



# NORTH SHORE WORKFORCE BOARD

70 Washington Street Suite 314  
Salem, MA 01970  
978.741.3805

**Date:** August 30, 2023  
**To:** Board of Directors  
**From:** Mary Sarris  
**Re:** September 14, 2023, Board meeting

The MHNS Workforce Board will meet on September 14, 2023, from 8:00 to 9:00 AM. This will be a Zoom meeting (please see connection information below). **2 votes** are planned: we look forward to your participation!

**Topic: WB September Meeting**

**Time: Sep 14, 2023 08:00 AM Eastern Time (US and Canada)**

Join Zoom Meeting

<https://us06web.zoom.us/j/89859681613?pwd=czJucDJqUzNlVUdVa1g4ajld3gzUT09>

Meeting ID: 898 5968 1613

Passcode: 173057

One tap mobile

+16469313860,,89859681613#,,,,\*173057# US

+13017158592,,89859681613#,,,,\*173057# US (Washington DC)

Dial by your location

• +1 646 931 3860 US

• +1 301 715 8592 US (Washington DC)

Meeting ID: 898 5968 1613

Passcode: 173057

## AGENDA

1. Chair's report
  - A. City of Salem transition to new mayor – status
  - B. FY2024 budget review, including discussion of stipend challenges
  - C. Youth contracts for FY2024 (Vote)**
  - D. Update on Future of Work Symposium
  - E. Labor market update
2. Strategies for new goals from Committee meetings
  - A. Expand the North Shore workforce – current work with immigrants – status of the Bates Center
  - B. Improve communication and data use – Career Center opening; report on AMTEP as we enter the last 2.5 years of service and intensify successful outreach for programs
  - C. Innovative approaches to service – increase maximum ITA payment (Vote)**
3. Offshore Wind and Healthcare Hubs– status of new grants and related activities
4. Youth projects – overall update on Youth programs
  - A. Internships
  - B. Summer jobs
5. Committee reports – summaries
6. Upcoming meeting schedule for FY2024: November 9, 2023 (in-person at “new” Career Center) and January 11, March 14, and May 9, 2024

**Mission** MHNS embraces innovative and flexible workforce development strategies that are equitable and effective to enable our future of work – ensuring a successful business climate and livable wage jobs/career pathways for all.

[www.MassHire-NorthShoreWB.com](http://www.MassHire-NorthShoreWB.com)



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**September 14, 2023**

Prepared on  
September 8, 2023

## TABLE OF CONTENTS

	Page
Minutes of Board Meeting of May 11, 2023	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 May 11, 2023

---

**Directors attending:** Justin Anshewitz, Tracey Cahalane, Tom Daniel, Jay Daley, John Flinn, Anna Freedman, Dave Gravel, Cecilia Gray, Bill Heineman, Paul Mahoney, Dave Manning, Steve Maser (for John Keenan), Lisa Pais, Heidi Riccio, Laurie Roberto, Steve Shea, Kara Sittig (for Thelma Williams), Diane Smith, Bill Tinti

**Directors not attending:** Charles Anastos, Karen Andreas, Joy Livramento-Bryant, Kathy Thurman, Stan Usovicz

**Others attending:** Judy Bower (MassHire Department of Career Services), Bonnie Carr (Essex North Shore Agricultural & Technical School), Stratton Lloyd (Essex County Community Foundation), Micaela Maloof (Sen. Lovely's office), Tom Sands (Beverly and Addison Gilbert Hospitals), Shannon Spinosa (Peabody Public Schools)

**Staff attending:** Eliud Alcala, Rayshawna Battle, Katie Crowder, Sandra Efstratiou, Marcia Griesdorf, Kari Heen, Tedi Markham, Kate O'Malley, Ed O'Sullivan, Mary Sarris, Paul Ventresca

---

*The meeting format was virtual (using Zoom).*

*A quorum was present with 19 members represented.*

*The meeting began at 8:01 AM.*

*Postponed until upcoming September meeting: motion to accept March WB meeting minutes as submitted.*

### 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.]

**[Tracey Cahalane]**

- **Welcome to new incoming Board members:** Kara Sittig, MA Commission for the Blind (taking over for Thelma Williams) and Tom Sands (Beverly and Addison Gilbert Hospitals)
- **Upcoming City of Salem mayoral election:** Dominick Pangallo and Neil Harrington are in the final May 16<sup>th</sup> election
- **WB Officer Elections:** A motion by Tom Daniel to vote on the following officer roster, seconded by Diane Smith.

