



NORTH SHORE WORKFORCE BOARD

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Date: November 4, 2024
To: Board of Directors
From: Ed O'Sullivan
Re: November 14, 2024, Board Meeting

The North Shore Workforce Board will meet via Zoom on November 14, 2024, from noon to 1 PM.

Time: Nov 14, 2024 12:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/83355869471?pwd=X9lbrXAg97UtNaxVzHXKQju6vTxht0.1>

One tap mobile

+13052241968,,83355869471#,,,,*508860# US

Dial by your location

• +1 305 224 1968 US

Meeting ID: 833 5586 9471

Passcode: 508860

Our agenda is as follows:

1. Jobs for the Future –Tiffany Hsieh, Center for Artificial Intelligence & the Future of Work

Leaders in every industry are racing to understand and respond to the impacts of artificial intelligence on jobs and how organizations can prepare for a massive transformation that has already begun.

This presentation will provide insights and learnings on the impact of AI on jobs and skills, how to leverage JFF's AI-Ready Workforce Framework to think differently about how to assess and respond to the impacts of AI in their work and programs, and what use cases for AI look like in workforce development.

Ahead of the session, themes to think about:

- *How are your organizations tracking the changing impact of AI on specific jobs and career pathways?*
- *How are your organizations thinking about training workers and jobseekers on AI literacy and skills?*
- *What supports do your organizations need to leverage AI more widely?*

2. Chair's Report

- A. Workforce Competitive Trust Fund Grant Award Announcement – Held October 8th, MassHire North Shore Career Center
- B. Offshore Wind/Clean Energy Training (Next Cohort: Salem High School) – Update
- C. Lynn Workforce Collaborative – Update

3. Upcoming Meeting Schedule for FY 2025

2nd Thursdays of alternate months from 8 to 9 AM: January 9th, March 13th, May 8th

Mission – MassHire-North Shore embraces innovative and flexible workforce development strategies that are equitable and effective to enable our future of work—ensuring a successful business climate and livable wage jobs/career pathways for all.



NORTH SHORE WORKFORCE BOARD

BOARD REPORT

November 14, 2024

Prepared on
October 28, 2024

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MassHire-North Shore Workforce Board of Directors

Meeting Minutes for September 12, 2024

Directors attending: Evonne Alvarez, Charles Anastos, Justin Anshewitz, Tracey Cahalane, Jay Daley, Tom Daniel, John Flinn, Meaghen Hamill, Joy Livramento-Bryant, Paul Mahoney, Dave Manning, Steve Maser (for John Keenan), Lisa Pais, Jennifer James Price (for William Heineman), Laurie Roberto, Josh Shepherd, Kara Sittig, Danya Smith, Diane Smith, Steve Zrike

Directors not attending: Karen Andreas, Anna Freedman, Cecilia Gray, Emily Hayden, Heidi Riccio, Tom Sands, Steve Shea, Kathy Thurman, Bill Tinti, Stan Usovicz

Others attending: Judy Bower (DCS), Maricel Goris (Lynn Public Schools), Charity Lezama (YMCA of the North Shore), Senator Joan Lovely (Second Essex District), Linda Saris (LEAP for Education), Shannon Spinoza (Peabody Public Schools)

MHNS WB staff attending: Eliud Alcala, Katie Crowder, Cheryl Dick, Sandra Efstratiou, Alina Gardner, Marcia Griesdorf, Kari Heen, Tedi Markham, Omar Nunez, Kate O'Malley, Ed O'Sullivan, Aditi Pain

The meeting format was virtual via Zoom.

A quorum was present with 20 members represented.

The meeting began at 8:04 AM.

Tracey Cahalane motioned to accept the May 9th WB meeting minutes as submitted. John Flinn seconded. All in favor, none opposed.

CHAIR'S REPORT

(Presented jointly by Tracey Cahalane, Chair, and Ed O'Sullivan, Executive Director)

[A PowerPoint presentation is on file with highlights included below. Attendee comments are paraphrased.]

Welcome New Board Members! [Tracey Cahalane]

- **Danya Smith**, Policy Director, City of Lynn
- **Meaghen Hamill**, Chief of Staff/Interim Chief People Officer, Lynn Community Health Center

Massachusetts Workforce Association (MWA) Annual Summit [Ed O'Sullivan]

- Held in June at Salem's Hawthorne Hotel (location rotates around the state) and attended by 6 MassHire-North Shore staff
- Welcomed by the Mayor of Salem, Dominick Pangallo
- Speakers included Lt. Governor Kim Driscoll and Secretary of Labor Lauren Jones: both recognized Mary Sarris on her retirement for her contribution to workforce development as Executive Director of the MassHire-North Shore Workforce Board.

