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Date: Dec. 18, 2017  
TO: Board of Directors  
FROM: Mary Sarris  
RE: **Nov. 9, 2017** Board meeting

The North Shore Workforce Investment Board will meet on **January 11, 2018** at 8:00AM at our regular meeting location, 120 Washington Street, Third Floor Conference Room, Salem, MA. Our agenda will be as follows:

**1. Chair's Report**

- Status of State Branding Effort
- New Grant awards – retention grant
- Status of GE discussions
- Other

**2. Regional Planning Review prior to posting for public review**

- Priority industries and occupations
- Initial Goals
- Other critical industries
- Continued regional efforts

**3. NSWIB Strategic Planning**

- Activities for each committee
- Next steps

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

- **March 8**
- **May 10**

As always your input and leadership is needed – looking forward to seeing you all on January 11..

**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, Mike Medler, Maquisha Alleyne, Mark Whitmore, Will Sinatra, Kate O'Malley, Katie Crowder



**BOARD REPORT**

**January 11, 2018**

Prepared on  
December 20, 2017

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**North Shore Workforce Investment Board  
Meeting Minutes**

**November 9, 2017**

**Those in attendance:** Jenae Miklowcic, Tracey Cahalane, Brian McHugh (for Brian Cranney), Tim Doggett, Tony Dunn, Steve Falvey, Pat Gentile, Laurie Giardella, Dan Johnns (for David Gravel), Bonnie Carr (for Cathy Latham), David Manning, John Keenan, Sandy Nolfi, Paula Reynolds, Steve Shea, Diane Smith, Nancy Stager, Jocelyn Tiberii, Bill Tinti, Edward Tirrell, and Stan Usovicz.

**Those not in attendance:** Mary Zwiercan, Bob Bradford, John Flinn, Marcia Griesdorf, Peggy Hegarty-Steck, Tom Lemons, Paul Mahoney, Laurie Roberto, and Thelma Williams.

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

**Special Guests:** Peter Rondeau of Senator McGee’s office, Stephanie Raymond of Senator Lovely’s office, and Dianne Palter Gill of North Shore Community College.

The meeting begins at 8:08am.

A quorum is present.

**Chair’s Report**

**MA WIB Association Quarterly Meeting**

Tracey Cahalane and Mary Sarris attended. The biggest item to come up in the meeting was branding. The state has decided that the reason companies and job seekers don’t know about the great services provided by the WIBs is due to the lack of statewide branding.

The state has hired a branding company that has gone through focus group and “story jams”, etc. to help develop the brand. The group was shown some “outtakes” of different logos created by the Central Mass WIB. The actual logo finalists were also shared.

This was a very contentious meeting as far as the logos. There was a lot of pushback and a lot of challenging questions to the marketing group. Some attendees felt the marketing group didn’t understand the WIB and its mission and what it is the WIBs do.

First the state said they were going to brand the market and brand the Career Centers, now they want to brand the whole system. They even plan to have the WIOA partners use this brand as well. They want this to become an overarching brand for a large and complex system. We are hopeful there will be some benefits to this plan. The Statewide Board will take this up at the December 3rd meeting. Having one logo for all WIBs and partners will bring some continuity to the system. Right now there are many different

names such as WIB (Workforce Investment Board), REB (Regional Employment Board), WDB (Workforce Development Board), and Boston PIC (Private Industry Council).

### Minutes

T. Cahalane moved to approve the minutes of the September 14, 2017 meeting. S. Shea seconded the motion. All members in attendance voted to approve the minutes. No members in attendance opposed.

### New Grant Awards

#### STEM High School Internships - Connecting Activities Grant

The state has struggled with the concept of introducing high school students into the STEM world. Companies want to be involved in the process but it is hard to find quality internships in IT and Advanced Manufacturing, particularly because those environments can be so stressful and fast paced. NSWIB is one of 5 WIBs that have received a special grant to work in this arena. NSWIB is in the process of hiring someone to develop 20 internships this year.

We have an internship program at Medtronic where they hired 9 high school girls. They are in a program where they work 3 hours a week for minimum wage. They work in teams with engineers to develop heart catheters. They also participate in workshops that Medtronic provides for their interns.