All in favor, none opposed to the following renewed terms as follows:

- Chair: Tracey Cahalane
- Vice Chair: Dave Gravel
- Treasurer: Anna Freedman
- Clerk: John Flinn

**[Mary Sarris]**

- **Future of Work Symposium:** North shore Alliance for Economic Development (June 28<sup>th</sup> at the Hawthorne Hotel) will feature Salem State University reports on the North Shore Economy and the future of work in relation to pandemic disruptions, etc. Please plan to attend or send someone from your organization to attend!
- **Status of FY24 programming and budgets:** still waiting for FY24 budgets, including the critical One Stop grant funding which is flexible and funds our current stipend program and upgrades for IT infrastructure and equipment.
  - **For MA WIOA allocations,** Adult is expected to increase 9.62%, Dislocated Worker is expected to decline 8.29% (based on a standard formula), and Youth funding is expected to increase by 8.47% for an overall average funding increase of 2.30%.
  - **Contracted FY24 amounts (1 year):** \$2,050,000 for Youth Works, \$180,000 for STEM Internship Program
  - **Contracted (multi-year):** \$392,100 for AMTEP, \$45,000 for Behavioral Health Workforce Competitiveness Trust Fund (WCTF) grant
  - **Pending (1 year):** Early College, Connecting Activities, WTF WB, and One Stop
  - **Pending (multi-year):** Healthcare Hub Training, Offshore Wind Planning/Implementation
  - **Dave Manning (MassHire Department of Career Services):** expecting funding review and approval the week after next
- **LMI update [Mary Sarris]:** North Shore unemployment decreased .1% to 3.8% for March, 2023, compared to 3.9% for March, 2022. North Shore labor force participation was 64.9% for MA in March, 2023, 4.9% higher than the COVID-era rate of 60%. The national labor force participation for March, 2023, was 62.6%. There is typically a seasonal increase in March employment as seasonal workers start to gear up for the summer.
  - March labor force participation has fluctuated about 1.1% for the past 3 years
  - Currently there are 4,604 continuing North Shore UI claims and 74,566 continuing claims for MA for the week ending 3/18/23.
  - The number of continuing claims in MA and on the North Shore have both declined more than 36% in the past 2 years.
  - Comparing initial unemployment insurance claim numbers for March 2023 (4,604 initial claims), the 3 industries with the highest percentages were 1) Admin. & Support, Waste Management & Remediation Services (15%), 2) Construction (14%), and Professional, Scientific, and Technical Services (11%), followed by Accommodation and Food Services (9%) and Retail Trade (8%).
  - **Stratton Lloyd:** Are workforce shortages still an issue given the increase in participation levels?
  - **Mary Sarris:** There are still low female participation rates after COVID (also related to daycare costs) but the number of jobs is growing.
  - **Ed O'Sullivan:** Filling second and third shift jobs is challenging. New worker populations are needed.
  - **John Flinn:** Is there a statewide measure of unemployment duration?
  - **Paul Ventresca:** I can research this but it isn't readily available. Benefits last 26 weeks and can be extended if a claimant is in training.

