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Date:

TO: Board of Directors

FROM: Mary Sarris

RE: **Sept. 13, 2018** Board meeting

The North Shore Workforce Investment Board will meet on Sept. 13, 2018 at the City of Salem offices, 98 Washington St., First Floor, Salem. Our agenda for this meeting is below.

***1. Chair's Report***

- MassHire update
- Funding and other related information for FY2019
- New Mass Workforce Association
- Northeast Regional Labor Market Blueprint year 1
- Update on summer internships and externships – and FOW activity with local high schools
- Casino hiring

***2. NSWIB/NAMC Apprenticeship Update***

- ***Manufacturing***
- ***Information Technology***
- ***Other industries***

***3. Upcoming Meeting Schedule for FY 2018 – 8:00AM***

- ***Nov. 8, 2018***
- ***January 10, 2019***
- ***March 14, 2019***
- ***May 9, 2019***

As always your input and leadership is needed – looking forward to seeing you all on June 7<sup>th</sup>

**Mission: We put the North Shore to work**

**Through collaborative leadership, the North Shore WIB ensures that programming across multiple organizations and educational institutions meets evidence-based business and worker needs for highly valued skills in our very competitive labor market.**

c.c.: Dave McDonald, Edward O'Sullivan, Maribeth Forbes, Maquisha Alleyne, Mark Whitmore, Will Sinatra, Kate O'Malley, Katie Crowder



## **BOARD REPORT**

**September 13, 2018**

Prepared on  
August 24, 2018

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## **North Shore Workforce Investment Board Meeting Minutes**

**June 7, 2018**

**Those in attendance:** Jenae Miklowcic, Bob Bradford, Tracey Cahalane, Tim Doggett, Mickey Long, John Flinn, Dianne Palter Gill (for Pat Gentile), Laurie Giardella, David Gravel, Marcia Griesdorf, David Manning, Laurie Roberto, Steve Shea, Diane Smith, Nancy Stager, Bill Tinti, and Edward Tirrell.

**Those not in attendance:** Mary Zwiercan, Brian Cranney, Tony Dunn, Peggy Hegarty-Steck, Cathy Latham, Tom Lemons, Paul Mahoney, Mike McCarthy, John Keenan, Sany Nolfi, Paula Reynolds, Jocelyn Tiberii, Stan Usovicz, and Thelma Williams.

**Staff:** Katie Crowder, Maribeth Forbes, Ed O’Sullivan, Maquisha Alleyne, David McDonald, Mark Whitmore, Kate O’Malley, and Mary Sarris.

**Special Guests:** Mayor Kimberley Driscoll, City of Salem, and Dylan O’Sullivan, Congressman Seth Moulton’s office.

The meeting begins at 8:05am.

A quorum is present.

Nancy entertained a motion to accept the minutes of the April meeting. Tracey Cahalane moved to accept the minutes. Tim Doggett seconded the motion. All members voted in favor of approving the minutes of the April meeting. No members opposed.

### **Chair’s Report**

#### **MA WIB Association Annual Meeting**

Mary and Nancy attended the MA WIB Association meeting a few weeks back. There were a few very interesting discussions. Secretary Acosta addressed the group and allowed for a lot of questions at the end and gave some good answers. She discussed the MassHire branding quite a bit. The vision of MassHire is to “envision a better future for people and businesses of Massachusetts through meaningful work and sustainable growth”. The values are: collaboration, respect, reliability, and ingenuity. Many of the values espoused in the charter are values that we’ve had for years. We were living the brand before it was a brand.

The big news from the meeting was a vote to consolidate the MWPA (Massachusetts Workforce Professionals Association, the state association for career center professionals) and the MA WIB Association into one organization. The structure of the organization will change from paid membership and equal votes among members to paying members and a Board of Directors. There is an equal membership on the board between WIB and Career Center professionals and businesses will always be represented on the board by, at least 51%. Mary is on the Board.

#### **Update on Northeast Regional Labor Market Blueprint**

The North Shore, Merrimack Valley, and Greater Lowell WIBs created a regional plan. The plan designated three priority industries (health care, IT/engineering, and advanced manufacturing) and a few critical industries. There is a whole plan of action for the next four years. The state has put together grants to manage the partnership and ensure we are maintaining momentum. They have also stated there will be funding available through the WTF, the WCTF, and the department of education to support the

designated industries. The state is recognizing the value of our research and the research of the other regions and is marrying itself to the support of the primary industries across the state.

#### FY 2019 Funding

The WIOA preliminary funding was just released. It looks like the state will receive level funding and our region will receive a 10% cut in funding. This is not surprising in this economic climate. The good news is we have a low unemployment rate, the bad news is there are companies in need of employees and not enough training funds.

