



North Shore Workforce Investment Board

North Shore Career Centers

Report to the North Shore Congressional and Legislative
Delegations

February, 2007



INTRODUCTION

The North Shore Workforce Investment Board has been in existence since 2000, convened through the federal Workforce Investment Act and related state legislation. The Board was formed by the Mayor of Salem on behalf of the 19 cities and towns in the North Shore region of Massachusetts. The WIB's mission is:

The North Shore WIB is a public/private partnership which provides a central point where citizens, businesses, labor, and community leaders create programs that ensure our workforce has the skills our employers need today and tomorrow.

Communities served by the WIB include:

	Number of Customers	% of service in 2006		Number of Customers	% of service in 2006
Beverly	766	5.8%	Middleton	64	0.5%
Danvers	361	2.7%	Nahant	51	0.4%
Essex	42	0.3%	Peabody	1079	8.2%
Gloucester	1060	8.0%	Rockport	173	1.3%
Hamilton	81	0.6%	Salem	1667	12.7%
Ipswich	160	1.2%	Saugus	378	2.9%
Lynn	4818	36.6%	Swampscott	213	1.6%
Lynnfield	59	0.4%	Topsfield	39	0.3%
Manchester	60	0.5%	Wenham	33	0.3%
Marblehead	283	2.1%	Other/Out of area	1790	13.6%



LABOR MARKET RESEARCH

In order to carry out this mission, the WIB has developed a strong culture of labor market research, through which it is able to understand the needs of north shore business and residence and drive the investment of federal and resources accordingly. This research, available on www.northshorewib.com, includes two detailed Blueprints done in 2000 and 2002, as well as briefer papers done in 2003 – 2006, describing specific critical and emerging industries in the region. In FY2007, the WIB is undertaking a third detailed Blueprint to study the local economy from a macro perspective and to set the stage for the next three to five years of programming. This paper is projected to be completed by June, 2007.

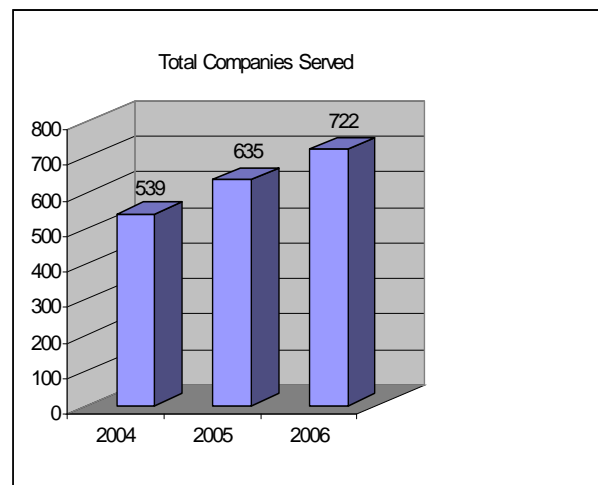
CAREER CENTERS

The primary vehicle through which the WIB offers services is the North Shore Career Center, located in Lynn, Salem, and Gloucester. These Centers represent partnerships of several organizations including programs funded through the Workforce Investment Act, the Department of Career Services, Massachusetts Rehabilitation Commission, Adult Basic Education organizations, Operation ABLE serving older workers, and other state and local organizations involved with workforce development. Services provided to customers include: career related workshops, job placement and job search, career counseling, occupational skills training, the use of assistive technology and a resource area with computers, internet access, software, phone, fax and photocopying machines.

The Centers operates under a bi-annual Career Center Charter designed by the WIB and the Mayor of Salem to drive excellence in service to local companies and individuals. Current goals in the existing Charter include improved services to Youth and Business, improved access by disadvantaged residents to workforce services, and increased use of data to drive performance. Service improvement is driven by several customer satisfaction tools, including Mystery Shopping, Point of Contact surveys, periodic focus groups, and telephone surveys.

SERVICES TO COMPANIES

As an economic engine for the region, the WIB sees both companies and job seekers as its primary customers. In general, job seekers are relatively easy to find and serve. However, in 2004, the WIB made a concerted effort to better reach and serve local businesses, both those well established in the region and those moving in. To meet these objectives, WIB board members and WIB/Career Center staff interviewed local companies to better understand their



employment needs. With the data from these surveys, the Career Center established a Business Services Unit, with staff specifically targeted toward reaching out and service companies. Since its inception the BSU has serviced 1896 business customers, providing a variety of services including job recruitments and access to training grants.