- **New goals: associated strategies from February committee meetings [Mary Sarris]**
  1. Expand/increase the North Shore labor force to meet the current and anticipated needs of North Shore employers: *update on current MHNS Career Center work with immigrants*  
**Report from Eliud Alcala** (MHNS Career Center Outreach and Marketing Coordinator)
    - The MHNS Career Center has been working with 90 immigrant families (300+ people total: including parents, youth, and children) who are being housed with support from the City of Salem and Salem State University (SSU) at SSU's Bates Complex.
    - Centerboard, a Lynn-based organization that works homeless families, is managing the site under a state contract.
    - 65+% of the residents are from Haiti and speak only Creole with some understanding of Spanish.
    - Many Bates residents have worked in skilled trades like construction, culinary arts, HVAC, and plumbing in other countries including Spain, Panama, the Dominican Republic and are eager to be employed.
    - Many of the women have worked in nursing facilities and hair salons or have worked in housekeeping.
    - The other 35% of the Bates residents are working while receiving support services during life transitions.
    - The MHNS Career Center helped set up the following partner connections for these 90 immigrant families:
      - The International Institute of New England, based on Lowell, Boston, and Malden is helping residents navigate evolving immigration laws and connect to immigration services.
      - The House of Seven Gales Settlement Association is providing ESL classes for residents 2 evenings a week on the SSU campus.
    - Eliud and other Spanish-speaking career counselors are assessing the residents' employment needs and provided a resume-writing class (and helped update residents' resumes) as well as coaching on interview skills.
    - Resettlement could for these families could take a year or more so the goal is to use this time to help residents be job-ready when the time comes.
  2. Improve communication locally so companies and job seekers know about the WB and take advantage of our services: *recent Chamber presentations by the WB and increased communication with businesses*
  3. Utilize our funding and partnerships in innovative ways to maintain and expand a strong, diverse workforce on the North Shore: *update on stipends [Mary Sarris]*
    - A shout-out to the WB fiscal staff for all their work on the stipend program that started about 4 months ago.
    - Although some clients decline because stipends are taxable, program participation rates have been high. Per **Kate O'Malley**, about 90% of AMTEP clients are receiving stipends and **Paul Ventresca** reports that participation rates are high in all cohorts.
    - Per **Mary**, those currently receiving unemployment benefits do not qualify for stipends.

4. Support the ever-changing workforce on the North Shore with data-driven, creative programming that meets the needs of both job seekers and employers, now and in the future: *build on our LMI and performance data to continually inform and improve our work*
- **Offshore Wind [Ed O’Sullivan]:** We have partnered with SAFE (Salem Alliance for the Environment) to develop agreements with 35+ regional nonprofits as part of initial work for a pending 3-year grant application to the Massachusetts Clean Energy Center (MassCEC) with UMass Amherst Gloucester Marine Station, Essex Community Foundation, the City of Salem and others to provide OSW and/or clean energy-related skills training for North Shore residents with an emphasis on including Environmental Justice Communities (those with median incomes at 65% or less of the statewide annual median income where minorities make up 40% or more of the population and where 25% (or more) of households identify as speaking English less than “very well”). We are developing a pre-apprenticeship program with Essex Tech to expand over 3 years to include Lynn Tech and other appropriate organizations and hope to work with local unions and related organizations to align with industry standards and provide solid career pathways for 60 North Shore residents.

#### **Updates**

- We had a proposal review meeting with MassCEC at the end of April that went very well but there was no update on the status of our pending grant application.
- We also had a partners meeting on May 9<sup>th</sup> to continue to discuss implementation plans with a focus on strong community outreach and recruitment including SAFE, NSCDC and many others (with or without grant funding).
- **New Youth STEM internships [Katie Crowder]:** MassHire will provide a \$1500 stipend for each high school student who interns for approximately 100 hours during the summer or academic year to explore and prepare for a STEM career in MA. We are developing internships with North Shore Technology Council (NSTC) and North Shore InnoVentures (NSIV). We have over 40 interns (including a Danvers High School graduating senior who is working with Katie at the WB this month) with an overall goal of placing 96 youth in internships.
  - Internships to date include LVTI students working with middle school students, students working at Salem Hospital, students working in municipal fields such as city health departments, IT, etc.
  - 9 young women just completed a 1-year internship at Medtronic.
  - Recapping internship ideas from our last meeting: tasks might include inventory or event work, interviewing employees for a company-wide newsletter, general office work like file coordination/storage and digitizing or scanning of documents. Intern scheduling can be very flexible!
- **Youth Summer Jobs [Katie Crowder]:** expecting to hire over 500 youth through YouthWorks this summer!
  - The new grant amount is over \$2 million.
  - Applications are online and response is strong: depending on the job, wages are \$15 to \$18/hour.
  - This year the upper age range is higher: up to age 25 (from age 18) given COVID’s impact on youth ages 18 to 25.

