

North Shore Workforce Investment Board

Executive Summary – FY 2012 Workforce Development Plan

The North Shore Workforce Investment Board in partnership with our Chief Elected Official (CEO), Mayor Kimberley Driscoll of Salem, is required to prepare a Fiscal Year 2012 “Workforce Development Business Plan” for North Shore region for submission to the Massachusetts Department of Workforce Development.

In planning for how the Workforce Investment Act (WIA) system on the North Shore will be coordinated with other systems providing employment and training services to improve services for both job-seekers and employers, our region’s priorities and strategies in workforce development will continue to include an emphasis on our strategic plan as follows:

GOAL 1: The North Shore WIB will build the capacity of the North Shore workforce system to respond to labor market needs.

GOAL 2: The North Shore WIB will strategically utilize resources and fully engage the business sector to close the skills gap that exists between available workers and employers.

GOAL 3: The North Shore WIB will enhance the youth pipeline by increasing and aligning education, training and employment programs.

GOAL 4: The North Shore WIB will increase, strengthen and strategically align relationships with federal, state and local partners/stakeholders.

GOAL 5: The North Shore WIB will strategically manage and enhance available resources to support and grow operations.

The NSWIB seeks public comment on the plan and have prepared this document to highlight how the regional Workforce Development system proposes to allocate local resources for FY 2012, what the major priorities and service strategies of the system are and to summarize the new key performance goals for adults, dislocated workers and the youth who will be served through the WIA funded system.

Interested parties may submit written comments on this document to the WIB by July 18, 2011. The complete required FY 2012 “Workforce Development Business Plan” will be available on the NSWIB website <http://www.northshorewib.com> by close of business no later than July 11, 2011.

Copies of the plan may also be obtained at the offices of the North Shore WIB, 70 Washington Street, Suite 315, Salem, MA 01970. Questions may be directed to the NSWIB’s Director of Programs and Operations, Ed O’Sullivan, at (978) 741.3815 or by e-mail at ed@northshorewib.com

II. WIA Allocations

The Commonwealth of Massachusetts experienced an overall decrease in its federal WIA funding for FY 2012, particularly in Adult and Dislocated Worker funding. The table below provides a comparison of FY'11 and FY'12 local North Shore allocations.

WIA Allocations	North Shore WIB		
	FY'11	FY'12	\$ Change
WIA Wagner Peyser	\$71,346	\$70,374	(\$972)
WIA Adult	\$751,772	\$682,883	(\$68,889)
WIA Dislocated Workers	\$806,991	\$760,361	(\$46,630)
WIA Youth	\$775,936	\$782,246	\$6,310
Total	\$2,406,045	\$2,295,864	(\$110,181)

III. WIA Adult, Dislocated Worker, Youth and Wagner-Peyser Programs

Training will continue to be a priority of the WIB and the workforce development system.

Adults

Through the North Shore Career Center, adult job seekers will have access to a broad array of services from a comprehensive assortment of employment programs. WIA provides for basic core services, which are available to all job seekers, and additional intensive and training services are available to persons predicated on meeting certain eligibility criteria. *These core services include:*

- Orientation to the information and services available through the OSCC system.
- Career counseling as required, based on customer need.
- Initial assessment of skill levels, aptitudes, abilities, and supportive service needs.

- Job search and placement assistance, including interview preparation, resume preparation, job listings, resume listings, job clubs, and various job search workshops.
- Provision of information on employment and labor market statistics.
- Information and referral to job openings (including those posted on on-line job banks) and the hiring requirements of local firms.
- Program performance and cost information on eligible providers of training services.
- Assistance in establishing eligibility for obtaining financial assistance for training and other services.

Additional intensive and training services may be available, based on eligibility for various federally funded programs targeted to certain groups.

Low-income adults receive priority for WIA funded intensive and training services. *Training* opportunities for adults include a customer-choice driven form of training vouchers, called "Individual Training Accounts" or "ITAs" that will help pay for the costs of approved training programs. ITAs may only be used to pay for approved Occupational Skills Training course that are approved for our local area on the Training Pro database. Based on funding availability, eligible individuals may receive up to \$5,000 in funding assistance for Occupational Skills Training. Approximately 77 adults will receive ITAs based on this cap. Case management staff assist in determining a job seeker's eligibility for training and guide them in the process of selecting a program from an approved list of providers. The WIB is currently evaluating this cap on ITA funding in relation to outcomes and final budget, and may be reducing this to better accommodate additional learners. Public comment is welcomed during this process.

Proposed WIA Performance Goals for Adults (Based on Current Goals, subject to Change upon negotiation with state officials):

- Entered Employment Rate 72%
- Employment Retention Rate 79%
- Employment and Certificate/Credential Rate 68%
- Average Earnings \$9,750

The WIA system also coordinates with several non-WIA funding sources providing services to adults. Just a few of the examples include Local Community-Based Organizations, Community Action Programs, Department of Elementary and Secondary Education funded adult education, post-secondary vocational education and vocational education activities; Mass Rehabilitation Commission and Commission for the Blind funded vocational rehabilitation for persons with disabilities; Department of Transitional Assistance funded education and training services to public assistance and food stamp recipients; and Title V services to older workers.