#### MassHire

David McDonald missed a meeting and during this meeting we designated him as our Brand Ambassador. The values of MassHire were unveiled to be collaboration, respect, reliability, and ingenuity which are values that are very important to us. Ingenuity is intriguing in a government setting. The MassHire logo will be released sometime in August or September.

#### Officer Elections

The slate of officers for FY2019 are:

Chair – Nancy Stager

Vice Chair - Tracey Cahalane

Treasurer – Laurie Giardella

Clerk – John Flinn

The group was asked if they had any nominees to add to the slate. No other nominees were added. Steve Shea moved to accept the slate of nominees as presented. Laurie Roberto seconded the motion to accept the nominees. All members in attendance voted in favor of accepting the new officers. No members opposed.

#### Local Strategic Plan

Each committee recently updated their goals and strategies and submitted them to the Executive Committee. The EC reviewed and thought the goals may have been a little over zealous. The EC asked the committees to refine their goals to make them fewer and more substantial. The group was given a description of the goals and activities within their handouts along with a copy of the completed strategic plan. After a brief review of the goals of the committees the Board will be asked to vote on the strategic plan.

#### Workforce Systems Committee

Main focus: Working with the career center, monitoring and overseeing the activities.

Main activity: Looking at the career coaching model and sharing that model with our WIOA partners.

#### Partnership Committee

Main focus: Looking at our major partnerships, working with WIOA partners and sharing of responsibilities.

#### Youth Pipeline Committee

Main focus: Career exploration

#### Skills Committee

Main focus: Dig deep into data.

T. Doggett moved to accept the committee activities as presented. D. Palter Gill seconded the motion. All members voted in favor of accepting the committee activities. No members opposed.

### **STEM Internship Activities**

During the last meeting, Sec. Peyser attended. We had planned a roundtable type discussion with companies about STEM internships. After Sec. Peyser spoke there was not much time left for discussion. We would like to pick up where we left off and have a more detailed discussion of our STEM activities.

### **Mayor Kimberley Driscoll**

This administration is very interested in how to connect K-12 education with the workforce needs of the commonwealth. The City of Salem is in the middle of a high school redesign. Not only from a financial perspective, but from a workforce needs perspective as well. The whole idea of what you learn in high school and how you learn it is being transformed. Not only in Salem but across the county. In Seattle they are adopting a Tech apprenticeship program based on a Swiss Model. They are looking at other options like dual enrollment in high school and college and other ways to align the education system with the needs of the workforce.

### **STEM Externships (Teachers)**

We have had a phenomenal response from both teachers and companies. There were 17 teachers that signed up for a paid externship that is at least 50 hours of work at a company along with activities around that work to develop curriculum. The program was limited to schools and communities that receive technical education money.

Mary followed the PowerPoint presentation to show the companies that were involved and what projects the teachers' participated in. (PowerPoint available at [northshorewib.com](http://northshorewib.com))

B. Tinti – What do the companies contribute?

M. Sarris – The companies contribute the projects and supervision.

### **STEM Internships (Students)**

All of this work is designed to help our emerging workforce, which is smaller than the retiring workforce. Our goal was to reach 50 internships and we are currently at 43 internships. Student internships continues to be a challenging sell to companies.

Mary passed out a work-based learning handout that shows many different work-based learning activities other than internships. The handout highlights and explains different types of activities such as school-based enterprises, entrepreneurial experiences, service learning, co-ops, and others. A discussion surrounding internships, and other work-based learning opportunities ensued.

Christ del Ray Model – In this model, four students will take up one slot in a company, such as a Teller. Each student works in the company one day a week with the other days spent in the classroom throughout the school year. It can be challenging to companies because they have to train and supervise 4 students. We are in a time where we need to experiment with school to career opportunities.

J. Miklowcic – Jenae was interested in participating in internships at GE Aviation in Lynn so she contacted the corporate office that had been involved with internships previously. The feedback from corporate was that it there was a significant amount of work and structure for the company staff. Because of this, Jenae decided not to sign up for the internship program just yet.

Girls Inc. – GE does a lot of work with Girls Inc. by providing field trips and job shadowing experiences.

M. Sarris – It would be helpful to get the job description from the companies that take internships to see what they had them do and what worked and what didn't work.

D. Gravel – Last year Gravoc took on a teen. The kid wanted to get there all the time, but he didn't drive and wasn't able to get there every day. Transportation is a big issue.

M. Sarris – The only areas that did not identify transportation as an issue in their strategic plans was the Boston/Cambridge area.

