



# NORTH SHORE WORKFORCE BOARD

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Date: December 23, 2022  
TO: Board of Directors  
FROM: Mary Sarris  
RE: January 12, 2023 Board meeting

The North Shore Workforce Board will meet on January 12, 2023 – 8:00AM to 9:00AM. This will be a remote meeting. Our agenda will be as follows:

1. Chair's Report
  - A. City of Salem transition to new mayor – other state appointments
  - B. New Grants Update
  - C. WB/Career Center lease status
  - D. LMI update
2. Continued Planning for FY2023 – How to translate our new mission statement and goals into action through committees and other work
  - A. New Mission statement

*MassHire-North Shore 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 pathway for all.*
  - B. Review of goal statements – in relation to Committee structures
    1. Expand/increase the North Shore labor force to meet the current and anticipated needs of North Shore employers
    2. Improve communication locally so companies and job seekers know about the WB and take advantage of our services
    3. Utilize our funding and partnerships in innovative ways to maintain and expand a strong, diverse workforce on the North Shore
    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
3. Projects with the North Shore Alliance for Economic Development in FY2023
  - A. Immigration research
  - B. Research on business work patterns post COVID
  - C. New Office Park Project
4. Committee Reports – Summaries
6. 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 12th!

Mission: see above!

c.c.: Edward O'Sullivan, Laurie Giardella, Paul Ventresca, Will Sinatra, Kate O'Malley, Katie Crowder, Kari Heen,  
Tedi Markham



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**January 12, 2023**

Prepared on  
January 4, 2023

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# MassHire-North Shore Workforce Board of Directors

## Meeting Minutes for November 10, 2022

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**Directors attending:** Charles Anastos, Tracey Cahalane, Tom Daniel, Amy Doherty (for Thelma Williams), John Flinn, Anna Freedman, Dave Gagner (for Patrick Tutwiler), Cecilia Gray (for Lyndsay Harris), Joy Livramento-Bryant, Dave Manning, Lisa Pais, Dianne Palter Gill (for Bill Heineman), Heidi Riccio, Steve Shea, Dwayne Thomas

**Directors not attending:** Justin Anshewitz, Karen Andreas, Dave Gravel, John Keenan, Paul Mahoney, Laurie Roberto, Diane Smith, Kathy Thurman, Bill Tinti, Stan Usovicz

**Others attending:** Bonnie Carr (Essex North Shore Agricultural & Technical School), Rosa Alvarado (Sen. Lovely's office, MA Legislature), Judy Bower (MassHire Department of Career Services), Angela Brown, Gurdeep Kaur, and Travis Pollack (Metropolitan Area Planning Council)

**Staff attending:** Stephanie Chery, Katie Crowder, Sandra Efstratiou, Laurie Giardella, Marcia Griesdorf, Kari Heen, Tedi Markham, 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 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.]

- Based on a trial run for hybrid October Skills and Systems committee meetings (using the Salem City Hall Annex projection equipment so in-person and remote attendees were linked), we're considering continuing with remote-only Board meetings since most committee members chose to the remote option. Any suggestions are welcome.
  - Tom Daniel: maybe one in-person WB meeting per year with the rest of the meetings being remote
  - Kate O'Malley (from the chat log): "On board with Tom's idea, one mandatory in-person per year with an engaging topic...."
- Updated financials
  - WIOA and other federal grant dollars: increased for FY23 with the exception of Wegner Peyser 90% which declined 21% and Disability Veterans Program (DVOP) and Unemployment Insurance which remained flat.
  - State funding: increased for FY23 with the exception of DTA CIES (based on demographics) which declined 50.58%. Connecting Activities and WIB Workforce Training Funds remained flat.
- New grants update: Work related to a new in-patient behavioral health grant (working with Beverly and Salem hospitals) is underway as is work related to a new Mass Clean Energy Center grant.
- WB/Career Center lease: anticipating slight space reduction and associated adjustment of staff space going forward with the option to reduce space again in year 3 of the next 5-year lease.
- LMI update: Unemployment declined to 3.22% for MA and 3.1% for the US in August/September: this is a historical trend. Labor force participation typically reaches a seasonal low in September with 64.6% participating in MA vs. 62.2% participating in the US for September 2022.