Partners Healthcare hires teens over the summer and puts them in all departments of the hospital, all STEM oriented for all intents and purposes.

John Flinn and Tracey Cahalane have shown interest in the new STEM Internship program.

Mary and the team are working closely with Congressman Moulton's office and many other partners on how to best invest an anticipated grant from the GE Foundation. There will be a meeting with the GE Foundation in December to learn more. The GE Foundation will be giving grants to the North Shore (Lynn area) and Fall River areas. The GE Foundation wants the grant to be associated with workforce development and be primarily in Advanced Manufacturing. Two primary ideas for the money have arisen; 1) to immediately increase pre-employment training to move people into entry level openings that are so prevalent in advanced manufacturing and 2) to build infrastructure for on-going, sustainable education and training using apprenticeships and other related models that will support the industry well beyond the terms of the GE gift. A decision should be reached sometime in January.

### Strategic Planning

Our sub-committees have met and discussed the S.W.O.T. analysis and have come up with goals and objectives for the WIB for 2018-2019. A member from each committee will present their findings.

### Workforce Systems Committee - Jenae Miklowicz

The goal of the WSC is to improve and enhance the workforce system, which includes the Career Center, their WIOA partners, and other partners. One of the many themes of

the WSC is the One-Stop Contract and how the performance of the contract is critical to the objectives and how it translates to our partnerships and the companies and individuals that use our services.

- Objective #1 - Performance - how do we ensure the performance of and oversee the Career Center and how do we drive the conversation to make sure we are meeting and responding to the needs of the labor market? Also the need to reference things like the FOW Study to make sure we are proactively meeting and hopefully exceeding demands.
- Objective #2 - Collaboration - how do we drive more collaboration and communication across all folks involved, including WIOA mandated partners, individual, and companies.

#### Partnership Committee - Sandy Nolfi

The partnership committee met last week and discussed what they would like to accomplish over the next year. Some of the themes are:

- To support board member development and understand better the workforce system,
- Public awareness campaign - how can the Career Center better partner and start to do more outreach to better understand industry needs and be more proactive. (Similar to recruiters that engage HR reps with available personnel for open positions),
- Come up with a marketing effort. How can we brand our process and how do we get the WIB out there with companies and understand what their needs are?
- Build partnerships that allow more “aggressive” outreach to businesses and become better known.

T.Dunn - In the past this has always been the unemployment system and has recently shifted away from that. If we are talking about branding, shouldn't we focus on branding away from the unemployment system and focus on the workforce development system?

Discussions about the term “unemployment office”- how it doesn't exist anymore but the term “won't die” and how to address that along with the positives of new branding ensued.

#### Youth Pipeline Committee - Steve Falvey and Mary Sarris

Steve discussed FirstJobs and how it provides stage one, real world training to youth and how, over the years, they have developed substantial relationships with employers.

Mary went through the goals and themes of the committee:

The goal of the Youth Pipeline Committee is to enhance the career exploration and career pathway development on the North Shore by integrating and aligning education, training and employment program, with increased input from local employers. Through FOW we learned that teens don't want to do anything and that is in part because they don't understand, so we plan to share more LMI and career pathway information for young adults and increase the number of STEM internships, teacher externships, and increase career exploration.

- Objective #1 - Expand the connections between secondary schools, vocational education, workforce development and employer partners through coordinated

activities such as LMI sharing, career speakers, job fairs, and company tours for students

- Objective #2 - Increase the number of STEM internships and apprenticeships over the next two years from 30 in FY17 to 50 in FY18 and 65 in FY19 through increased outreach to businesses and evaluation of currently successful models.

#### Skills Committee - Tracey Cahalane

The goal of the Skills Committee is to better align the skills between workers and employers by working with employers and educators and focusing on introducing STEM at an earlier age. The focus of the committee will be on data and how to seek out private grants to help fund and increase the skill sets of workers.

The committees will come up with benchmarks for these goals during the December meetings. A copy of the PowerPoint that lists the goals and objectives of each committee is available online.

