



NORTH SHORE WORKFORCE BOARD

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DATE: November 4, 2022
TO: Board of Directors
FROM: Mary Sarris
RE: November 10, 2022, Board Meeting

The North Shore Workforce Board will meet on Thursday, November 10, 2022, from 8 to 9 AM. This will be a remote Zoom meeting (information below). More discussion of hybrid/face-to-face options is first on the agenda!

Time: Nov 10, 2022 08:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/82497557312?pwd=NTJJQVJNaHV0cVNQQWZiNFRCQ0U2UT09>

Meeting ID: 824 9755 7312

Passcode: 006919

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1. Chair's report

- A. Hybrid/face-to-face experience in November committee meetings
- B. Updated financials
- C. New grants update
- D. WB/Career Center lease adjustment/renewal
- F. LMI update

2. Planning for FY2023 – What should our work be focused on? – breakout groups

- A. Review of sample mission statements
- B. Review of sample goal statements – in relation to Committee structures
- C. Next steps

3. Office Park research – MAPC presentation

4. Committee reports – summaries

5. Upcoming meeting schedule for FY 2023

- January 12, 2023
- March 9, 2023
- May 11, 2023

As always your input and leadership is needed – particularly in these complicated and challenging times. Change is inevitable and much needed! Looking forward to seeing you on the 10th!

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

November 10, 2022

Prepared on
October 28, 2022

TABLE OF CONTENTS

	Page
Minutes of Board Meeting of September 8, 2022	3
Career Centers Division	8
Training Division / Workforce Innovation and Opportunity Act	9
Youth Services Division	10
Financial Reports	11

MassHire-North Shore Workforce Board of Directors

Meeting Minutes for September 8, 2022

Directors attending: Justin Anshewitz, Tracey Cahalane, Tom Daniel, Amy Doherty (for Thelma Williams), John Flinn, Anna Freedman, Lyndsay Harris, William Heineman, Joy Livramento-Bryant, Paul Mahoney, Dave Manning, Lisa Pais, Heidi Riccio, Diane Smith, Kathy Thurman

Directors not attending: Karen Andreas, Dave Gravel, John Keenan, Laurie Roberto, Steve Shea, Bill Tinti, Dave Gagner (for Patrick Tutwiler), Stan Usovicz

Others attending: Bonnie Carr (Essex North Shore Agricultural & Technical School), Dianne Palter Gill (North Shore Community College), Joanna Wakelin (Sen. Lovely's office, MA Legislature), Judy Bower (MassHire Department of Career Services), Stratton Lloyd (Essex County Community Foundation), Christine Marshall-Bradley (Northeast Employment Collaborative)

Staff attending: Stephanie Chery, Katie Crowder, Laurie Giardella, Kari Heen, Kathy Hoffman, Tedi Markham, Ann-Marie O'Keefe, Kate O'Malley, Ed O'Sullivan, Mary Sarris, Paul Ventresca

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

A quorum was present with 15 members attending.

The meeting began at 8:04 AM.

Tracey Cahalane: motion to accept previous WB meeting minutes as submitted. All in favor, none opposed.

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.]

- A hybrid Board meeting format with an in-person attendance option is being considered for the next gathering on November 10th: please stay tuned for updates. We're looking into using the Salem City Hall Annex projection equipment so in-person and remote attendees will be linked.
- HireNow program: status is on still hold... the program remains closed and hasn't yet reopened for FY23.
 - **Diane Smith** (Salem Five Bank): Funding received for 4 employees and more are waiting.
 - **Kathy Thurman** (Eastern Bank): tried to apply for funding for 15 employees
 - **John Flinn** (Innovent Technologies): applied for funding but applications seem to be in limbo
- Technology convening was held May 23 at Endicott College: North Shore Technology Council and the Essex County Community Foundation are working to create an expanded technology collaborative.
- New grants in process: Offshore wind planning grant and in-patient behavioral health grant working with Beverly and Salem hospitals are underway.