- 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 2,194 continuing North Shore UI claims and 35,929 continuing for MA for the week ending 9/17/22. 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. For September, 2022, other than mining/logging with a MA job vacancy rate of 12.4%, the most vacancies were in education and health services (4.9%), financial activities (4.7%), and manufacturing (3.9%). The lowest job vacancy rates were in construction (.7%), government (.7%), and wholesale trade (.4%).

## **Review and Zoom polling of sample (draft) mission statements based on the SWOT analysis and recommended actions discussed in the May and September Board meetings**

**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.

**56% of WB meeting attendees preferred the following draft mission statement [#2 in the PPT listing]:**

*"MassHire-North Shore 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."*

**28% of WB meeting attendees preferred the following draft mission statement [#1 in the PPT listing]:**

*"MassHire champions innovative workforce development strategies to align organizations and stakeholders on the North Shore and enable the future of work to ensure a successful business climate and livable-wage jobs/career pathways for all."*

**17% of WB meeting attendees preferred the following draft mission statement [#3 in the PPT listing]:**

*"Driven by a quest for equity and using innovation, collaboration with partners, nimbleness, and persistence, the MassHire-North Shore Workforce Board builds a balance between the supply and demand sides of the labor market so companies can find the talent they need to be successful and job seekers can find rewarding quality careers."*

## **Review of sample (draft) goals below: discussion to be continued**

1. Expand/increase the North Shore labor force to meet the current and anticipated needs of North Shore employers
2. Improve communication locally so companies and job seekers know about the WB and take advantage of our services
3. Utilize our funding and partnerships in innovative ways to maintain and expand a strong, diverse workforce on the North Shore
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

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

**Presentation by MAPC's Angela Brown (Chief of Economic Development) and Travis Pollack (Senior Transportation Planner)**

- MAPC 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.
- Approximately 13,200 jobs are housed in these parks (with low vacancy rates and a strong hiring demand) and an analysis of job postings across the parks suggest that 25% of posted jobs employ workers with high school diplomas or associate degrees as their highest educational level.

- Research shows that employees at the bottom of the salary levels for these office parks will be cost-burdened (perhaps severely) given nearby housing and childcare costs.
- 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.

*The meeting ended at 9:04 AM.*

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

January 12, March 9, and May 11, 2023

## CAREER CENTER OVERVIEW

North Shore One-Stop Total	Nov, 22		Actual YTD		Nov, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Customers	342	146	1,416	1,752	1,041
Total Customers	855	220	2,296	2,641	1,926

Youth Career Center	Nov, 22		Actual YTD		Nov, 21 YTD
	Actual	Plan	YTD	Actual	Plan
New Customers	62	75	332	905	465
Total Customers	239	197	1,504	2,359	1,117

One-Stop Placements	Q2FY22	Q3FY22	Q4FY22	Q1FY23
FY 21 & 22	54%	57%	58%	61%

### *Job Seeker Satisfaction – October / November 2022*

System-Wide (n = 119)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	65 (55%)	31 (26%)	9 (8%)	7 (6%)	7 (6%)

### *Employer Satisfaction – October / November 2022*

System-Wide (n = 5)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	2 (40%)	2 (40%)	0 (0%)	1 (20%)	0 (0%)

### *Employer Services*

	Nov, 22		Actual YTD		Nov 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Employer Accounts	93	63	359	750	132
Total Employers Served	270	163	926	1,950	387
Number of Employers Listing Job Orders	34	42	162	500	152

**ACCESS POINT OVERVIEW**

Total Customers	Nov, 22	Actual YTD	Nov, 21 YTD
	Actual	YTD	Actual
Salem – The Hub	777	2,105	1,015
NSCC – AP	61	235	17

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

	YTD Actual	Planned Thru End of Grant	Nov, 21 YTD
Adult	33	84	33
Dislocated Worker	61	139	85

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	Nov, 21 YTD
Adult	0	46	0
Dislocated Worker	5	84	11

**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	9	0				27
BCI	3	0				1
Millennium	3	0				6
Salem State	3	0				17
Visible Edge	3	0				5
CMSC Trucking (formerly Parker Driving School)	2	0				2
Network Technology	1	0				4

**YOUTH DIVISION**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 22
Action, Inc.	11	2	1/\$17.00/hr	15
Catholic Charities	18	2	1\$/25.00/hr	23
North Shore CDC	6	0		11