- Discussion topics: the MA workforce system, apprenticeships, and services to migrants (including ESOL programming)
- Attendees toured the House of Seven Gables and learned more about its connection to the community as a settlement house for immigrants.

Mass Broadband Initiative (MBI) Digital Equity Project (with Metro North as the lead WB)
[Ed O’Sullivan]

- The goal is to assist those who have limited access to digital equipment and the internet.
- Digital Navigators are located at Pathways in Lynn and at Wellspring in Gloucester.
- Digital literacy courses (MS Windows 101 plus higher-level topics like web design and inventory management, etc.) will be offered through North Shore Community College starting in the fall/winter.
- Refurbished computers are provided at no cost through the nonprofit Computers 4 People [www.computers4people.org] which upcycles nearly-new computers donated by corporations, etc., when equipment is upgraded/restocked.
- Looking for more funding to add Digital Navigators in Lynn and Salem

New Funding for Advanced Manufacturing [Ed O’Sullivan]

- Press announcement is currently embargoed
- Notified that \$500K Workforce Competitiveness Trust Fund Grant will be awarded to MassHire-North Shore
- Funds will extend AMTEP programming into 2026 with a match from GE Foundation resources to support 4 additional training cohorts in our region over 2 years

Manufacturing Expo at Essex Tech coming up on October 2nd! [Kate O’Malley]

LMI Update [Ed O’Sullivan]

- North Shore unemployment increased 1.1% from July, 2023, to July, 2024, from 3.3% to 4.4%. MA labor force participation was 67.8% in July, 2024, (7.8% higher than the COVID rate of 60%) and has increased 2.8% over the past year.
- The MA June labor force participation rate has increased about 1.3% overall for the past 3 years. However, the labor force participation rate for the Hispanic/Latino sector declined 2.2% from June, 2022, to June, 2024, from 65.8% to 63.6%. The MHNS Career Center has a bilingual Career Coaching Advisor Advocate focusing on outreach to the Hispanic/Latino community to help address this disparity and we hope to find funding for 2 to 3 more advocates.
- The 5 sectors with the highest percentages of initial unemployment claims were Retail Trade (14%), Accommodation and Food Services (12%), Transportation and Warehousing (10%), Health Care and Social Assistance (9%), and Construction (8%).

Immigration/Migrant Program Activity: Update [Ed O’Sullivan]

Goal: expand/increase the North Shore labor force to meet the current and anticipated needs of North Shore employers: update on current MHNS Career Center work with immigrants and outreach to Environmental Justice (EJ) neighborhoods

- The North Shore has over 750 total shelter residents in various locations: MassHire provides employment services at these locations and at the Career Center.
- Ongoing shelter and services are being provided through Centerboard in Lynn and the Lynn Shelter Association. 525 of Centerboard's 599 adult shelter residents in Danvers, Peabody, and Salem are now work-authorized with 179 of unknown status in Salem, Lynn, and Beverly. All 79 of the Lynn Shelter Association residents housed in 3 Saugus locations are now work-authorized.
- Residents are employed in gig-economy jobs (Uber/Lyft/Instacart, etc.) and at Amazon warehouses, the Seven Hills Foundation (state internship program), hotels (part-time housekeeping), hospitals (environmental services/dietary), and at Logan airport (janitorial).
- ESOL services were provided onsite at MassHire's Salem Career Center this summer (30 residents from Danvers, Peabody, and Salem completed successfully). Given short notice but with help from MassHire's fiscal team, Career Center staff, and partners at North Shore Community College and Pathways the instruction plan came together in a matter of days. [Josh Shepherd: "We made it work!"]
- Additional ESOL services were provided through Jewish Vocational Services [JVS] for 10 Salem residents (5 now employed) and through the House of the Seven Gables (ongoing).
- Residents also attended CTI courses at Essex Tech (8 completed Culinary Arts training successfully in May and 5 are employed and at Salem High School (5 students completed Building and Property Management in May with employment pending).
- Anticipated new programming/funding includes 1) additional Career Center staff to provide job-search services and 2) a competitive application for ESOL and training funds. [Dave Manning said he expects that regions with good justification will have an extension.]

FY2025 Budget Update [see PPT slides for 4-year increase/decrease funding figures (FY22 to FY25)]
[Ed O'Sullivan]

- **\$2,157,473 in WIOA Allocations (Federal Funding)**
 - Adult (income-based): \$707,661
 - Dislocated Worker: \$679,224
 - Youth (ages 16 to 24): \$770,588
- **\$1,765,061 in State Youth Funding:**
 - Youthworks: \$1,205,000
 - STEM Internships: \$180,000
 - Connecting Activities \$380,061
- **\$1,057,584 in Other State Funding**
 - State One Stop: \$612,584
 - WTF Fund: \$95,000
 - EA Shelter: \$350,000 (projection)
- **\$5,828,903 in Multi-year Grants**
 - **FY22 to FY25**
 - ARPA Upskilling Navigator: \$379,237 (additional funding and extension to Dec. 2025 pending)
 - **FY23 to FY26**
 - WCTF Donnelly Behavioral Health Training: \$319,880