SECTORAL INITIATIVES

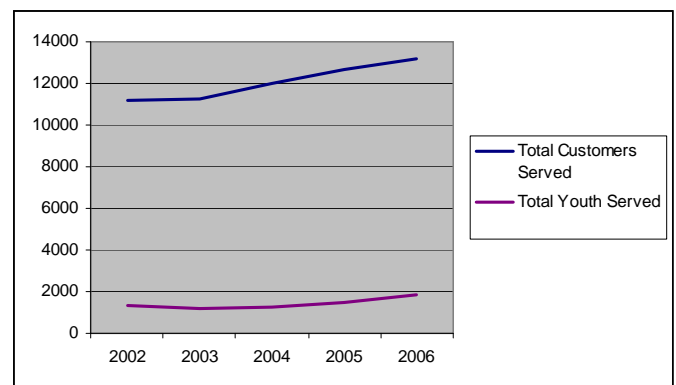
Through labor market research and career center activity, the WIB has identified several industries that require systemic interventions in order to meet their labor force needs. These interventions, called sector initiatives, involved convening groups of companies within industries, and through their leadership, designing and implementing curricula that address the industry-wide skills shortages in both new and incumbent workers. The WIB has convened and implemented several programs for these collaboratives, including *banking, acute and long-term health care, the construction trades, and manufacturing.*

Our Jobs in Aerospace Manufacturing (JAM) collaborative is an example of a sectoral initiative. Through JAM, 5 local aerospace companies led a project that provided training to over 100 incumbent workers and 32 new workers in the skills needed for aerospace companies to remain competitive in the global market place. Skills included blueprint reading, entry and more advanced level math, machining, English language skills, and core workplace competencies such as teamwork, critical thinking, and problem solving. In addition to the five lead companies, 16 other companies benefited from this training. The WIB’s educational partners, including the E-Team and North Shore Community College, are now working to sustain these programs on a more permanent basis, providing an on-going training resource for this most important North Shore industry.

SERVICES TO JOB SEEKERS

Since 2002, the WIB has provided services to over 60,000 residents, consistently averaging over 11,000 each year and making this region the fifth largest of the 16 areas in the state.

2006 data, cross-referenced with the Department of Revenue, indicate that over half of these job seekers were working within three months of enrolling in Career Center services, thereby assisting in the economy viability of these families and adding to the Massachusetts tax base.



TRAINING SERVICES

In addition to job placement services, career center customers whose skill sets no longer meet local company needs can be eligible for more intensive services, including but not limited to re-training, paid through federal funds. Examples of these customers include adults living in poverty and individuals who have been laid off from their jobs through down-sizing. Customers effected by major down-sizing or large plant closings, such as the closing of the Citicard call center in Salem or those working in airline-related jobs after the 9/11 attacks, also are able to access these services. Since 2002 over 2200 people have received intensive or training services, with over 80% being placed in jobs.

While each training customer is different, consistent themes run through many of their stories. Below are a small sampling of the diverse nature of training customers, their circumstances, and specific training needs and outcomes.

A 47 year old woman, single parent from Liberia had only been able to secure temporary/relief positions in the health care field because she lacked computer skills and was unable to maneuver through agency data systems and the employers did not generally train entry level workers. When she was no longer being offered hours she came to the career center for assistance. She had a Bachelors degree in Agriculture which she earned in Liberia but it was not marketable. She enjoyed working in the mental heath field so she entered a computer training program that provided a lot of intense one on one instruction and she was able to complete the computer skills program and was hired into a permanent forty hour a week permanent position with health insurance and a pension plan.

Earnings before training- \$12.00 Earnings after training- \$10.00

A 40 year old Hispanic gentleman was laid off from his food service position after 19 years due to lack of work. When he left that position he was earning \$17.00 an hour. He came to the Career Center for assistance in finding another job but soon discovered that positions in the food service industry were not paying that well to start. He was concerned because he had family to support and needed to earn at least \$15.00 an hour to make ends meet. His English was adequate but in some ways it was still a barrier. After meeting with a case manager for career guidance he enrolled in a CDL Driving course, successfully completed, passed the exams and was hired at \$20.00 an hour. This is a field where being bilingual is a real plus.

Earnings before training- \$17.00 Earnings after training- \$20.00

A 61 year old female (with Bachelor's Degree in English/French back in 1968) had been laid off from a job in the financial services industry after 8 years of employment with one company. She used to work in Customer Service for 3 years, then as an Inbound Collector for 5 years. She had very limited computer skills using only a specific database, but not MS Office and Internet. After the training at Innovative Computer Courses "Medical Office Assistant Diploma Program", where she learned MS Word, Excel, business correspondence and office skills, she found a full time job as a Patients Service Representative at a local Hospital for 30 hrs/week, \$13/hr pay with no benefits. Then, 5 months later she got a better offer from a local bank for a full time Customer Service Generalist position for 40 hrs/week, \$14/hr pay with full benefits.

Earnings before training- \$13.94

Earnings after training- \$14.00

SERVICES TO YOUTH

Youth entering the workforce are seen as particularly important and vital as the WIB works to meet its mission. Youth programming includes general job search assistance, and more in-depth career, education, training, and support services for at-risk youth. WIB/Career Center staff work closely with local high schools to help students explore various careers and to find internships and job opportunities, and provides funding for academic remediation and high school equivalency testing for teens 16 – 21 who have dropped out of school.