#### Adjournment

T. Doggett moved to adjourn the meeting at 9:15 am. T. Cahalane seconded the motion. All members in attendance voted to adjourn the meeting. No member opposed.

The meeting concluded at 9:15 am.

The next meeting will be Thursday, September 13, 2018 at 8:00am.

The upcoming meetings for FY19 are:

- September 13th, 2018
- November 8th, 2018
- January 10<sup>th</sup>, 2019
- March 14<sup>th</sup>, 2019
- May 9<sup>th</sup>, 2019

Respectfully submitted by Maquisha Alleyne.

## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	140	45	1,047	543	602
Total Customers	361	102	3,552	1,220	1,472

North Shore One-Stop Total <sup>2</sup>	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	279	458	5,545	5,496	5,786
Total Customers	711	604	7,568	7,280	8,348

One-Stop Placements	9/2017	12/2017	3/2018	6/2018
FY18	*	2,023/62%	3,124/63%	<i>Info not yet available</i>

\* Data not reported by the state

### Job Seeker Satisfaction

System-Wide (n = 121 )	Excellent	Good	Fair	Poor	No Response
Were you satisfied with the results of your visit?	76 (63%)	35 (29%)	8 (7%)	2 (1%)	0 (0%)

### Employer

System-Wide(n =4 )	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	2 (50%)	2 (50%)	0 (0%)	0 (0%)

### Employer Services

	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/17	Actual
New Employer Accounts	23	75	916	900	1,396
Total Employers Served	77	158	1,401	1,900	1,808
Number of Employers Listing Job Orders	4	54	376	650	550

<sup>1</sup> Youth Career Center New Customer is an unduplicated count while total customers is a count of customers each time a youth received a service. Please note that the June '17 new customer count is an estimate.

<sup>2</sup> North Shore One-Stop New & Total Customers is an unduplicated count of customers who received a service from the either the Salem Hub or an Access Point.



## ACCESS POINT OVERVIEW

Salem – The Hub	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	214	336	4,437	4,026	4,464
Total Customers	586	459	6,548	5,512	6,649

Gloucester -AP	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	61	38	772	452	501
Total Customers	95	53	1,031	637	768

NSCC – AP	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	51	60	1,573	718	796
Total Customers	116	71	1,854	852	1,028

Family Success Center-AP	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	0	16	14	193	214
Total Customers	6	15	33	178	215

Peabody Institute -AP	June, 18		Actual YTD		June, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/18	Actual
New Customers	0	9	79	106	117
Total Customers	3	8	81	100	121

## TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT

### Overall WIOA Activity

	YTD Actual	Planned Thru End of Grant	June, 17 YTD
Adult	94	109	115
Dislocated Worker	191	174	205

### Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	June, 17 YTD
Adult	12	53	49
Dislocated Worker	57	86	50

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

<b>Vendor</b>	<b>Number Served</b>	<b>Number Exited</b>	<b>Number Placed</b>	<b>Placement Rate</b>	<b>Average Wage</b>	<b>Number Served in FY 17</b>
<b>North Shore CC</b>	55	10	10	100%	20.92	48
<b>William George</b>	17	8	8	100%	48.78	10
<b>Salem State University</b>	16	3	3	100%	26.76	15
<i>New England Tractor Trailer</i>	10	2	2	100%	21.05	12
<b>American Red Cross</b>	8	4	4	100%	14.63	6
<b>New Horizons – Boston</b>	8	5	4	80%	43.13	6

**YOUTH DIVISION**

**Workforce Investment Act Programs**

<b>Vendor</b>	<b>Number Served</b>	<b>Number Exited</b>	<b>Number placed/Average Wage</b>	<b>Number Served in FY 17</b>
<b>Action, Inc.</b>	12	8	4/12.50	24
<b>Catholic Charities</b>	45	28	12/11.84	40
<b>Girls, Inc.</b>	5*	4	NA	17
<b>North Shore CDC</b>	10	2	2/13.00	6

\*Girls Inc. – a decision was made to backdate 7 of the 12 Youth carried into FY 18 due to the Measureable Skill Gain performance issue.

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	375	436

YCC staff facilitated Career Awareness and Career Exploration workshops to assist students with year-round work readiness development and job search activities. Approximately 35 workshops were held on location at schools. Office hours were held regularly at Beverly High, Peabody, Salem High and Saugus High during this quarter. Youth Career Center (YCC) staff also continued working with students from the local High Schools to prepare the youth for summer employment.