#### Regional Planning

The NSWIB, Merrimack Valley WIB, and Greater Lowell WIB are deeply involved in the regional planning process that will result in a Blueprint for the larger region. Three critical industries have been chosen to represent the larger region - health care, advanced manufacturing, and professional/technical services (primarily the IT and Engineering subsectors of this industry). The plan includes workforce development, economic development, and education with the vision that these three elements of the state and local activity will work together on supporting the region and these industries within the region. The hope is that when the process is over, the state will provide funding to help support the efforts. This regional planning process does not take away from the need for each individual WIB region to have their own plan.

T. Doggett moved to adjourn the meeting at 9:07 am. T. Cahalane seconded the motion. All members in attendance voted to adjourn the meeting. No member opposed.

The meeting concluded at 9:07am

The next meeting will be Thursday, January 11, 2018 at 8:00am.

The upcoming meetings for FY18 are:

January 11, 2018,  
March 8, 2018, and  
May 10, 2018.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Nov, 17		Actual YTD		Nov, 16 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/18	Actual
<b>Youth Career Center</b>	13	45	74	543	87
<b>Salem – The Hub</b>	368	336	1,965	4,027	1,698
<b>Gloucester -AP</b>	42	38	358	452	170
<b>NSCC – AP</b>	129	60	741	718	75
<b>Family Success Center-AP</b>	0	16	6	193	156
<b>Peabody Institute -AP</b>	3	9	45	106	52
<b>Total*</b>	500	503	2,636	6,039	2,238

*\*Total is an unduplicated count of customers and does not include customers who attended one or more Career Center. Youth Career Center count is unduplicated.*

*Total Customers Served*

	Nov, 17		Actual YTD		Nov, 16 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/18	Actual
<b>Youth Career Center</b>	36	102	834	1,220	384
<b>Salem – The Hub</b>	1,098	459	3,384	5,512	3,082
<b>Gloucester -AP</b>	151	53	520	637	353
<b>NSCC – AP</b>	229	71	946	852	553
<b>Family Success Center-AP</b>	18	15	38	178	157
<b>Peabody Institute -AP</b>	3	8	47	100	55
<b>Total*</b>	1,428	708	4,320	8,500	4,584

*\*Total is an unduplicated count of customers and does not include customers who attended one or more Career Center.*

**Customer Placements (#/% of total customers served)**

	Nov, 17		Actual YTD		Nov, 16 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/18	Actual
<b>Youth Career Center</b>	3	24	322	291	25
<b>Salem–The Hub</b>	82	48	447	581	474



<b>Gloucester-AP</b>	16	7	55	78	70
<b>NSCC –AP</b>	19	9	111	111	6
<b>Family Success Center-AP</b>	3	3	12	32	1
<b>Peabody Institute-AP</b>	3	1	10	11	1
<b>Total*</b>	91	92/13%	478	1,105/13%	76/13%

*\*Total is an unduplicated count of customers and does not include customers who attended one or more Career Center. Youth Career Center count is unduplicated.*

### Customer Satisfaction – Results for October 2017 to November 2017

#### *Job Seeker\**

<b>System-Wide (n = 116)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>No Response</b>
<b>Were you satisfied with the results of your visit?</b>	<b>80 (69%)</b>	<b>29 (25%)</b>	<b>4 (3.5%)</b>	<b>3 (2.5%)</b>	<b>0 (0%)</b>
<b>Gloucester (n=12)</b>	10 (83%)	2 (17%)	0 (0%)	0 (0%)	0 (0%)
<b>Salem (n=99)</b>	67 (68%)	27 (27%)	2 (2%)	3 (3%)	0 (0%)
<b>Access Points (n=5)</b>	3 (60%)	0 (0%)	2 (40%)	0 (0%)	0 (0%)

#### *Employer*

<b>System-Wide (n = 2)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Overall satisfaction with Career Center services.</b>	0 (0%)	2 (100%)	0 (0%)	0 (0%)

#### **Employer Services**

	<b>Nov, 17</b>		<b>Actual YTD</b>		<b>Nov, 16 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual YTD</b>	<b>Plan thru 6/30/17</b>	<b>Actual</b>
<b>New Employer Accounts</b>	102	75	571	900	342
<b>Total Employers Served</b>	126	158	787	1,900	872
<b>Number of Employers Listing Job Orders</b>	51	54	250	650	326

### **TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT**

#### **Overall WIA Activity**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Nov, 16 YTD</b>
<b>Adult</b>	39	109	52
<b>Dislocated Worker</b>	125	174	160