- So far nonprofits have requested over \$500,000 to fund jobs for camp counselors, lifeguards, landscapers, local TV production workers, hospital staff, farm assistants, IT assistants, office staff, childcare workers, and more. As of yesterday, there were 28 work sites and we expect to have as many as 35.
- During the school year, youth will continue to prepare for part-time after-school jobs, summer jobs, and long-term career planning through meetings with career speakers, career-readiness workshops, virtual reality career exploration, job fairs, and more.
- Last year we served 800 youth and we hope to serve 1000 to 1200 youth this year!
- Summer coverage is challenging: the Youth Career Center staff of 6 is overseeing all these programs!
- **WIOA Youth Programming [Ed O'Sullivan]:** RFP Update (formal procurement every 2 years through the City of Salem)
  - An evaluation team is reviewing the 3 proposals received (from Catholic Charities, Action Inc, and North Shore CDC).
  - The evaluator's recommendations will be presented to the Board in the next 2 to 3 weeks.
  - All students served must receive their HiSET and be on their way to post-secondary education and/or employment. Students also participate in occupational skills training leading to industry-recognized credentials like CNA, Bookkeeping, IT, EMT, Machining, EKG/Phlebotomy, CompTIA, Pharmacy Tech, and Biotech.
  - An electronic Board vote is planned for late May.
  - We are considering going back out to bid in late summer/early fall for additional service providers.
- **Feedback from ongoing "Future of Work" informational interviews [Ed O'Sullivan]:** (20 to 30-minute conversations via phone or in person) between WB members and WB staff on:
  1. Status of business now vs. during the pandemic: tremendous growth of labor force but more complications (difficulty covering all shifts, etc.)
  2. WB members' vision of the future: upbeat and focused on the pipeline... thinking of the future always involves thinking of one's own children/nieces/nephews
  3. Strategies for dealing with primary business challenges: looking at retirements, how to get talent to stay, brain drain

**From Chat: Stratton Lloyd | ECCF to Everyone**

Join us! ECCF and I would like to make sure all are aware of our June 1st community celebration event and State of the County at Endicott (food, drink, and 300+ folks). Pls share it widely. We will be sharing-- as one area of focus-- the wonderful work of AMTEP and workforce development. See link: <https://www.eccf.org/the-state-of-essex-county/>

*Dave Gravel: motion to adjourn.*

*The meeting ended at 9:01 AM.*

-----

**Upcoming Board meeting for FY24:** 2<sup>nd</sup> Thursdays of alternating months at 8 AM  
 September 14<sup>th</sup> and November 9<sup>th</sup>, **2023**  
 January 11<sup>th</sup>, March 14<sup>th</sup>, and May 9<sup>th</sup>, **2024**



## CAREER CENTER OVERVIEW

North Shore One-Stop Total	June, 23		Actual YTD		June, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Customers	417	146	4,350	1,752	2,466
Total Customers	930	220	5,740	2,641	3,717

Youth Career Center	June, 23		Actual YTD		June, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Customers	129	75	809	905	1,273
Total Customers	205	197	2,803	2,359	3,319

One-Stop Placements	Q4FY22	Q1FY23	Q2FY23	Q3FY23
FY 22 & 23	58%	61%	63%	65%

### *Job Seeker Satisfaction – April 2023 / June 2023*

System-Wide (n =64)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	39 (60%)	14 (22%)	6 (9%)	3 (4%)	3 (4%)

### *Employer Satisfaction – April 2023 / June 2023*

System-Wide (n =6)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	5 (84%)	1 (16%)	0 (0%)	0 (00%)	0 (00%)

### *Employer Services*

	June, 23		Actual YTD		June, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Employer Accounts	32	63	826	750	610
Total Employers Served	98	163	2,030	1,950	1,686
Number of Employers Listing Job Orders	46	42	356	500	311

**TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT****Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	June, 22 YTD
Adult	46	84	40
Dislocated Worker	95	139	124

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	June, 22 YTD
Adult	6	46	7
Dislocated Worker	27	84	45

**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	28	2	2	100%	21.31	27
Visible Edge	14	3	3	100%	27.35	5
BCI	6	0	0			1
Millennium	7	2	2	100%	23.33	6
Salem State	6	1	1	100%	64.2	17
CMSC Trucking (formerly Parker Driving School)	3	2	2	100%	26.86	2

## **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 22</b>
<b>Action, Inc.</b>	20	7	6/\$16.17/hr	15
<b>Catholic Charities</b>	24	7	4/21.56/hr	23
<b>North Shore CDC</b>	11	0		11

