



NORTH SHORE WORKFORCE BOARD

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Agenda Skills Committee Meeting

October 16, 2018, 8:00AM 70 Washington Street, WIB Conference Room

Membership: Tony Dunn; Laurie Roberto; Thelma Williams; Walter Stone; Nastaha Soolkin; Edward Terrill; Amanda Warnock; Gina Frey; Laura MacNeil; Bonnie Carr, Jacqueline Smith; Mary Zwiercan; Tracey Cahalane; Camilla Blackman; Brian Pellinen

- I. Introductions
- II. Discussion of Objectives and Goals for FY 2019 – review and discussion
- III. Data study on unemployed individuals receiving services at One-Stop during last 6/focus group results
- IV. Strategic Planning Committee Structure - discussion
- V. MassHire - *update*
- VI. Future of Work/ Regional Planning - *update*
- VII. Updates from Committee Members

Next Meeting: December 18, 2018; February 19, 2019; April 16, 2019; June 18, 2019

SKILLS COMMITTEE GOALS AND OBJECTIVES 2018 - 2020

GOAL 3: The North Shore WIB will strategically utilize resources (increasing LMI and financial) to fully engage the business sector and Educators (both K-12 and Adult) to better align skills that exist between workers and employers.

MAJOR THEMES FOR FY2018

- Analyze and document academic skills necessary to be successful in post-secondary environment
- Use performance data for more discussion and promote future research and program enhancements
- Seek out private grant funds for regional/intra-agency programs
- Career Pathway development and translation for staff of all partner agencies

Objective #1: Collaborate with educational and training partners to increase (leverage) available resources and align policies, training program certificates/degrees so that employer and worker needs are met.

Activity:	Timeframe:	Benchmarks/Indicators of Success
Research and examine skill sets of the unemployed and underemployed and disseminate findings to partners and state officials in an effort to determine challenges behind finding success in today's economy	2018-2019	Report documented for WIOA partners and state officials. Recommendations in place for training options and skill development for unemployed and underemployed.

Objective #2: Facilitate alignment of education, training, workforce and economic development activities so that employer and worker needs are met through LMI and other research-based facts and data.

Activity:	Timeframe:	Benchmarks/Indicators of Success
<p>Document the causes of unemployment and outline models that have been successful to help people overcome the barrier of unemployment through training and other means.</p>	<p>2018-2019</p>	<p>Documented research and issue recommendations for the NSWIB and WIOA partners to consider when evaluating training programs and case management/coaching models.</p> <p>-Work with training providers to develop new programs OR to modify existing program based on results of survey.</p>

Other research efforts

On the NSWIB website have documented career pathways for all critical and emerging industries documented along with examples of job opening and skills needed to successfully move along career pathways.

-Work with Partner organizations to develop responses to non-workforce issues (e.g. day care, family issues etc.)

Research and document successful models (i.e. Employment Express and others) of transportation (in particular for at-risk populations). Select 1 or 2 areas for workforce partners to address, educate and replicate in our region.

Career Center Customer Performance

The following provides a review of North Shore Wagner-Peyser Q2 employment cohort for the performance period ending March 31, 2018; i.e. exiters from July 01, 2016 – March 31, 2017. During this time period there were 4,938 exiters of which 3,124 or 63% had a wage match. A summary of demographic and economic characteristics are provided below. Please note that this data, with the exception of employment data, which is obtained through wage reporting records from the Mass Department of Unemployment Assistance, is self-reported from customers and not every customer reported and/or completely reported data about themselves. This is the reason why totals may not equal 4,938.

