



# NORTH SHORE WORKFORCE BOARD

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## Membership:

Debbie Amaral, Foster Parent  
Linda Saris, LEAP for Education  
Linda Abbott, Northeast Health Systems  
Fran Troutman, Catholic Charities  
Kathleen Kelly, MA Rehab  
Tom Silvia, TJX Company  
Felicia Pierce-North Shore CDC  
Heidi Riccio, Essex Tech

Susan Curry, North Shore Community College  
Stan Usovicz, Verizon  
Paula Reynolds  
Laura Assade, City of Salem  
Emily Ullman, Myra Caldeira, Salem Public Schools  
Allison Langlois, Essex County DA office  
John Flinn, Innovent  
Ann Marie O'Keefe, North Shore Career Center  
Carolyn Curwen, New Liberty Charter School  
Sean Emberley, Danvers High School

## Agenda

Youth Pipeline Committee

October 11, 2018 8:00 AM

70 Washington Street, Salem - Career Center Conference Room

- I. Introductions
- II. Update on MassHire branding, Launch
- III. Discussion of Objectives and Goals for FY 2019
- IV. F1rstjobs Summer 2018 review
- V. Current Grants: AMP IT UP, STEM Internships, Teacher Externships, Connecting Activities
- VI. Future of Work, Regional Planning Update
- VII. Next meeting

Next meetings: December 6, February 7, April 4, and June 6,

On August 29, 2018, our workforce system launched a new, unified brand -- MassHire. Sixteen local workforce development boards will be MassHire Workforce Boards; 29 one-stop career centers will be MassHire Career Centers. The names will change, but the commitment to our jobseeker and business customers continues.

The North Shore launched our new brand on September 11, 2018 with Secretary Rosalin Acosta.

MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission. Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers and expanding the talent pool for businesses seeking trained, skilled employees. The brand, MassHire, unifies and empowers all state, regional, and local workforce entities. It enables them to communicate with clients — job seekers and businesses — with a clear, consistent, powerful message. MassHire provides a foundation for conveying the depth, breadth, and connectivity of its value and services across all audiences.

In discussions with businesses, jobseekers, education partners, workforce development professionals, and other stakeholders, EOLWD gathered extraordinary insight. For example:

- It became evident that employers and job seekers are largely unaware of the resources provided by the state's workforce system. In short, much of our target audience simply didn't realize they could turn to a statewide network for employment or business services.
- We unearthed new challenges and opportunities for more effectively addressing the unique employment and business needs for a dynamic 21st century economy. Mindful of the amazing work being done by our Commonwealth's workforce entities, our master brand, MassHire, enables customization and sub-branding flexibility. It incorporates the names and/or service areas of all local facilities.

Our new Website:

<https://masshire-northshorewb.com/>

## YOUTH PIPELINE COMMITTEE GOALS AND OBJECTIVES 2018 - 2020

**GOAL 2:** The North Shore WIB will enhance the career exploration and career pathway development on the North Shore by integrating and aligning education, training and employment programs, with increased input from local employers

### MAJOR THEMES FOR FY2019

- Labor Market Information/Career Pathway information for young adults
- STEM- Externships, Internships and Career Exploration
- Creating opportunities for ALL youth (In-School, Out of School, ELL, WIOA, etc.)
- Coordinated information sharing-new opportunities, challenges, successes, etc.
- Increasing successful performance outcomes in all programs

**Objective #1:** Expand connections between secondary schools, vocational education, WIOA training vendors, workforce development and employer partners.

Activity:	Timeframe:	Benchmarks/Indicators of Success
Work with Connecting Activities network, WIOA youth training providers and employer partners to include employers in meetings/discussions with youth	2018-2020	Arrange Career speakers, Job fairs, and company tours for students (minimum 6 events)  Continue to expand Amp It Up teacher externships within our region.  Support Early College efforts with local school districts that promote Career Pathways.

**Objective #2:** Increase number of work-based connections for students and teachers of in school youth and young adults (including out of school youth) that strengthen understanding for career and college requirements.

Activity:	Timeframe:	Benchmarks/Indicators of Success
Enhance work experience opportunities for out of school WIOA youth (in particular in the areas beyond summer employment that include: internships, apprenticeships, OJT's etc.)	2018-2020	<ol style="list-style-type: none"> <li>1. WIOA Goals exceeded for out of school Youth Work Experience</li> <li>2. Develop and pilot an IT training program for out of school youth (<b>accomplished</b>)</li> <li>3. Outreach to a minimum of 15 employers in STEM to determine interest/capacity to hire high school interns – increase high school STEM internships to 50 in FY18 (<b>accomplished</b>) and 65 in FY 19 (in process)</li> <li>4. Create and share sample job descriptions for all internships with the general public, with youth service organizations, and with employers</li> <li>5. Continue to support YouthBuild with YPC serving as Steering Committee</li> </ol>

Current Status:

1. WIOA Goals are being met, lower enrollment this year due to funding cuts. This puts even greater pressure to ensure all youth are successful as any negative exits will hurt overall goal due to lower denominator. FY19 allocation received, vendor budgets set.
2. IT program- Program completed, started with 8 students, 7 graduated.
3. Accomplished FY18 goal of 50 internships, work is ongoing to reach 65 for FY19.
4. Sample job descriptions will be created to use as outreach for next year.
5. YPC remains committed to YouthBuild and will continue to serve as Steering Committee.

Input from Committee:

- Suggestions on outreach for STEM Internship

Other efforts

Continue to provide easy-to-understand Labor Market Information and career pathway information to young adults
Share information between school partners and employers
Share success stories of past events in WIB newsletter
Research and develop innovative ways to serve more youth with limited resources.

