



# NORTH SHORE WORKFORCE BOARD

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Date: August 27, 2021  
To: Board of Directors  
From: Mary Sarris  
Re: September 9, 2021, Board Meeting

The North Shore Workforce Board will meet on September 9, 2021, from 8:00 AM to 9:00 AM. In the interest of safety, we will continue with the Zoom format (even though we had so hoped to be meeting in person!). Connection details for this meeting will be released shortly. Below is our agenda.

1. ***Chair's Report***
  - A. ***Officer Vote – Unfinished Business from May Meeting***
    - i. ***Chair – Tracey Cahalane***
    - ii. ***Vice Chair – David Gravel***
    - iii. ***Treasurer – Anna Freedman***
    - iv. ***Secretary/Clerk – John Flinn***
  - B. ***Status of Youth RFP***
  - C. ***Four-year Plan***
  - D. ***Status of Career Center Contract and Services – Youth and Adult***
2. ***Status of Funding Allocations***
3. ***Presentation from the Metropolitan Planning Council: Follow-up to Heat Mapping Project – Workforce Transit and Housing Accessibility in Cherry Hill Office Park (Pilot)***
4. ***Other Updates – Summer Youth Activities; MIC; Training Activities, Etc.***
5. ***Committee Reports – Summaries of FY 2021***
6. ***Upcoming Meeting Schedule for FY 2022 – New Date for November Meeting!***
  - ***November 18, 2021 (new date!); January 13, 2022; March 10, 2022; May 12, 2022***

As always your input and leadership is needed – particularly in these complicated and challenging times. Looking forward to seeing you on the 9<sup>th</sup>!

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

**Through collaborative leadership, the North Shore WB 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.**



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**September 9, 2021**

Prepared on  
August 31, 2021

## TABLE OF CONTENTS

	Page
Minutes of Board Meeting of May 13, 2021	3
Career Centers Division	6
Training Division / Workforce Innovation and Opportunity Act	7
Youth Services Division	8
Financial Reports	9

# MassHire-North Shore Workforce Board of Directors

## Meeting Minutes for May 13, 2021

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**Directors attending:** Justin Anshewitz, Tracey Cahalane, Tom Daniel, Tim Doggett, John Flinn, Anna Freedman (for Laurie Giardella), Dave Gagner (for Patrick Tutwiler), David Gravel, Marcia Griesdorf, Lyndsay Harris, David Manning, Lisa Pais, Dianne Palter Gill (for Nate Bryant), Heidi Riccio, Laurie Roberto, Steve Shea, Kathy Thurman (for Nancy Stager), Thelma Williams

**Directors not attending:** Brian Cranney, John Keenan, Joy Livramento-Bryant, Mickey Long, Paul Mahoney, Diane Smith, Bill Tinti, Stan Usovicz

**Others attending:** Bonnie Carr (Essex North Shore Agricultural & Technical School), Michael Dunne (Equus Workforce Solutions), Stratton Lloyd (Essex County Community Foundation), Joanna Rosen from Senator Crighton's office (MA State Senate), Kimberly Rowe-Cummings (MA Dept. of Transitional Assistance)

**Staff attending:** Katie Crowder, Kari Heen, Tedi Markham, Yuliana Matos, Ann-Marie O'Keefe, Kate O'Malley, Ed O'Sullivan, Mary Sarris, Paul Ventresca

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*Due to COVID-19 restrictions, the format was virtual (using Zoom).*

*A quorum was present with 18 members attending.*

*The meeting began at 8:05 AM.*

*Dianne Palter Gill motioned to approve the March 11<sup>th</sup> meeting minutes. John Flinn accepted the motion.*

### CHAIR'S REPORT

**(Presented jointly by Tracey Cahalane, Chair, and Mary Sarris, Executive Director)**

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

- **Status of funding allocation (Tracey):** allocation group is meeting today and numbers should be released by Monday
- **Status of Youth RFP (Mary):** possibly due to COVID-fatigue, 3 out of 4 responses didn't meet the minimum requirements so the City of Salem will release the RFP again with a May 25<sup>th</sup> response date and related delay in the selection and award process

#### **Other updates (Tracey):**

- **4-year plan:** revisions underway and an updated version will be posted on the WB website for comments
- **LMI:** also being updated to show the impact of COVID
- **Career Center:** staff will be returning to the Salem center in June with a hybrid schedule. July 19<sup>th</sup> is the target date for the return of appointment-only face-to-face services for customers.
- **One-Stop RFP:** many thanks to the 5-person review committee (2 WIOA-partners plus 3 private-sector WB members)! The Executive Committee voted on April 29<sup>th</sup> and approved the review

committee's unanimous recommendation to accept the City of Salem's proposal to continue as the One-Stop operator/service provider from 7/1/21 through 6/30/25.