- LMI updates: per Mary Sarris, North Shore unemployment rates increased .1% from 3.5 to 3.6 in June: since more people were applying for jobs, the denominator changed. Labor force participation peaks in the summer with Massachusetts registering a 66.1% participation versus a national rate of 62.5% compared to an April, 2020, low of 60% for both MA and the nation. We're also seeing some layoffs like the recent one at Wayfair impacting at least 400 employees.
 - Query from **John Flinn**: what age groups contribute to the labor force participation statistics? Per Mary Sarris, participation usually starts at age 16 but it can be as young as 14 and there's no upper limit. A related anecdote: in a recent training cohort, the students ages ranged from 20 to 67 years of age so there's a wide age-range for those interested in learning new skills.
- More LMI: Unemployment claims have declined by more than 90% in MA and on the North Shore during the past 2 years (since June, 2020). Currently there are 2,327 North Shore UI claims and 39,177 for MA as of 6/25/22. Also, Will Sinatra, Economic Consultant for the WB, came up with a formula to derive non-farm MA job vacancy rates (by industry) by the comparing current employment figures to the number of Burning Glass job postings (with duplicate postings subtracted/scraped); at one time MA had a proxy for this number. Other than mining/logging with a MA job vacancy rate of 13.5%, the most vacancies were in financial activities (6.4%), education and health services (5.7%), and manufacturing (5.4%). The lowest job vacancy rates were in construction (.9%), wholesale trade (.7%), and government (.6%)
- The US CPI (Consumer Price Index) has increased 8.5% as of July, 2022, for the past 12 months. The CPI is an inflation measurement based on prices paid by urban consumers for a market basket of consumer goods and services. Food (10.9% price rise) and energy (32.9% price rise overall, with gasoline increasing by 44% and fuel oil by 75.6%) prices have increased the most; subtracting food and energy from the basket, the CPI has increased 5.9% for all other items.
- Perhaps due to inflation's impact, the personal savings in the US has declined by 2.5% since June, 2018, to 5.1% as of June, 2022, compared to a high of 19.3% personal savings rate during the pandemic (as of June, 2020).

Revisiting the SWOT analysis from May's Board meeting (from 4 Zoom break-out groups consisting of members and guests (Mary Sarris):

- For each group, a Board member moderated the discussion and a staff member took notes.
 - What are our **Strengths (S)**, **Weaknesses (W)**, **Opportunities (O)**, and **Threats (T)** moving into FY23, especially in regard to service design/delivery for companies and job seekers given our current economy? [Note that strengths and weaknesses are defined as internal/within the control of the organization and opportunities/threats are defined as external/outside the control of the organization.]
 - Given this analysis, how should we proceed/what should we focus on going forward?
- 1. Strengths (notes below from first group)**
- Board knowledge and commitment
 - Teamwork: strong engagement with partners
 - Collaboration between Career Center and the Workforce Board
 - Outreach and collaboration with business partners
 - Business partners' willingness to engage and provide resources/input
 - Relationship and support of City and Mayor

2. Weaknesses (notes below from second group)

- We should make board meetings more dynamic.
- Being remote is difficult
- Improve info flow from subcommittees to Board
- We need “bench depth.”
- We need new voices. (From Mary Sarris: please let me know if any attendees are interested in joining a subcommittee. Seats are available for non-Board members.)
- We need expanded industry engagement.
- Marketing, information sharing is not strong enough.
- Everyone needs to know who we are and what we do!

3. Opportunities (notes from third group)

- Enhance marketing (Instagram/LinkedIn/TikTok) & community outreach
- What is the secret sauce for all of this?
- Incorporate an ongoing marketing strategy for all partners
- Catalog of partners
- What is MassHire – What do customers want to know?

4. Threats (notes from fourth group)

- The way people work and/or want to work is changing so fast and is unpredictable.
- Immigration has slowed down almost completely.
- We may lose our very supportive Mayor to a new office.
- We cannot be sure of our external sources of funding.
- Bureaucracy could stifle innovation.
- **Zoom breakout groups’ mission statement exercise for today’s meeting:** What should we focus on based on the SWOT? Looking at our current mission statement, how should we best deliver services the current economy and work circumstances going forward?

Current mission statement: We put the North Shore to work. Through collaborative leadership, the North Shore Workforce Board 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.

What 5 words should be included in our mission statement going forward? (Suggestions can be nouns, verbs, adjectives, etc., and can relate back to the SWOT analysis findings.)