Table 1: Career Center Customers by Age

Age	Wage Match			Total	
	No	Yes	%	#	%
Under 19	162	157	49%	319	6%
20 to 29	234	612	72%	846	17%
30 to 39	322	675	68%	997	20%
40 to 49	333	623	65%	956	19%
50 to 59	394	743	65%	1137	23%
Over 60	369	314	46%	683	14%
Total	1814	3124	63%	4938	100%

- 63% of customers had a wage match
 - 20 to 29 had the highest wage match percentage
 - Over 60 had the lowest wage match percentage

Table 2: Career Center Customers by Gender

Gender	Total			Under 19			20 to 29			30 to 39			40 to 49			50 to 59			60 & Over		
	Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total	
	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%
Male	62%	2478	53%	43%	150	49%	70%	405	53%	66%	505	54%	66%	490	55%	63%	575	53%	48%	353	54%
Female	66%	2163	47%	54%	155	51%	76%	361	47%	69%	435	46%	67%	397	45%	70%	511	47%	45%	304	46%
Total	64%	4641	100%	49%	305	100%	73%	766	100%	68%	940	100%	66%	887	100%	66%	1086	100%	47%	657	100%

- 297 customers did not report a gender
- Higher percentage of males than females overall. This is true in every age cohort, except for Under 19.
- Females have a higher wage match than males. This true is every age cohort, except for 60 & Over.

Table 3: Career Center Customers by Ethnicity

Ethnicity	Total			Under 19			20 to 29			30 to 39			40 to 49			50 to 59			60 & Over		
	Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total	
	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%
African-American	67%	455	10%	47%	68	22%	74%	104	14%	66%	105	11%	79%	90	10%	64%	69	6%	53%	19	3%
Asian	65%	127	3%	25%	16	5%	72%	32	4%	75%	28	3%	63%	27	3%	83%	18	2%	50%	6	1%
Hispanic	72%	199	4%	75%	16	5%	79%	67	9%	66%	64	7%	75%	28	3%	78%	18	2%	17%	6	1%
Multi-Ethnic	68%	735	16%	52%	124	41%	71%	175	23%	76%	181	19%	65%	117	13%	80%	98	9%	58%	40	6%
Native American	75%	4	0%	0%	0	0%	0%	0	0%	0%	0	0%	75%	4	0%	0%	0	0%	0%	0	0%
Pacific Islander	0%	2	0%	0%	0	0%	0%	1	0%	0%	1	0%	0%	0	0%	0%	0	0%	0%	0	0%
Other	60%	40	1%	25%	4	1%	67%	9	1%	50%	6	1%	88%	8	1%	44%	9	1%	75%	4	1%
Unknown	71%	52	1%	0%	0	0%	100%	9	1%	71%	21	2%	56%	9	1%	83%	6	1%	43%	7	1%
White	61%	3027	65%	47%	77	25%	71%	369	48%	65%	534	57%	64%	604	68%	64%	868	80%	46%	575	88%
Total	64%	4641	100%	49%	305	100%	73%	766	100%	68%	940	100%	66%	887	100%	66%	1086	100%	47%	657	100%

- 297 customers did not report an ethnicity
- White customers are the largest overall cohort
 - The overall percentage of white customer increases as customers become older. 25% of the Under 19 cohort are White compared to 88% of the 60 & Over cohort.
- Hispanic customers have the highest wage match rate. Unknown, Multi-Ethnic, African American, and Asian all had wage match rates above 64%.
 - Native American had a 75% wage match but small sample size.

Table 4: Career Center Customers by Disabled

Disabled	Total			Under 19			20 to 29			30 to 39			40 to 49			50 to 59			60 & Over		
	Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total	
	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%
N	66%	4004	84%	50%	254	84%	74%	646	79%	69%	830	86%	69%	780	85%	69%	921	84%	49%	573	87%
Y	49%	399	8%	48%	29	10%	64%	76	9%	52%	63	7%	46%	63	7%	45%	115	11%	34%	53	8%
Unknown	56%	342	7%	50%	18	6%	69%	95	12%	67%	67	7%	48%	75	8%	50%	58	5%	28%	29	4%
Total	64%	4745	100%	50%	301	100%	73%	817	100%	67%	960	100%	66%	918	100%	66%	1094	100%	47%	655	100%

- 193 customers did not report a disability
- 8% of customers reported a disability & 7% reported that it was unknown if they had a disability.
 - The 50 to 59 cohort & Under 19 had reported disabilities higher than Career Center customer average.