#### **Overall WIA Placement**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Nov, 16 YTD</b>
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<b>Adult</b>	2	53	5
<b>Dislocated Worker</b>	8	86	15

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

<b>Vendor</b>	<b>Number Served</b>	<b>Placement Rate</b>	<b>Average Wage</b>	<b>Number Served in FY 17</b>
<b>North Shore CC</b>	23	100%	38.46	48
<b>William George</b>	6	100%	45.50	10
<b>New Horizons – Boston</b>	4	100%	48.08	6
<b>American Red Cross</b>	3	100%	13.00	6
<b>Salem State University</b>	3	100%	25.00	15
<b>Asian American Civic Association</b>	2	0	0	0
<b>Lynn Public/Advanced Manufacturing</b>	2	100%	23.50	0

**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	2	0	24
<b>Catholic Charities</b>	34	1	0	40
<b>Girls, Inc.</b>	12	1	0	17
<b>North Shore CDC</b>	1	1	1/11.00	6

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	375	333

**WBLP and Career Development Activities:**

Youth Career Center (YCC) staff and school liaisons continued with planning sessions to establish and coordinate activities for the current school year. Staff worked with school personnel at Beverly High School, Essex Technical High School, Higgins Middle School-Peabody, Lynn Vocational Technical Institute, Marblehead High School, Peabody Community High School, Peabody High School, Peabody Learning Academy, Salem High School and Saugus High School.

Career Awareness and Career Exploration workshops were provided at Beverly High School, Marblehead High School and Salem High School to assist students with career/work readiness development and job search activities. In addition, YCC staff is onsite weekly at both Beverly High School and Salem High School to provide student

office hours to assist with job search activities.

YCC staff worked with employers to instruct on the usage of the new one-page MA WBLP. We have already had great response to the shorter WBLP that still functions as well as the multiple page version.

#### **Professional Development:**

- Attended the Connecting Activities Leadership meeting in October.
- Monthly community meetings for Lynn Continuum of Care, WIOA Vendors, Youth Pipeline.
- Provided a North Shore YCC overview of services to area public school staff as part of the Massachusetts Rehabilitation Commission event.
- Participated in WIOA Youth Webinars and Mathematica Research Project session.
- Attended two half day sessions sponsored by the Salem Public School Partnership Collaborative as part of 'Our Salem, Our Kids' initiative, in partnership with Mass Mentoring, which included a train the trainer session on Developing Empowering Youth/Adult Relationships. YCC Staff will attend a training in February.

#### **Employer Outreach:**

During the months of October and November, YCC staff met with several area businesses, including American Furniture, Kelly Honda, Kelly's Roast Beef, Lynn Housing, Lynn YMCA, Market Basket and Walmart, resulting in new job placements.

Partners Health initiated a new year round employment program, similar to the summers' First Job program. The YCC participated in planning meetings and conducted outreach to Lynn students to coordinate the application process and set up interviews with Human Resources for December.

YCC staff also participated in a Career Fair at the Lynn YMCA

#### **Highlights:**

This quarter, the NSWIB was awarded a new grant to increase STEM Internships in High Schools. The two year grant, awarded from the Executive Office of Education, has allowed us to hire a full time staff member to carry out this project. Initial outreach to Bomco, Innovent, Salem Five, Partners Health Care, Gravoc, Microline and Medtronic has been positive and we look forward to creating additional partnerships through this grant and placing more high school students in internships.

The Youth Career Center relocated to new office space in November- 117 Franklin Street, in Lynn.