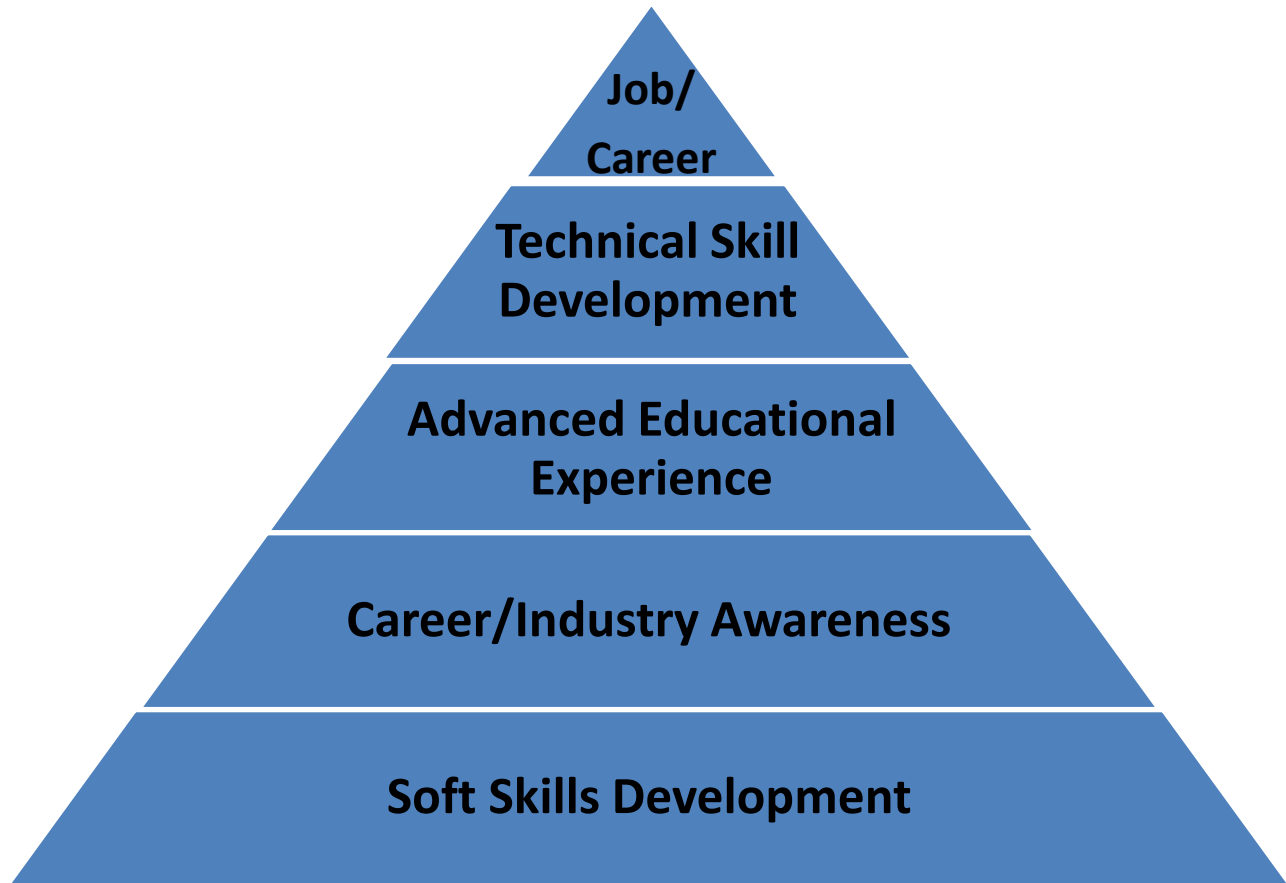
# Amp it Up

## Spring 2018 Completed 1 Day Externships

School	Subject(s)	Company
Danvers	Algebra, statistics	Microline
LVTI	Anatomy/Biotech	Medtronic
LVTI	Biology/Anatomy	Medtronic
Lynn Classical	IT- Google docs, Microsoft office, computerized accounting	GE
Lynn Classical	Computers, IT	GE

## DESE Summer Externships (50 hours)

School	Subject	Company	Project
Essex Tech	English	Microline	Working with Quality team
Essex Tech	STEM math & Science	Microline	Working with R& D team
Lynn English HS	Earth Science & Biology	Microline	Manufacturing and Engineering teams
Essex Tech	Environmental Science	Hancock Associates	Project in development - company made up of Surveyors, Engineers & Scientists- focusing on surveying, land and coastal development, construction and preservation
Lynn Classical HS	Mathematics	Innovent	Working with manufacturing, engineering and accounting, deriving true costs from different manufacturing work centers
Essex Tech	Mathematics	Bomco	Working within “pods” of employees, completing various tasks and learning various aspects of machining, engineering, manufacturing



**Examples:**

**Soft Skills Development:** Career readiness workshops, Signal Success and NSYCC created curriculum,

**Career/Industry Awareness:** Job Fairs at Lynn Vocational Technical Institute, Lynn English, and Lynn Classical High Schools, Peabody High School, Salem High School Field Trips to Microline, Medtronic, Innovent, Solectria, Krohne. Amp it Up experience with teachers provides their students with insight to companies.

**Advanced Educational Experience:** School Banks, School Child Care, Public Access Television, Technical School Culinary/Auto/Cosmetology Programs, Salem High School- Freight Farm- growing hydroponic produce on site, Peabody Chamber of Commerce YEA program

**Technical Skill Development:** CTE/Co-op Programs, Teachers – DESE Summer Externships, Medtronic Women in Engineering, Partners Summer Internship Program, Teachers – Amp It Up One Day Externships.