,693	140,543	14.1%
Other Program Costs	1,343,794	843,864	104,381	395,549	29.4%
Business Services Costs	112,600	75,380	-	37,220	33.1%
Total Program Expenses	\$ 5,486,534	\$ 3,754,486	\$ 314,213	\$ 1,417,835	25.8%
Total Expenses & Obligations	\$ 5,882,769	\$ 4,088,352	\$ 314,213	\$ 1,480,204	25.2%
Planned Carry-Out	\$ 683,458				

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

Program Name	FY Budget	FYTD	Amount Remaining	Percent Remaining
		Spent + Obligated		
<u>Federal Funds</u>				
ARRA State Energy Sector Partnership	\$ 355,507	\$ 344,054	\$ 11,453	3.2%
DESE Adult Educ. Career Ctrs: Fund 342 - FY12	5,260	2,222	3,038	57.8%
Disability Employment Initiative (DEI), FY13	35,700	6,945	28,755	80.5%
DOT Transportation Grant - FY11 JARC	169,227	38,561	130,666	77.2%
DOT Transportation Grant - FY11 New Freedom	137,432	36,886	100,546	73.2%
DOT Transportation Grant - FY13 JARC	209,712	203,650	6,062	2.9%
DOT Transportation Grant - FY13 New Freedom	209,712	203,048	6,664	3.2%
DUA Unemployment Insurance	22,620	22,620	-	0.0%
Emergency Unemployment Compensation - REA: FY12	92,196	89,411	2,785	3.0%
Emergency Unemployment Compensation - REA: FY13	60,816	-	60,816	100.0%
Rapid Response - State Staff	10,639	10,639	-	0.0%
Rapid Response Set Aside: Machinist	180,972	7,393	173,579	95.9%
Rapid Response Set Aside: N.S. Companies	73,106	12,443	60,663	83.0%
Re-employment Eligibility Assessments	19,631	19,631	-	0.0%
Trade Adjustment Assistance: Case Management	10,973	10,973	-	0.0%
Vets: Disabled Veterans Outreach Program	11,188	11,188	-	0.0%
Vets: Local Veterans Employment Representative	10,507	10,507	-	0.0%
Wagner Peyser ES 10%	34,219	34,690	(471)	-1.4%
Wagner Peyser ES 90%	76,779	55,147	21,632	28.2%
Wagner Peyser ES 90%, FY12 Carry-in	18,337	18,337	-	0.0%
WIA Formula Funds: Administration	215,426	209,677	5,749	2.7%
WIA Formula Funds: Adults	745,975	643,890	102,085	13.7%
WIA Formula Funds: Dislocated Workers	801,095	719,337	81,758	10.2%
WIA Formula Funds: Youth	794,420	760,943	33,477	4.2%
<i>Total Federal Funds</i>	<i>\$4,301,449</i>	<i>\$3,472,192</i>	<i>\$ 829,257</i>	<i>19.3%</i>

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

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>State & Local Funds</u>				
Advanced Manufacturing Futures: Amp-It-Up	\$ 10,000	\$ 4,314	\$ 5,686	56.9%
DESE: Adult Education, Program 541	153,000	145,499	7,501	4.9%
DESE: Connecting Activities	104,091	92,411	11,680	11.2%
DTA FY12 Competitive Integrated Employment Services	71,246	7,565	63,681	89.4%
DTA FY13 Competitive Integrated Employment Services	144,797	96,330	48,467	33.5%
DUA Interest, Fines & Penalties	8,200	156	8,044	98.1%
Earned Funds	9,383	9,383	0	0.0%
Employer Engagement in Youth Employment	13,651	9,320	4,331	31.7%
State One-Stop Career Centers	134,190	136,392	(2,202)	-1.6%
STEM-Power	4,000	603	3,397	84.9%
Verizon Foundation Youth Grant	7,111	2,238	4,873	68.5%
Workforce Training Fund: Technical Assistance	21,600	21,600	-	0.0%
Workforce Training Fund: WIB Support	95,000	88,929	6,071	6.4%
YouthWorks: Summer 2012	409,059	315,633	93,426	22.8%
YouthWorks: Summer 2013	395,992	-	395,992	100.0%
<i>Total State Funds</i>	<i>\$1,581,320</i>	<i>\$ 930,373</i>	<i>\$ 650,947</i>	<i>41.2%</i>
TOTAL FUNDS	\$5,882,769	\$4,402,565	\$1,480,204	25.2%