**Budget-Actual Summary by Expense Category**  
**As of November 30, 2017**

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$3,320,755	\$867,747	-	\$2,453,008	73.9%
Current Year Income	128,790	128,790	-	0	0.0%
Prior Year Carry-in	2,583,826	1,401,457	-	1,182,369	45.8%
<b>Total Revenue</b>	<b>\$ 6,033,371</b>	<b>\$2,397,994</b>	<b>-</b>	<b>\$3,635,376</b>	<b>60.3%</b>
<b><u>EXPENSES + OBLIGATIONS</u></b>					
<i><u>Admin Expenses</u></i>					
Personnel	\$291,737	\$95,874	-	\$195,864	67.1%
Expenses	74,450	19,960	-	54,490	73.2%
<b>Total Admin Expenses</b>	<b>\$ 366,187</b>	<b>\$115,833</b>	<b>-</b>	<b>\$250,354</b>	<b>68.4%</b>
<i><u>Program Expenses</u></i>					
Personnel	1,740,527	\$747,892	-	992,635	57.0%
Individual Training Accounts	673,200	163,686	154,510	355,004	52.7%
Supportive Services	77,446	15,852	56,446	5,149	6.6%
Youth Jobs	390,376	387,378	2,827	171	.1%
Other Training	903,704	180,333	540,501	182,870	20.2%
Other Program Costs	436,434	139,776	47,761	248,897	57.0%
Business Services Costs	117,085	24,407	-	92,678	79.2%
<b>Total Program Expenses</b>	<b>\$4,338,773</b>	<b>\$1,659,324</b>	<b>\$802,045</b>	<b>\$1,877,404</b>	<b>43.3%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$4,704,960</b>	<b>\$1,775,157</b>	<b>\$802,045</b>	<b>\$2,127,758</b>	<b>45.2%</b>
Planned Carry-Out	\$1,328,411				

**Budget-Actual Summary by Program**  
**As of November 30, 2017**

<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	112,615	210,301	65.1%
NAMC Apprenticeship Expansion	324,000	198,491	125,509	38.7%
Rapid Response – State Staff, FY18	13,991	0	13,991	100.0%
Re-employment Eligibility Assessments, FY18	55,426	55,425	1	0.0%
Regional Planning – FY 18	45,000	44,240	760	1.7%
Talent Connect – FY 17	13,242	5,951	7,291	55.1%
Trade Adjustment Assistance Case Management, FY17	50,717	14,480	36,237	71.4%
Trade Adjustment Assistance Case Management, FY18	21,951	0	21,951	100.0%
UI Walk-in, FY18	18,391	0	18,391	100.0%
Vets: Disabled Veterans Outreach Program, FY18	28,712	0	28,712	100.0%
Wagner Peyser ES 90%, FY17	20,491	0	20,491	100.0%
Wagner Peyser ES, 10% FY18	45,711	9,811	35,900	78.5%
WIOA Formula Funds: Adults	795,165	360,520	434,645	54.7%
WIOA Formula Funds: Dislocated Workers	684,951	240,959	443,990	64.8%
WIOA Formula Funds: Youth	578,571	388,771	189,800	32.8%
WIA/WIOA Formula Funds: Administration	167,145	55,391	111,754	66.9%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,196,487</i></b>	<b><i>\$1,496,762</i></b>	<b><i>\$1,699,725</i></b>	<b><i>53.2%</i></b>

**Budget-Actual Summary by Program**  
**As of November 30, 2017**

<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b><i>State &amp; Local Funds</i></b>				
Amp it up	6,666	6,666	0	0.0%
DCS – Jobs for Veterans State Grant	8,500	2,175	6,325	74.4%
DESE: Adult Career Pathways, Program 541, FY18	146,494	137,138	9,356	6.4%
DESE: Connecting Activities, FY18	112,057	19,431	92,626	82.7%
DTA FY18 Competitive Integrated Employment Services	155,801	42,178	113,623	72.9%
DTA FY 18 – Training	51,583	32,008	19,575	37.9%
Earned Funds	128,790	128,790	0	0.0%
Retention Grant FY 17	16,400	14,913	1,487	9.1%
ROCA – FY 18	6,400	6,400	0	0.0%
State One-Stop Career Centers, FY18	232,196	124,778	107,418	46.3%
Tech Hire FY 17	52,904	50,263	2,641	5.0%
Workforce Training Fund: WIB Support, FY18	95,000	39,347	55,653	58.6%
YouthWorks – Summer 2017	495,682	476,353	19,329	3.9%
<b><i>Total State Funds</i></b>	<b><i>\$1,508,472</i></b>	<b><i>\$1,080,440</i></b>	<b><i>\$428,033</i></b>	<b><i>28.4%</i></b>
<b>TOTAL FUNDS</b>	<b>\$4,704,960</b>	<b>\$2,577,202</b>	<b>\$2,127,758</b>	<b>45.2%</b>