FY24 to FY26

- Offshore Wind: \$1,196,397
- WCTH Donnelly Manufacturing: \$500,000

CY24 to CY24

- GE Foundation: \$462,070 (GE/WCTF (Manufacturing) partnership will extend funding until CY2026)

CY24 to CY26

- Healthcare Hub Continuation Grant: \$2,413,205 (partnership grant with Greater Lowell and Merrimack Valley)
- Healthcare Behavioral Health Continuation Grant: \$558,114

YouthWorks Summer Highlights [Katie Crowder]

- Katie’s new title is Deputy Director of the MassHire-North Shore Workforce Board but she will stay involved in youth programming.
- YouthWorks is a state line item funded by Commonwealth Corporation, an annual grant for youth ages 14 to 25.
 - Primary focus is ages 16 to 21 in our Gateway Cities for eligible low-income and/or at-risk youth
 - FY24 funding was \$2,046,924 (the highest to date): placed 580 youth (with a goal of 553)
 - FY25 funding was reduced to \$1,205,000 due to an unexpected loss of ARPA “boost”: placed 347 youth (with a goal of 296). Reduced work hours helped stretch the funding to provide as many placements as possible.
 - Going forward, we plan to research foundation funding sources and recruit more employers to hire and pay youth directly.

Speaker: Linda Saris, Executive Director, LEAP for Education

- YouthWorks funded 43 LEAP teens (rising 8th graders to rising college freshmen) who were paired with mentors to explore career fields with support from LEAP staff in a “learn and earn” model based on 132 hours of work. 96 completed this summer and those with perfect attendance can earn about \$2,000. Examples of careers students explored are environmental engineer and clinical laboratory technician. Local professionals also speak to the students and share their career paths.
- Lt. Governor Driscoll visited LEAP on August 19th along with local mayors, representatives, and school superintendents.
- Half of the approximately \$400,000 budget goes to student wages. This year due to the late and unexpected YouthWorks funding cuts, LEAP raised \$50,000 online in a last-minute crowd-funding initiative to support this summer’s program.

Speaker: Charity Lezama, Executive Director (Salem), YMCA of the North Shore

- A partnership of almost 20 years: this year YouthWorks funded 16 YMCA teens to work at the Salem and Cape Ann locations.
- Youth worked as camp counselors, lifeguards, and program staff, etc., and started a community garden.

- 80% of summer students stay to work at the Y year-round providing much-needed child care and other services so they develop a sense of community: many say it is one of the best experiences of their lives.

Speaker: Joy Livramento-Bryant, Workforce Development/HR for Mass General Brigham-Salem Hospital

- A partnership of about 15 years: 19 youth were hired directly by the hospital this summer with dedicated staff overseeing the program.
- Teens from Lynn and Salem worked in a variety of departments including Clinical Engineering, Digital (formerly IT), Endoscopy, Birthplace, OR, Environmental Services, Dietary, Specimen Processing, and on various nursing floors, etc.

The meeting ended at 9:01 AM.

Upcoming Meeting Schedule for FY25: 2nd Thursdays of alternating months

- November 14, 2024
- January 9, March 13, and May 8, 2025

Please Note

Due to time constraints, the following PPT slide topics were not presented during the Zoom meeting:

- Updates: MA CEC Offshore Wind/Clean Energy Grant (2 slides)
- Healthcare/BH HUB: 5-Month Review
- HCHUB CNA Program (Mini) Job Fair August 28th
- Manufacturing Training
- Initial Unemployment Insurance Claims

CAREER CENTER OVERVIEW

North Shore One-Stop Total	Sept, 24		Actual YTD		Sept, 23 YTD
	Actual	Plan	YTD	Plan thru 6/30/25	Actual
New Customers	532	287	1,364	3,446	1,185
Total Customers	1,156	583	2,347	4,497	1,997

Youth Career Center	Sept, 24		Actual YTD		Sept, 23 YTD
	Actual	Plan	YTD	Plan thru 6/30/24	Actual
New Customers	33	49	154	585	687
Total Customers	94	209	211	2,503	2,163

One-Stop Placements	Q1FY24	Q2FY24	Q3FY24	Q4FY24
FY 23	N/A*	67%	66%	66%

*Placement data currently not available

Job Seeker Satisfaction – July 2024 / Sept 2024

System-Wide (n =136)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	74 (54%)	32 (24%)	14 (10%)	7 (5%)	9 (7%)

Employer Satisfaction – July 2024 / Sept 2024

System-Wide (n = 4)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	2 (50%)	2 (50%)	0 (0%)	0 (0%)	0 (0%)