**Workforce Investment Act Programs**

	Goal	Actual
Student Work and Learning Experiences	475	526

**Budget - Actual Summary by Program**  
**As of November 30, 2022**

<b>FY</b>	<b>Program Description</b>	<b>Budget</b>	<b>Spent &amp; Obligated TD</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b>Federal Funds</b>					
2022	Wagner Peyser ES, 10%	\$ 59,575.00	\$ 20,642.86	\$ 38,932.14	65.3%
2023	Wagner Peyser ES, 10%	58,466.00	-	58,466.00	100.0%
2022	WIOA Formula Funds: Adults	545,657.40	382,277.09	163,380.31	29.9% *
2022	WIOA Formula Funds: Dislocated Workers	691,552.80	644,003.90	47,548.90	6.9% *
2022	WIOA Formula Funds: Youth	601,042.50	552,483.26	48,559.24	8.1% *
2022	WIOA Formula Funds: Administration	204,250.30	204,249.00	1.30	0.0% *
2023	WIOA Formula Funds: Adults	715,082.00	-	715,082.00	100.0% *
2023	WIOA Formula Funds: Youth	794,028.00	525,000.00	269,028.00	33.9% *
2023	WIOA Formula Funds: Dislocated Workers	789,588.00	-	789,588.00	100.0% *
2022	WIOA Formula Funds: Administration	255,411.00	25,409.27	230,001.73	90.1% *
2023	Vets: Disabled Veterans Outreach Program	209,000.00	4,317.08	204,682.92	97.9%
2023	Trade Adjustment Assistance Case Mgmt.	66,871.30	9,026.47	57,844.83	86.5%
2023	DUA Technology UI Deployment Tech	26,000.00	2,839.56	23,160.44	89.1%
2023	RESEA Performance allocaton	35,639.26	3,558.71	32,080.55	90.0%
2023	Rapid Response Staff	10,000.00	2,366.30	7,633.70	76.3%
2023	Upskilling Navig ARPA (3yrs@99.291.00 yr)	297,872.00	35,969.52	261,902.48	87.9% *
2023	Apprentice Growth & Expansion	251,516.00	203,843.35	47,672.65	19.0%
2023	WCTF FY21 Donnelly Training BH	319,880.00	-	319,880.00	100.0% *
<b>Total Federal Funds</b>		<b>\$ 5,931,431.56</b>	<b>\$ 2,615,986.37</b>	<b>\$ 3,315,445.19</b>	<b>55.9%</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	15,000.00	5,190.00	9,810.00	65.4%
2022	Health Care Hub	375,660.00	243,309.41	132,350.59	35.2% *
2022	GE Foundation	429,447.98	351,691.86	77,756.12	18.1%
2022	NE Regional Planning	10,000.00	9,512.02	487.98	4.9%
2022	Behavioral Health Partnership Exp & Train	138,230.50	42,212.65	96,017.85	69.5% *
2022	Mass Tech Collaborative (MTC)	28,172.00	12,018.38	16,153.62	57.3% *
2021	Youth HSSEIP -DESE	718,901.70	165,009.21	553,892.49	77.0% *
2022	FY 22-23 Youth Works	1,776,168.00	1,300,766.42	475,401.58	26.8%
2023	Early College	15,000.00	14,135.44	864.56	5.8%
2023	DTA – TAO SNAP	36,252.29	-	36,252.29	100.0%
2023	DTA - WPP	20,181.78	-	20,181.78	100.0%
2023	Workforce Training	95,000.00	27,587.18	67,412.82	71.0%
2023	State One Stop	969,841.00	251,642.09	718,198.91	74.1%
2023	(CIES) Comp. Integrated Employment Serv.	110,904.00	49,516.28	61,387.72	55.4%
2023	Partners Grants	26,325.62	-	26,325.62	100.0%
2023	Connecting Activities	349,700.00	43,693.17	306,006.83	87.5%
2023	Equity Workforce Training Planning	50,000.00	9,600.00	40,400.00	80.8%
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%
<b>Total State Funds</b>		<b>\$ 5,526,784.87</b>	<b>\$ 2,677,724.84</b>	<b>\$ 2,849,060.03</b>	<b>51.6%</b>

\* Multi-Year Grant