5 breakout groups’ brainstorming responses below:

<ul style="list-style-type: none">• Innovation: be creative when funding is available• Relevant, provide educational support• Expanding/empowering/enabling the workforce• The WB to be flexible as things change• Expanding eligibility for training• Providing entrepreneurial opportunities	<ul style="list-style-type: none">• Changeability: flexible, dynamic - flexible with changes• Highlight the Board - making connections, make individuals	<ul style="list-style-type: none">• Resourceful/resources• Solution-driven• Collaborative/partner/pathways/connection• Supportive• Effective and efficient• Alignment	<ul style="list-style-type: none">• Empower• Equity• Innovation• Marketing our brand and what we offer• Transparency• Attainable –	<ul style="list-style-type: none">• Informed• Grow• Quality of life• Work/life balance• Sustainable• Health/wellness• Inclusive• Diversity/diverse• Accepting
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	employable <ul style="list-style-type: none"> • Offering and providing an opportunity to advance • Business-driven programs, creative • Mobile (go where individuals are) • Evolving, advanced skill level • Requirement/measurement 		encouraging collaboration <ul style="list-style-type: none"> • Connections • Potential • Opportunity • Helping hand to people who need us • Building blocks • Building steps 	<ul style="list-style-type: none"> • Equitable
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Additional responses:

- Good idea to redefine the mission statement every 2-3 years
- Challenge: brand awareness
- Possible goals:
 - Use current model to develop and expand opportunities outside of manufacturing into other high-need occupation areas.
 - Deeper engagement in business community and workforce-related nonprofits
 - Increasing awareness
 - "Expanding the labor force in the North Shore to meet the needs of the employers." Not just reaching out to existing people but actually finding ways to increase the number of people in the workforce in general.
 - Communication/marketing: improving the message and the outreach as to who we are and what we do
 - Broadening our demographics: including more voices, both in board meetings and in general scope of our work (stated more regarding our strengths and as part of a goal)
 - Marketing the message that if an industry has a need, we can support them by utilizing the state and grant opportunities to support initiatives/the businesses' requirements

Office Parks' Workforce, Transit, Housing Assessment: partnership with the North Shore Economic Alliance and Metropolitan Area Planning Council (MAPC) [please see PowerPoint for details]

- Study currently covers Cherry Hill Park (Danvers), Cummings Center (Beverly), Centennial Park (Peabody) and assesses status-quo stats like acreage and space vacancy/occupancy rates as well as job posting trends for each office park along with transportation/commuting routes for

workers from their home locations; may add Shetland Park (Salem) as part of local initiatives related to life sciences and offshore wind projects.

- Study goals are to coordinate/collaborate with workforce boards, economic development organizations, and municipal stakeholders along with businesses, transit authorities, and others to improve affordable housing, transportation, and childcare access for office park workers.
 - Tom Daniel: the City of Salem is trying to address the disconnect between areas with high unemployment and low transportation access with initiatives like the Salem Skipper ride service and is also looking into a voucher system.

From the chat log:

Stratton Lloyd: “Great quick crowd-sourcing!”

Kathy Thurman: “Great meeting!”

The meeting ended at 9:01 AM.

Upcoming Board meetings for FY23: 8 AM on the following dates (2nd Thursdays) with meeting format details to come!

November 10, 2022; January 12, March 9, and May 11, 2023

CAREER CENTER OVERVIEW

North Shore One-Stop Total	Sept, 22		Actual YTD		Sept, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	268	146	793	1,752	649
Total Customers	610	220	1,492	2,641	1,333

Youth Career Center	Sept, 22		Actual YTD		Sept, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	58	75	258	905	465
Total Customers	91	197	1,076	2,359	1,117

One-Stop Placements	Q4FY21	Q1FY22	Q2FY22	Q3FY22
FY 21 & 22	56%	53%	54%	57%

Job Seeker Satisfaction – September / October 2022

System-Wide (n = 101)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	59 (59.0%)	24 (24.0%)	8 (8.0%)	3 (3.0%)	6 (6.0%)

Employer Satisfaction – September / October 2022

System-Wide (n = 6)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	2 (33.3%)	4 (66.6%)	0 (0%)	0 (0%)	0 (0%)

Employer Services

	Sept, 22		Actual YTD		Sept, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Employer Accounts	111	63	200	750	99
Total Employers Served	238	163	508	1,950	310
Number of Employers Listing Job Orders	37	42	102	500	94

ACCESS POINT OVERVIEW

Total Customers	Sept, 22	Actual YTD	Sept, 21 YTD
	Actual	YTD	Actual
Salem – The Hub	659	1,336	1,237
NSCC – AP	57	157	44

TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT

Overall WIOA Activity

	YTD Actual	Planned Thru End of Grant	Sept, 21 YTD
Adult	26	84	28
Dislocated Worker	56	139	67

Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	Sept, 21 YTD
Adult	0	46	0
Dislocated Worker	0	84	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 22
North Shore CC	5	0				27
Millennium	3	0				6
Visible Edge	2	0				5
CMSC Trucking (formerly Parker Driving School)	1	0				2
Network Technology	1	0				4
Salem State	1	0				17