YCC and WIB staff participated the day of their Career Fairs at Danvers, Essex Tech and Peabody High Schools. Last quarter, staff were involved in the planning, outreach, preparation and coordination of the April 26<sup>th</sup> Lynn Vocational Technical Institute Career Fair. This was the seventh year of the event, of

which 300 juniors and seniors had attended workshops in the weeks leading up to the event, to prepare for “how to work a career fair”, so they could showcase their professional and interviewing skills to some 70 businesses/organizations.

YCC and WIB staff reviewed proposals from 30 nonprofits and provided awards for subsidized wages for over 200 youth to work this summer. In addition, the YCC team worked with youth and employers on unsubsidized positions in the private sector for the summer months. Staff began the Signal Success workshop series as part of the First Jobs summer program and facilitated some 25 workshops, which will continue into July and August. Workshops were held at the Lynn Youth Career Center and the Salem Career Center.

Year one of the Stem@ Work grant wrapped up in June and YCC and WIB staff were able to meet the goal of 50 STEM internships for the year. This is a two-year grant awarded to just five of the 16 WIBS, and is due to be re-funded through June 2019. This is an excellent opportunity to bring schools and STEM employers together and to encourage businesses to participate in more work-based learning experience.

### **Professional Development:**

- Staff attended CA Statewide Conference in May and our Youth Career Center Coordinator participated in the panel highlighting the STEM @Work initiative.
- There has been ongoing participation at community meetings for Lynn Continuum of Care-Youth Subcommittee, Shannon Steering Committee-including a Legislature Breakfast in April, Safe & Successful Youth Initiative (SSYI) and Youth Pipeline.
- Staff participated in Youth Works Spring meeting as well as training workshops with Commonwealth Corporation on Signal Success curriculum in preparation for the First Jobs summer program.
- As steering committee member at the Salem High School CTE redesign meetings as well as Salem High’s new Early College program, staff participated in regular meetings.
- In preparation of the September roll-out of the Mass Hire new brand, staff attended training.

### **Employer Outreach:**

YCC Staff met with several businesses during the quarter to discuss opportunities for youth for after school jobs, internships during the school day and the upcoming First Jobs summer program. Outreach included:

- Beverly: Burger King
- Danvers: Market Basket, Walmart
- Lynn: American Furniture, Dollar Tree, KFC, Hirsh Landscaping, Honey Dew Donuts, Multi-Cultural Center, Salem Five, Triumvirate Environmental, Waldman Plumbing, YMCA
- Peabody: Jiffy Lube, DWS Shoes,
- Salem: Citizens Bank, Groom Construction, IHOP, Target, US Biological Life Sciences
- Saugus: Dunkin Donuts, Finish Line
- Swampscott: Bertucci’s, Castle Creek Adventure Land, Marshalls, Staples, Starbucks

YCC staff collaborated with Partners Health Care again this year for the First Jobs program. Staff assisted with the application process, recruitments and interview prep for the 20 youth hired for unsubsidized summer employment.

We have completed another year of Amp it Up, our professional development program which brings teachers and businesses together for a one day externship and two professional development sessions. Teachers then create lesson plans based on their experience. This year, teachers were from Lynn Classical, Lynn Vocational Technical Institute, Salem, and Danvers High Schools. Teachers visited Microline Surgical, Medtronic, General Electric, and MA Dept. of Environmental Protection.

Our partnership with Medtronic “Women in Engineering” internship has just completed the third year, with nine female students working internships from September to May, three hours a week. They have selected nine additional students for the fourth year, for the 2018-2019 school year.

As the need for Information Technology trained specialists increases, the North Shore WIB/Youth Career Center partnered with North Shore Community College in creating a nine-week Help Desk Certification Program. The program launched April 23<sup>rd</sup> at the Lynn Campus and the curriculum included coursework in CompTIA IT Fundamentals, CyberSafe, HelpDesk Support, and well as professional skills with focus on Customer Service, Resume Writing, Job Search and Interviewing. This program completed in June and our staff is working with the students on next steps.