**One-Stop RFP service provider selection process (Mary):** the bid process follows Chapter 30B requirements. All four submissions received by February 25th met the minimum requirements with the non-price and price proposals reviewed separately. The bidders were:

1. Adams and Associates, Inc.
2. America Works
3. City of Salem
4. Arbor E&T, LLC, dba Equus Workforce Solutions

**Comments from review committee members:**

- **Dave Manning (MassHire Dept. of Career Services):** reviewers looked for a demonstrated knowledge and successful track record of One-Stop management, operations, and workforce development plus a successful pivot to virtual delivery of services. Other necessary strengths were an efficient staff configuration and financial stability. This RFP had strong bids overall and the final selection was well-supported and discussed thoroughly with a well-informed committee.
- **Kimberly Rowe-Cummings (MA Dept. of Transitional Assistance):** a successful pivot to virtual job fairs was a plus. Overall, the proposals were very strong given my previous experience as a reviewer for other regions.
- **Dave Gravel:** in-depth review process and analysis... "all you wanted to know about a One-Stop but were afraid to ask." A benefit was seeing how other agencies deal with the RFP process and programs.
- **Marcia Griesdorf:** it was my second time as a reviewer and again the process was eye-opening and thorough. It was interesting to see how all the reviewers came together for a unanimous decision.
- **John Flinn:** the proposals were very in-depth as was the review... a good learning experience and not just rubber-stamping. I encourage other members to volunteer the next time reviewers are needed.

**Mary Sarris:** using the RFP criteria, each review committee member ranked their choices independently through an electronic poll and the City of Salem came in first overall with the following ranking for all the submissions...

1. City of Salem
2. Equus Workforce Solutions
3. America Works
4. Adams and Associates, Inc.

**Board vote on One-Stop operator/service provider:**

Dave Gravel moved to vote on the recommendation of the review committee and Executive Committee to approve the City of Salem as the One-Stop operator/service provider another 4-year term. Steve Shea seconded the motion. The motion carried with 15 members in attendance at the time of the vote registering "in favor" through an electronic poll.

**Question from Mary Sarris:** when drafting the One-Stop contract, what services would attendees like to see addressed?

- **Laurie Roberto:** increase outreach to businesses, including small businesses
- **Dianne Palter Gill:** provide more training opportunities
- **Lisa Pais:** help customers understand common requirements for similar positions advertised by different employers and foster employer-to-employer partnerships. Also help dispel commonly-held negative beliefs about manufacturing work environments.
- **Tedi Markham:** the Career Center has developed common applicant profiles in the past. For instance, the work Kate Jordan and I did with Krohne, Innovent Technologies, and GE.
- **Tom Daniel:** continue to advertise career services and focus on the transportation issue... how to help employees without other options get to jobs that aren't accessible by public transportation
- **Heidi Riccio:** my comments are in the chat log... focus on helping the travel/hospitality sector rebound and construction will also be a critical in the next years. Also think about how employees will fit into an industry long-term so their training pays off.

**Related chat log comments from attendees:**

- **Dianne Palter Gill:** "How about continuing to increase the awareness of what the Career Center does?"
- **Stratton Lloyd:** "Good point, Dianne! Outreach, communication, and overall awareness in the community and with partner organizations."
- **Heidi Riccio:** "... I would like to see events hosted by this group, focus not only on our blueprint but look at shifts to the industries in light of the pandemic, interest-based learning, hospitality and tourism industry needs workers. Construction is a secondary priority...."

**Proposed Board vote on officers:** postponed to a later date due to lack of a quorum as some members had left to attend other meetings

**Committee reports: written summaries of activities** (details in PowerPoint presentation)

*Tom Daniel motioned to adjourn. Dianne Palter Gill seconded the motion. The meeting ended at 9:02 AM.*

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**Calendar note**

***Our Board meetings will resume Thursday, September 9<sup>th</sup> at 8 AM with the following FY22 meeting schedule (the second Thursday of alternate months):***

- September 9, 2021
- November TBD (due to the Veteran's Day holiday on the 11<sup>th</sup>)
- January 13, 2022
- March 10, 2022
- May 12, 2022

## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	105	33	859	393	1,358
Total Customers	333	63	2,421	750	2,592

North Shore One-Stop Total <sup>2</sup>	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	323	226	2,945	2,716	3,382
Total Customers	848	354	4,334	4,250	5,292

One-Stop Placements	Q3 FY20	Q4 FY20	Q1FY21	Q2FY21
FY 20 & 21	65%	66%	66%	63%

### *Job Seeker Satisfaction – May 2021 / June 2021*

System-Wide (n =142)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	93 (66%)	27 (19%)	9 (6%)	5 (4%)	7 (5%)

### *Employer Satisfaction – May 2021 / June 2021*

System-Wide (n = 8)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	2 (25%)	4 (50%)	2 (25%)	0 (0%)	0 (0%)

### *Employer Services*

	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Employer Accounts	109	50	624	600	815
Total Employers Served	184	142	1,795	1,700	2,090
Number of Employers Listing Job Orders	23	42	415	500	434

<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.