Employer Services

	Sept, 24		Actual YTD		Sept, 23 YTD
	Actual	Plan	YTD	Plan thru 6/30/25	Actual
New Employer Accounts	53	71	131	850	209
Total Employers Served	132	188	324	2,250	535
Number of Employers Listing Job Orders	33	42	82	500	94

TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT

Overall WIOA Activity

	YTD Actual	Planned Thru End of Grant	Sept, 23 YTD
Adult	50	86	34
Dislocated Worker	74	95	73

Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	Sept 23 YTD
Adult	1	49	0
Dislocated Worker	0	72	0

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

Vendor	Number Served	Number Exited	Number Placed	Placement Rate	Average Wage	Number Served in FY 24
Visible Edge	9	0				35
North Shore CC	3	0				37
Unique Systems	3	0				2
CMSC Trucking (formerly Parker Driving School)	2	0				10
Millennium	2	0				7
Network Technologies	2	0				4

YOUTH DIVISION

WIOA- Out of School programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 24
Action, Inc.	17	1	1/15.00	25
Catholic Charities	27	1	0	32
North Shore CDC	19	1	0	23

DESE- In School Programs

	Goal	Actual
Student Work and Learning Experiences	475	351

Budget - Actual Summary by Program						
September 30, 2024						
FY	Program Description	Budget	Spent & Obligated TD		Percent Remaining	
Federal Funds						
2024	WIOA Formula Funds: Adults	786,651.30	511,996.47	274,654.83	34.9%	*
2024	WIOA Formula Funds: Dislocated Workers	654,522.30	516,768.17	137,754.13	21.0%	*
2024	WIOA Formula Funds: Youth	850,576.50	850,576.50		- 0.0%	*
2024	WIOA Formula Funds: Administration	254,638.90	138,441.99	116,196.91	45.6%	*
2025	WIOA Formula Funds: Adults	636,894.90		- 636,894.90	100.0%	*
2025	WIOA Formula Funds: Dislocated Workers	611,301.60	25,291.00	586,010.60	95.9%	*
2025	WIOA Formula Funds: Youth	693,529.20	319,247.59	374,281.61	54.0%	*
2025	WIOA Formula Funds: Administration	215,747.30		- 215,747.30	100.0%	*
2022	DUA Technology UI Deployment Tech	26,000.00		- 26,000.00	100.0%	
2023	RESEA Performance allocation	127,889.26	57,768.33	70,120.93	54.8%	
2024	RESEA Performance allocation	75,000.00		- 75,000.00	100.0%	
2024-25	Wagner Peysers ES, 10%	76,703.34	19,489.17	57,214.17	74.6%	*
2023	Upskilling Navig ARPA	379,236.50	301,039.29	78,197.21	20.6%	*
2025	Vets: Disabled Veterans Outreach Program	17,258.99		- 17,258.99	100.0%	
2025	SNAP WPP Expansion	3,153.57		- 3,153.57	100.0%	
2023	WCTF FY21 Donnelly Training BH	319,880.00	280,791.87	39,088.13	12.2%	*
2024	HC HUB Continuation	2,413,205.00	604,297.24	1,808,907.76	75.0%	*
2024	HC BH HUB Continuation	558,114.47		- 558,114.47	100.0%	*
2025	Apprentice Growth & Expansion	26,000.00		- 26,000.00	100.0%	
	Total Federal Funds	\$8,726,303.13	\$3,625,707.62	\$5,100,595.51	58.5%	
State & Local Funds						
2025	State One Stop	612,583.53	54,508.31	558,075.22	91.1%	
2025	Workforce Training	95,000.00	21,662.13	73,337.87	77.2%	
2025	DTA CIES	129,047.00	20,830.03	108,216.97	83.9%	
2024	Off Shore Wind 3yr.	1,196,397.00	235,598.68	960,798.32	80.3%	*
2024	FY 24-25 Youth Works	1,205,000.00	933,821.77	271,178.23	22.5%	
2025	Connecting Activities	380,061.00		- 380,061.00	100.0%	
2024	FY 24-25 STEM	179,911.65	146,229.95	33,681.70	18.7%	
2025	Early College	8,000.00		- 8,000.00	100.0%	
2024	GE Foundation	462,070.27	317,907.96	144,162.31	31.2%	
2025	WCTF FY25 Manufacturing Training	500,000.00		- 500,000.00	100.0%	*
2025	Digital Literacy	157,310.00		- 157,310.00	100.0%	*
2024	FY24 EA Shelter	124,616.45	121,976.41	2,640.04	2.1%	
2024	FY25 EA Shelter	124,911.34		- 124,911.34	100.0%	
	Total State Funds	\$5,174,908.24	\$1,852,535.24	\$3,322,373	64.2%	
* Multi-Year Grant						