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 22
Action, Inc.	10	0		15
Catholic Charities	15	0		23
North Shore CDC	8	0		11

	Goal	Actual
Student Work and Learning Experiences	475	410

Budget - Actual Summary by Program
As of September 30, 2022

FY	Program Description	Budget	Spent & Obligated TD	Amount Remaining	Percent Remaining
Federal Funds					
2022	Wagner Peyser ES, 10%	\$ 59,575	\$ 12,850	\$ 46,725	78.4%
2023	Wagner Peyser ES, 10%	58,466	-	58,466	100.0%
2022	WIOA Formula Funds: Adults	545,657	297,232	248,425	45.5% *
2022	WIOA Formula Funds: Dislocated Workers	691,553	583,274	108,279	15.7% *
2022	WIOA Formula Funds: Youth	601,043	478,757	122,285	20.3% *
2022	WIOA Formula Funds: Administration	204,250	195,004	9,246	4.5% *
2023	WIOA Formula Funds: Adults	715,082	-	715,082	100.0% *
2023	WIOA Formula Funds: Youth	794,028	-	794,028	100.0% *
2023	WIOA Formula Funds: Dislocated Workers	789,588	-	789,588	100.0% *
2022	WIOA Formula Funds: Administration	255,411	-	255,411	100.0% *
2023	Vets: Disabled Veterans Outreach Program	209,000	-	209,000	100.0%
2023	Trade Adjustment Assistance Case Mgmt.	66,871	1,901	64,970	97.2%
2023	DUA Technology UI Deployment Tech	26,000	-	26,000	100.0%
2023	RESEA Performance allocation	35,639	-	35,639	100.0%
2023	Rapid Response Staff	10,000	2,500	7,500	75.0%
2023	Upskilling Navig ARPA (3yrs@99.291.00 yr)	297,872	25,440	272,432	91.5% *
2023	Apprentice Growth & Expansion	251,516	199,793	51,723	20.6%
2023	WCTF FY21 Donnelly Training BH	319,880	-	319,880	100.0% *
Total Federal Funds		\$ 7,279,749	\$ 591,203	\$ 6,688,545	91.9%
State & Local Funds					
2022	LHAND- Jobs Plus	\$ 200,000	\$ 151,841	\$ 48,159	24.1% *
2022	Earned Funds	15,000.00	1,857.00	13,143.00	87.6%
2022	Health Care Hub	375,660.00	204,977.21	170,682.79	45.4% *
2022	GE Foundation	429,447.98	279,033.98	150,414.00	35.0%
2022	NE Regional Planning	10,000.00	9,512.02	487.98	4.9%
2022	Behavioral Health Partnership Exp & Train	138,230.50	35,785.06	102,445.44	74.1% *
2022	Mass Tech Collaborative (MTC)	28,172.00	23,416.43	4,755.57	16.9% *
2021	Youth HSSEIP -DESE	718,901.70	153,563.31	565,338.39	78.6% *
2022	FY 22-23 Youth Works	1,776,168.00	57,395.20	1,718,772.80	96.8%
2023	Early College	15,000.00	5,824.61	9,175.39	61.2%
2022	DTA – TAO SNAP	35,352.00	-	35,352.00	100.0%
2023	DTA - WPP	20,181.78	-	20,181.78	100.0%
2023	Workforce Training	95,000.00	18,826.95	76,173.05	80.2%
2023	State One Stop	969,841.00	175,676.49	794,164.51	81.9%
2023	(CIES) Comp. Integrated Employment Serv.	110,904.00	32,915.92	77,988.08	70.3%
2023	Partners Grants	26,325.62	-	26,325.62	100.0%
2023	Connecting Activities	349,700.00	25,456.71	324,243.29	92.7%
2023	Equity Workforce Training Planning	50,000.00	-	50,000.00	100.0%
2023	City of Salem - EDSS Econ Div Study&Str	50,000.00	-	50,000.00	100.0%
2023	NSCC Health Care	35,000.00	-	35,000.00	100.0%
2023	CTI - Essex Tech	74,500.00	-	74,500.00	100.0%
2023	NSCC Train Abstract Cyber-Planning Only	2,500.00	-	2,500.00	100.0%
Total State Funds		\$ 5,525,885	\$ 1,176,082	\$ 4,349,803	78.7%

* Multi-Year Grant