<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, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	319	115	2822	1,377	2,102
Total Customers	760	210	4078	2,521	3,848

Gloucester -AP	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	0	6	79	67	348
Total Customers	18	31	163	370	1,922

NSCC – AP	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	0	79	139	953	1,455
Total Customers	35	104	251	1246	1,902

Family Success Center-AP	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	1	4	19	64	82
Total Customers	4	5	39	64	97

Peabody Institute -AP	June, 21		Actual YTD		June, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	0	3	0	37	56
Total Customers	0	3	0	39	59

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

**Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	June, 20 YTD
Adult	40	47	53
Dislocated Worker	127	105	139

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	June, 20 YTD
Adult	8	28	16
Dislocated Worker	32	66	53



**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 20
North Shore CC	26	9	8	89%	21.12	20
Parker Driving School	16	5	5	100%	22.13	2
Salem State	14	2	2	100%	24.50	17
Visible Edge	5	1	1	100%	25.85	0
LARE	3	3	3	100%	17.92	0
BCI	2	0				1
MEWP	2	1	1	100%	18.00	0
New England TT*	2	0				0
Peterson	2	1	1	100%	18.00	1

\*New England TT – this is for a HVAC course & a Tractor Trailer Driving course

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 20
Action, Inc.	11	6	4/\$14.19	15
Catholic Charities	23	8	5/\$14.20	26
North Shore CDC	5	1	1/19.00	13

	Goal	Actual
Student Work and Learning Experiences	450	439

<b><u>Budget-Actual Summary by Program</u></b>				
<b><u>As of June 30, 2021</u></b>				
		<b>FYTD Spent</b>	<b>Amount</b>	<b>Percent</b>
<b>Program Name</b>	<b>FY Budget</b>	<b>+ Obligated</b>	<b>Remaining</b>	<b>Remaining</b>
<b><u>Federal Funds</u></b>				
FY21 Veterans' Program DVOP FY21	\$ 25,659	\$ 25,659	\$ -	0%
Garelick Farms NEG	27,653	27,653	-	0%
Hampden County COVID UI	59,082	59,082	-	0%
NAMC Apprenticeship Continuation Grant	492,000	313,704	178,296	36%
Re-employment Eligibility Assessments FY 21	45,449	45,449	-	0%
Trade Adjustment Assistance Case Mgmt. FY 20	22,775	22,775	-	0%
Trade Adjustment Assistance Case Mgmt. FY 21	38,480	-	38,480	100%
UI Walk-in FY 21	15,000	15,000	-	0%
Vets: JVSG FY21	6,500	4,104	2,396	37%
Wagner Peyser ES 10%, FY21	52,871	6,980	45,891	87%
Wagner Peyser ES 90%, FY21	855	855	-	0%
FY21 WIOA Partners	24,759	24,759	-	0%
WIOA Formula Funds: Adults	327,696	147,581	180,115	55%
WIOA Formula Funds: Dislocated Workers	532,292	345,983	186,309	35%
WIOA Formula Funds: Youth	342,914	181,760	161,154	47%
<b>Total Federal Funds</b>	<b>2,013,985</b>	<b>1,221,343</b>	<b>792,641</b>	<b>39%</b>

<b>Budget-Actual Summary by Program</b>				
<b>As of June 30, 2021</b>				
<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b><u>State &amp; Local Funds</u></b>				
DESE: Connecting Activities, FY21	\$ 262,296	\$ 224,235	\$ 38,061	15%
DTA Competitive Integrated Employment Services FY21	153,800	109,461	44,338.95	29%
DTA- TAO SNAP FY21	49,142	49,142	0.15	0%
Early College	8,000	8,000	-	0%
Earned Funds	22,579	22,579	-	0%
GE Foundation	337,106	337,106	-	0%
Health Care Hub FY 21	25,000	24,340	660.02	3%
LHand - Jobs Plus	100,000	100,000	-	0%
NSCC - OIFSP	50,000	45,023	4,976.83	10%
Retention Grant	50,000	25,127	24,872.97	50%
State One-Stop Career Centers, FY21	324,014	316,338	7,675.87	2%
STEM FY21	50,000	52,673	(2,673.00)	-5% *
Workforce Training Fund: WIB Support, FY21	95,000	95,150	(150.00)	0% *
Youth Works Option B	45,000	54,761	(9,761.15)	-22% *
Youth Works Staff	35,000	29,790	5,209.70	15%
YouthWorks - Summer 2020	756,795	555,041	201,753.53	27%
FY21 DTA WPP	55,167	55,167	-	0%
FY21 GE Foundation	403,846	93,525	310,321.20	77%
FY21 Year Round Youth	207,407	170,158	37,248.93	18%
FY21 EOHEd	66,000	66,000	-	0%
FY21 Regional Plan	14,750	18,221	(3,471.00)	-24% *
FY 21 Youth HSSEIP	162,000	162,000	-	0%
<b>Total State Funds</b>	<b>3,272,902</b>	<b>2,613,838</b>	<b>659,064</b>	<b>20%</b>
<b>TOTAL FUNDS</b>	<b>5,286,886</b>	<b>3,835,181</b>	<b>1,451,705</b>	<b>27%</b>
* Overages are being transferred into our earned funds				