A 18 year-old male with a High School Diploma was working as a day laborer for \$8.00 per hour with sporadic hours. He enrolled in the BEST/TURBO program which was an intensive series of training courses and internship, through which older youth could successfully enter into the Trades. He secured an apprentice position making \$12.00, but was not happy. The customer, through intensive career counseling at the Career Center changed his training focus and enrolled into a program designed for entry level administrative workers to begin a career in the medical field. The customer had the potential to obtain a very significant wage gain by continuing in the field that he was originally trained in within the Trades. Through the process of working with a case manager, the customer decided to change directions and enroll into an additional training program where he would be successful within his own career objectives. This example highlights the various complexities of enrolling and finding a career path that is line with a customer's career direction.

Earnings before training- \$8.00

Earnings after training- \$9.00

Finally, the WIB and Career Center manages F1rstJobs, a summer jobs program through which local companies can access work ready teens for employment and/or can contribute to a fund through which wages are paid to teens to work in local non-profit organizations.

A 15 year-old male attending high school in Salem needed a summer job. He attended workshops at the Youth Career Center and then applied (creating a resume and practicing his learned interviewing techniques) for a job at a non-profit organization creating real websites for companies on the north shore. He worked for 8 weeks and acquired graphic and website design skills, as well as, was able to interact with paying clients as they were designing their websites, establishing critical customer service and project management skills for future employment. He stated that his first job “showed me that I can work and be productive during the summer...other businesses should hire teens, we can contribute and make a difference.”

Summer job hourly rate - \$6.75



Statistics for F1rstJobs 2006 are as follows:

F1rstJobs 2006 Summary

Age	Applicants	Placements	
13	4	0	0%
14	78	13	17%
15	187	45	24%
16	150	49	33%
17	132	42	32%
18	82	34	41%
19	34	20	59%
20	16	7	44%
21	1	0	0%
22	1	0	0%
Total	685	210	31%

Gender	Applicants	Placements	
Male	347	108	31%
Female	338	102	30%
Total	685	210	31%

Ethnicity	Applicants	Placements	
White	207	94	45%
African American	144	43	30%
Hispanic	231	46	20%
Asian	40	7	18%
Multiethnic	20	10	50%
Unknown	15	2	13%
Other	29	8	28%
Total	686	210	31%

Residence	Applicants	Placements	
Beverly	33	18	55%
Danvers	2	1	50%
Essex	0	0	
Gloucester	31	17	55%
Hamilton	2	2	100%
Ipswich	1	0	0%
Lynn	458	109	24%
Lynnfield	2	1	50%
Manchester	0	0	-
Marblehead	6	2	33%
Middleton	1	1	100%
Nahant	2	0	0%
Peabody	39	15	38%
Rockport	3	3	100%
Salem	90	35	39%
Saugus	4	2	50%
Swampscott	8	3	38%
Topsfield	1	1	100%
Wenham	0	0	-
Newburyport	1	0	0%
Revere	1	0	0%
Total	685	210	31%



2006 – 2007 North Shore Workforce Investment Board Members

Member	Company/Organization
William Tinti, Chairman NSWIB	Tinti, Quinn, Grover, and Frey
Richard Bane, President	Bane Skilled Care Facilities
James Beauvais, President	Lapels Dry Cleaning
John Boris , President	Essex Office Associates
Arthur Bowes, VP Human Resources	North Shore Medical Center
Ann Marie Borgesi, VP Human Resources	Eagle Tribune Publishing Company
Bob Bradford, Executive Director	North Shore Chamber of Commerce
Timothy Doggert, Materials Manager	Thermal Circuits
Kevin Donahue, Executive Director	Lynn Area Chamber of Commerce
Kathy Duggan , Manager of Employment, Staffing Practices - Lynn	General Electric
Michael Fitzgerald, General Manager	Dominion Energy
Bradford Gaige, Vice President & Business Development Officer	Beverly National Bank
Nancy Langevin, HR Director	Varian
Stephanie Lee, Regional Director of Public Affairs for the Northeast Region	Verizon
Thomas Lemons, President	TLA Lighting Consultants
Michael McCarthy, President	Bomco
Doris Murphy, Senior Vice President	Salem Five
Bob Segal, COO	Middleton Aerospace
Nancy Stager, HR Director	Eastern Bank
Thomas Huber, Consultant	Atomic Level Imaging Systems
Bruce Whear, President	Wire 4 Hire
Tony Dunn, Workforce Specialist	North Shore Labor Council
Steve Falvey, Regional Council Representative	New England Council of Carpenters
Nicholas Kostan, Superintendent	Lynn Public Schools
Arlene Greenstein, Dean of Continuing Education	Salem State College
Tania Hartford, Assistant City Planner	City of Salem Planning Department
Kevin Donahue, Executive Director	Lynn Area Chamber of Commerce
Beth Hogan, Executive Director	North Shore Community Action Program
Don Edwards, Executive Director	Operation Bootstrap
Richard Viscay, Auditor/Director of Finance	City of Salem/WIA Title I Fiscal Agent
Alex Lawn, Area Director	Division of Career Services
Wayne Burton, President	North Shore Community College
Lynn Paulson, North East Regional Director	Commission for the Blind
Joan Cirillo, Executive Director	Operation ABLE