Table 5: Career Center Customers by Educational Attainment

Educational Attainment	Total			Under 19			20 to 29			30 to 39			40 to 49			50 to 59			60 & Over		
	Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total		Wage Match	Total	
	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%	%	#	%
No Diploma/Degree	56%	677	14%	45%	257	81%	73%	115	14%	61%	94	9%	49%	89	9%	72%	86	8%	50%	36	5%
HS Diploma/Equiv	65%	1699	34%	67%	52	16%	71%	404	48%	66%	381	38%	67%	323	34%	63%	357	31%	49%	182	27%
Some Postsecondary	61%	576	12%	60%	10	3%	63%	112	13%	67%	144	14%	65%	113	12%	62%	105	9%	45%	92	13%
Post Sec/Vocational Degree	66%	71	1%	0%	0	0%	58%	12	1%	100%	13	1%	73%	11	1%	71%	24	2%	18%	11	2%
IEP/Certificate	50%	4	0%	0%	0	0%	0%	0	0%	50%	2	0%	50%	2	0%	0%	0	0%	0%	0	0%
Associate Degree	65%	431	9%	0%	0	0%	76%	50	6%	70%	76	8%	63%	101	11%	73%	129	11%	43%	75	11%
Bachelor Degree	66%	1038	21%	0%	0	0%	83%	133	16%	69%	212	21%	70%	223	23%	63%	294	26%	46%	176	26%
Beyond Bachelor's Degree	62%	442	9%	0%	0	0%	70%	20	2%	76%	75	8%	62%	94	10%	66%	142	12%	46%	111	16%
Total	63%	4938	100%	49%	319	100%	72%	846	100%	68%	997	100%	65%	956	100%	65%	1137	100%	46%	683	100%

- The three largest overall educational attainment cohorts are HS Diploma (34%), Bachelor's Degree (21%), No Diploma (14%).
- Bachelor's Degree & Post/Sec Vocational Degree are tied for highest wage match rate (66%).
 - Associates Degree & HS Diploma are tied for second highest wage match rate (65%).
 - No Diploma has the lowest wage match rate (56%).
- 30% of customers have a Bachelor degree or higher
 - Under 19: 0% have a Bachelor degree or higher
 - 20 to 29: 18% have a Bachelor degree or higher
 - 30 to 39: 29% have a Bachelor degree or higher
 - 40 to 49: 33% have a Bachelor degree or higher
 - 50 to 59: 38% have a Bachelor degree or higher
 - 60 & Over: 42% have a Bachelor degree or higher

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Do you have a specific career goals? Have you reached your goal? Or are you close to reaching your goal?

Three of eight participants mentioned having a career goal. The remainder just really want a job. All want benefits.

One of the participants is employed – called back to the job from which he was laid off.

One customer had a higher paying job at layoff and is trying to get back close to this level but has not had any luck. Finds it awkward to apply for lower paying jobs when previous experience as outlined on resume obviously at a much higher level.

One customer highlighted that he has realized that his career goals are constantly changing... this is after being unemployed for several months

Several acknowledged that they need a mix of skills to be hired now “I need a portfolio of skills now”

Being hired by former employers occurred 2x’s for focus group participants

One customer found a mentor outside of the career center – just by chance – ‘it has changed my life”

In general, what do you think are the primary challenges that people need to get through in order to gain employment in the career they are interested in or in employment in general.

Biggest challenge is the physiological impact of being out of work. This causes you to feel beaten and depressed. Workshops to help you overcome this feeling would be very helpful. Maybe have former career center customers now working as speakers.

People in this situation really need someone to help guide them through the process. The Career Center should put a map or flow chart together to help people understand all the services of the Center and how best to navigate it.

Also list of job openings should be available. These listings could be emailed out along with other topics of interest in a newsletter format. Career Center should use email/texting/social media to communicate with customers.

Age is also an issue – One person had attended the “using age to your advantage” workshop and found some parts of it very helpful.

Requirement to apply to three jobs per week seems unrealistic – sometimes hard to find three jobs that match experience/interest, particularly given the complicated job descriptions.