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	475	1,056

Budget - Actual Summary by Program						
As of June 30, 2023						
FY	Program Description	Budget	Spent & Obligated TD	Amount Remaining	Percent Remaining	
<b>Federal Funds</b>						
2022	Wagner Peyser ES, 10%	59,575.00	\$ 59,575.00	\$ -	0.0%	
2023	Wagner Peyser ES, 10%	58,466.00	-	58,466.00	100.0%	
2022	WIOA Formula Funds: Adults	545,657.40	545,657.00	0.40	0.0%	*
2022	WIOA Formula Funds: Dislocated Workers	691,551.00	691,551.00	-	0.0%	*
2022	WIOA Formula Funds: Youth	601,043.00	601,043.00	-	0.0%	*
2022	WIOA Formula Funds: Administration	204,249.00	204,249.00	-	0.0%	*
2023	WIOA Formula Funds: Adults	715,083.00	164,010.18	551,072.82	76.7%	*
2023	WIOA Formula Funds: Youth	794,028.00	614,650.24	179,377.76	36.1%	*
2023	WIOA Formula Funds: Dislocated Workers	789,588.00	333,990.83	455,597.17	64.3%	*
2022	WIOA Formula Funds: Administration	255,410.00	128,108.76	127,301.24	49.8%	*
2023	Vets: Disabled Veterans Outreach Program	209,000.00	6,401.48	202,598.52	96.9%	
2023	Trade Adjustment Assistance Case Mgmt.	66,871.30	30,308.44	36,562.86	54.7%	
2023	DUA Technology UI Deployment Tech	26,000.00	-	26,000.00	100.0%	
2023	RESEA Performance allocation	35,639.26	18,400.79	17,238.47	48.4%	
2023	Rapid Response Staff	10,000.00	-	10,000.00	100.0%	
2023	Upskilling Navig ARPA (3yrs@99.291.00 yr)	297,872.00	99,420.38	198,451.62	66.6%	*
2023	Apprentice Growth & Expansion	251,516.00	250,949.94	566.06	0.2%	
2023	WCTF FY21 Donnelly Training BH	319,880.00	207,062.11	112,817.89	35.3%	*
	<b>Total Federal Funds</b>	<b>\$ 5,931,428.96</b>	<b>\$ 3,955,378.15</b>	<b>\$ 1,976,050.81</b>	<b>33.3%</b>	
<b>State &amp; Local Funds</b>						
2022	LHAND- Jobs Plus	\$ 200,000.00	\$ 151,840.73	\$ 48,159.27	24.1%	*
2022	Earned Funds	56,672.55	56,672.55	-	-277.8%	
2022	Health Care Hub	375,660.00	357,664.80	17,995.20	4.8%	*
2022	GE Foundation	430,347.98	430,347.98	-	-42.9%	
2022	NE Regional Planning	10,000.00	-	10,000.00	100.0%	
2022	Behavioral Health Partnership Exp & Train	138,230.50	56,750.03	81,480.47	58.9%	*
2022	Mass Tech Collaborative (MTC)	28,172.00	20,672.00	7,500.00	26.6%	*
2021	Youth HSSEIP -DESE	718,901.70	163,273.12	555,628.58	77.3%	*

2022	FY 22-23 Youth Works	1,776,168.00	1,189,628.75	586,539.25	33.0%	
2023	Early College	15,000.00	15,000.00	-	4.4%	
2023	Workforce Training	95,000.00	61,711.27	33,288.73	35.0%	
2023	State One Stop	969,841.00	969,841.00	-	0.8%	
2023	(CIES) Comp. Integrated Employment Serv.	110,904.00	98,689.43	12,214.57	8.3%	
2023	Partners Grants	25,280.17	25,280.17	-	4.0%	
2023	Connecting Activities	349,700.00	272,512.00	77,188.00	21.8%	
2023	Equity Workforce Training Planning	50,000.00	40,000.00	10,000.00	20.0%	
2023	City of Salem - EDSS Econ Div Study&Str	50,000.00	50,000.00	-	0.0%	
2023	NSCC Health Care	35,000.00	25,000.00	10,000.00	28.6%	
2023	GE Foundation	413,498.52	161,802.37	251,696.15	60.9%	
2023	Youth HSSEIP -DESE	330,000.00	212,575.60	117,424.40	34.5%	
2023	STEM	180,000.00	24,000.00	156,000.00	81.4%	
	<b>Total State Funds</b>	<b>\$ 6,358,376.42</b>	<b>\$ 4,383,261.80</b>	<b>\$ 1,975,114.62</b>	<b>31.1%</b>	
	<b>* Multi-Year Grant</b>					