Dislocated Workers

Dislocated workers are those individuals who have been permanently laid off, or have received a notice of termination or layoff from employment. Dislocated Workers may receive the same WIA core, intensive and training services as those available through the WIA adult grant.

Based on funding availability, eligible individuals may receive up to \$3,000 in funding assistance for Occupational Skills Training. Approximately 120 Dislocated Workers will receive ITAs in FY'12, based on this cap. As with our Adult programs, the WIB is evaluating this cap and may increase the number of individuals receiving. Public comment is welcomed during this process.

Proposed WIA Performance Goals for Dislocated Workers (Based on Current Goals, subject to change):

- Entered Employment Rate 74%
- Employment Retention Rate 85%
- Employment and Certificate/Credential Rate 71%
- Average Earnings \$14,950

There are also several other WIA and non-WIA funding sources assisting dislocated workers and adults in addition to the “formula” funding and when possible case management staff seek out these funding opportunities for customers. Additional opportunities include ‘Sector-Based Trainings’ in the areas of Financial Services, Health Care and Clean Energy. Currently, the NSWIB has grants in these areas that can facilitate training opportunities for individuals who have an interest in entering one of these specific industry sectors and developing a set of skills that are needed within various occupations. These grants provide excellent in-roads for career center BSU staff to learn and make connections with employers.

On-the-Job Training

The North Shore WIB will allow a limited number of "On-the-Job Training (OJT)" opportunities for WIA adult and dislocated worker customers with the anticipation that the state will receive additional funds specifically for this purpose. OJT is occupation specific training provided by an employer for a limited duration. The employer will pay the WIA trainee a wage while engaged in productive work in a job that provides knowledge or skills essential to the full and adequate performance of the job. WIA will reimburse the employer up to 50% of the wage rate for the extraordinary costs of providing the training and for the related additional supervision that is required.

WIA Youth

Service providers for FY'12 WIA Youth program vendors were selected through a 2-year competitive Request for Proposals process. Providers will target either low income, at-risk youth that are entering their junior or senior year of high school in the fall of 2011, or low income, out-of-school youth 16-21 years of age that are dropouts. Consistent with the national and state emphasis on serving the growing population of out-of-school youth that are neither in school or working, ***approximately 70%*** of the youth funds will be targeted to serve out-of-school youth.

Key services to ***in-school youth*** are dropout prevention; academic support; career and leadership development; work experience; and case management services that link youth to other community resources and youth partnering agencies. Primary outcomes for in-school youth are successful completion of high school and transition to employment and/or post secondary education.

Key services to ***out-of-school youth*** include programs that raise educational attainment levels and provide academic support; occupational skills development; career and leadership development; work experience; and case management services that link youth to other community resources and youth partnering agencies. The primary outcomes for out-of school youth are transition to employment, attainment of a degree or certificate/credential and literacy/numeracy gains.

Approximately 90 youth will be served in WIA FY 2012

Proposed WIA Performance Goals for Youth (Based on Current Goals, subject to change):

Older Youth (19-21 years of age):

- Entered Employment Rate 73%
- Employment Retention Rate 77%
- Earnings Gain \$3,300
- Employed-with-Credential Rate 50%

Younger Youth (14-18 years of age):

- Skill Attainment Rate 88%
- Diploma or Equivalent Attainment Rate 63%
- Employment or Education Retention Rate 69%

The WIB will closely coordinate WIA activities with other youth programs and projects to leverage additional non-WIA funds and better align services. The NSWIB will play a lead role in organizing community partners, including schools to better coordinate services for youth at risk of dropping out of high school and those older youth that have left school without a

diploma.

Key partners in workforce development include the School-to-Career "Connecting Activities" partnerships, encompassing several school systems and providing Massachusetts Work-Based Learning Plans and jobs to high school students. In addition, the North Shore WIB's "FirstJobs" program which is privately funded help to link teens with their first jobs – either at a private sector or non-profit employer.

Another important youth initiative for the NSWIB will be the state funded YouthWorks project which will place approximately 91 low-income, at-risk youth from Lynn (70) and Salem (21) into summer jobs. Other emerging programs/partnerships include the continued development of a YouthBuild pilot program with the Lynn Housing Authority.

Wagner Peysner Services

During FY2012, the North Shore WIB will provide self directed and core services to companies and job seekers from the North Shore region. These services include:

For job seekers:

- Universal access to core services as delivered through our One-Stop Career Center as outlined above (including career counseling, workshops, career assessment services etc.)

For companies:

- Job Postings
- Job Matching
- Recruitments on-site at Career Centers and Job Fairs
- Labor Market Information
- Assistance with downsizing/layoffs
- Assistance in accessing other federal and state workforce development programs (including Workforce Training Fund, Hiring Incentive Training Grant, Work Opportunity Tax Credit, etc.)

During this time period the NSWIB anticipates serving 14000 jobseekers and 1200 companies in our region. Are these numbers from our Charter?