Job descriptions are so complicated these days, particularly on-line job descriptions. And companies NEVER respond to resumes sent to them. How can we solve these issues?

Being out of work is so hard – one customer said she spent months looking on line for a job.

Several customers said that ‘AGE’ played a large factor in them not getting jobs. One sited they even tried to make their resume look like it was coming from a younger person just so they could get an interview.

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.

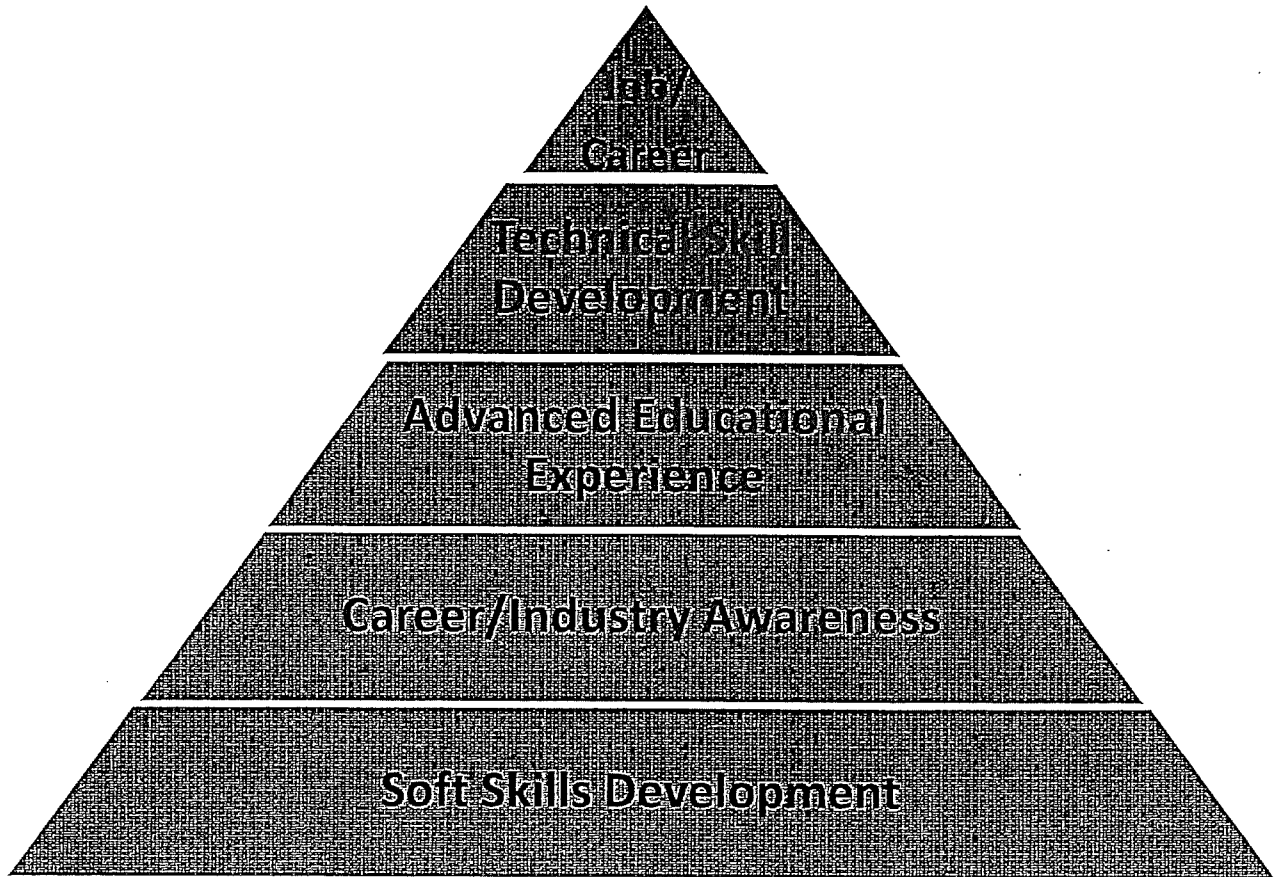
MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission. Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers 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/>



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.