**Budget-Actual Summary by Expense Category**  
**As of June 30, 2018**

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$3,523,336	\$2,338,227	-	\$1,185,110	33.6%
Current Year Income	137,250	137,250	-	0	0.0%
Prior Year Carry-in	2,583,826	1,774,355	-	809,471	31.3%
Total Revenue	\$ 6,244,412	\$4,249,831	-	\$1,994,581	31.9%
 <b><u>EXPENSES + OBLIGATIONS</u></b>					
<b><u>Admin Expenses</u></b>					
Personnel	\$268,751	\$246,090	-	\$22,661	8.4%
Expenses	89,807	75,934	-	13,873	15.4%
Total Admin Expenses	\$ 358,558	\$322,024	-	\$36,534	10.2%
 <b><u>Program Expenses</u></b>					
Personnel	1,795,136	\$1,456,848	904	337,384	18.8%
Individual Training					
Accounts	668,200	425,248	214,038	28,914	4.3%
Supportive Services	209,364	144,046	64,269	1,049	0.5%
Youth Jobs	406,809	406,809	0	0	0.0%
Other Training	857,965	626,015	231,095	856	0.1%
Other Program Costs	422,967	325,666	2,573	94,728	22.0%
Business Services Costs	102,504	72,937	-	29,567	28.8%
Total Program Expenses	\$4,462,945	\$3,457,570	\$512,878	\$492,497	11.0%
Total Expenses & Obligations	\$4,821,503	\$3,779,594	\$512,878	\$529,031	11.0%
Planned Carry-Out	\$1,422,909				

**Budget-Actual Summary by Program**  
**As of June 30, 2018**

<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b><u>Federal Funds</u></b>				
Emergency Unemployment Comp. - REA: FY13	10,107	10,107	0	0.0%
NAMC Apprenticeship Grant –	322,917	226,663	96,253	29.8%
NAMC Apprenticeship Expansion	324,000	271,951	52,049	16.1%
Rapid Response – State Staff, FY18	13,991	13,991	0	0.0%
Re-employment Eligibility Assessments, FY18	55,426	55,426	0	0.0%
Regional Planning – FY 18	45,000	45,000	0	0.0%
Talent Connect – FY 17	13,651	13,651	0	0.0%
Trade Adjustment Assistance Case Management, FY17	50,717	28,301	22,416	44.2%
Trade Adjustment Assistance Case Management, FY18	21,951	0	21,951	100.0%
UI Walk-in, FY18	10,000	10,000	0	0.0%
Vets: Disabled Veterans Outreach Program, FY18	28,712	28,712	0	0.0%
Wagner Peyser ES 90%, FY17	20,491	20,491	0	0.0%
Wagner Peyser ES 90%, FY18	14,902	0	14,902	100.0%
Wagner Peyser ES, 10% FY18	45,711	45,711	0	0.0%
WIOA Formula Funds: Adults	795,165	736,003	59,162	7.4%
WIOA Formula Funds: Dislocated Workers	684,951	585,203	99,748	14.6%
WIOA Formula Funds: Youth	578,571	501,774	76,797	13.3%
WIA/WIOA Formula Funds: Administration	167,145	186,903	(19,758)	-11.8%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,203,408</i></b>	<b><i>\$2,779,887</i></b>	<b><i>\$423,520</i></b>	<b><i>13.2%</i></b>

**Budget-Actual Summary by Program**  
**As of June 30, 2018**

<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<i>State &amp; Local Funds</i>				
Amp it up FY 17	6,666	6,666	0	0.0%
Amp it up FY 18	10,000	4,792	5,208	52.1%
DCS – Jobs for Veterans State Grant	8,500	8,500	0	0.0%
DESE: Adult Career Pathways, Program 541, FY18	146,494	145,853	641	0.4%
DESE: Connecting Activities, FY18	112,057	112,057	0	0.0%
DTA FY18 Competitive Integrated Employment Services	155,801	105,245	50,556	32.4%
DTA FY 18 – Training	51,584	51,584,	0	0.0%
EOHED FY 18	55,154	55,154	0	0.0%
Earned Funds	21,135	21,135	0	0.0%
Retention Grant FY 17	16,400	16,021	379	2.3%
Retention Grant FY18	40,000	12,520	27,480	68.7%
ROCA – FY 18	14,400	13,047	1,353	9.4%
State One-Stop Career Centers, FY18	232,196	232,196	0	0.0%
STEM Focused Internships FY 18	40,000	40,000	0	0.0%
Teacher Externships FY 18	4,800	4,800	0	0.0%
Tech Hire FY 17	93,575	93,010	565	0.6%
WIOA Partner FY 18	18,652	18,652	0	0.0%
Workforce Training Fund: WIB Support, FY18	95,000	95,000	0	0.0%
YouthWorks – Summer 2017	495,682	476,353	19,329	3.9%
<b><i>Total State Funds</i></b>	<b><i>\$1,618,095</i></b>	<b><i>\$1,512,585</i></b>	<b><i>\$105,510</i></b>	<b><i>6.5%</i></b>
<b>TOTAL FUNDS</b>	<b>\$4,821,503</b>	<b>\$4,292,472</b>	<b>\$529,031</b>	<b>11.0%</b>