



# NORTH SHORE WORKFORCE BOARD

70 Washington Street Suite 314  
Salem, MA 01970  
T: 978.741.3805  
F: 978-741-3809

Date: January 7, 2022  
TO: Board of Directors  
FROM: Mary Sarris  
RE: January 13, 2022 Board meeting

The North Shore Workforce Board will meet on Jan. 13, 2022 – 8:00AM to 9:00AM. In the interest of safety, we will continue with the zoom format. Connection details for this meeting will be released shortly. Below is our agenda.

1. *Chair's Report*
  - A. *Status of Lynn/NSCC Career Center Opening*
  - B. *Status of Career Center services through COVID*
  - C. *Other*
2. *Offshore Wind project coming to Salem – presentation by Tom Daniel, WB member and City of Salem Director of Planning and Community Development*
3. *Final Cherry Hill Park map and next steps; Next work on Centennial Park*
4. *Training program updates – new programs, returning programs*
5. *Committee Reports – Summaries*
6. *Upcoming Meeting Schedule for FY 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 13<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.**

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 13, 2022**

Prepared on  
January 3, 2022

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# MassHire-North Shore Workforce Board of Directors

## Meeting Minutes for November 18, 2021

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**Directors attending:** Justin Anshewitz, Tracey Cahalane, Tom Daniel, Tim Doggett, Amy Doherty (for Thelma Williams), John Flinn, Anna Freedman, Dave Gagner (for Patrick Tutwiler), David Gravel, Marcia Griesdorf, William Heineman, Joy Livramento-Bryant, Paul Mahoney, David Manning, Lisa Pais, Heidi Riccio, Steve Shea, Diane Smith, Kathy Thurman

**Directors not attending:** Karen Andreas, Brian Cranney, Cecilia Gray (for Lyndsay Harris), John Keenan, Mickey Long, Laurie Roberto, Bill Tinti, Stan Usovicz

**Others attending:** Bonnie Carr (Essex North Shore Agricultural & Technical School), Maria Ferri (Peabody Public Schools), Dianne Palter Gill (North Shore Community College), MA Legislature: Rosa Alvarado (Rep. Tucker's office), Joanna Rosen (Sen. Crighton's office), Mary Deighan (Sen. Lovely's office), Judy Bower (MassHire Department of Career Services), Stratton Lloyd (Essex County Community Foundation)

**Staff attending:** Nancy Bartlett, Stephanie Chery, Katie Crowder, Laurie Giardella, 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 19 members attending.*

*The meeting began at 8:07 AM.*

*Tracey Cahalane motioned to approve the September 9th meeting minutes. 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.]

#### **Thank you and introductions (Tracey):**

- Thank you, Tim Doggett, for all your contributions to the WB and all our best wishes for a happy retirement. You will be missed!
- Welcome Paul Ventresca, Executive Director of the MHNS Career Center [formerly interim director since Mark Whitmore's retirement].
- Another welcome/welcome back to Laurie Giardella, the WB's newly-appointed Director of Finance and Grants... formerly the City of Salem's Finance Director.

#### **Career Center updates (Paul Ventresca):**

Salem

- The Career Center has been open for walk-in services since October 4th; traffic has been slower than expected to start but an uptick is expected soon.
- The customer resource room has been remodeled with higher workstation partitions.
- Successful municipal job fairs were held for two weeks in November: 80 job seekers responded.

#### Lynn

- The Lynn Career Center access point at North Shore Community College reopened recently and the new Youth Career Center space will be opening soon down the hall.
- **Mary Sarris:** many thanks to North Shore Community College for their ongoing partnership and support. The college is the perfect location for both the adult and youth career center access points.
- **William Heineman:** we're happy to have the youth component at the college as well as the adult access point. It's a great pairing.

#### **Vineyard Wind turbine project (Mary Sarris):**

**Tom Daniel:** the City of Salem is partnering with Crowley Maritime and Vineyard Wind on this project. Components will be delivered by sea and assembled onsite resulting in contractor jobs and other opportunities extending beyond Salem.

#### **Other updates (Mary Sarris):**

- Lynn Vo-Tech has a new machine shop. Gov. Baker visited for the official launch: students are thrilled with the new facility and the attention to their program.
- The Cherry Hill Park transportation study is forthcoming and will be presented to business and elected leaders.
  - **Stratton Lloyd:** Are there any follow-up actions?
  - **Mary Sarris:** Yes, there's a long list that will be available when the report is finalized.

**Mary Sarris:** all career centers are facing the same challenge... where are the workers?

- Jobs are returning across the nation.
- The North Shore has .1% higher unemployment than MA as a whole due to our retail and hospitality sectors (5.4% compared to 5.3% for the state).
- MA labor force participation rate this September was 65.6% vs. 61.7% for the nation and we expect a new wave of returning workers.
- Jobs are returning with the 24 to 54 age group now within 1 percentage point of pre-pandemic employment.
- However, we're seeing a slow rebound in the 16 to 24 and 55+ age groups... possibly linked to childcare and other caretaking needs within families.
- COVID has been a great accelerator of societal change: more workers are exiting the workforce now than were projected pre-COVID. This has been termed "the great resignation."
- Availability of childcare in our region is approximately 63% of pre-pandemic levels vs. 90% in the rest of the US and the cost of childcare in MA is the highest in the country.
- Anecdotally based on reports from Lynn, there's a lack of applicants for childcare jobs.
- With COVID-related school facility shutdowns, etc., there's an ongoing need for childcare at home to continue remote learning.

- Other reasons for the tight labor supply: banks are reporting an increase in household savings so workers have more of a financial buffer than before slowing the supply-side return.
- **Tim Doggett:** some of our employees have left their jobs in order to help with family childcare and other employees are now relying on family for their childcare.
- **Kathy Thurman:** Eastern Bank is seeing a greater number of retirements so we are reaching out to former retirees to see if they are interested in part-time work to help with staffing. Also, related to this type outreach: there's a WAHVE [**Work At Home Vintage Experts,** ] staffing agency specializing in accounting, HR, and insurance talent that places retirement-age professionals who want to work from home and extend their careers.

**Tom Daniel:** how many immigrants are coming into MA?

- **Mary Sarris:** I'll confirm this, but as far as I know, immigration has declined 40% since 2016 but I've heard that a group of recent refugees from Afghanistan are coming into MA.

### **Commonwealth plans post-COVID**

- MA is putting together different types of programs with the goal of retraining 52,000 workers over 3 years.
- The state is expanding tech school programs to add more adult training, including evening programs (in addition to existing curriculum and manufacturing funding): for example, we're looking into launching a cyber security training program with the WBs doing the recruiting to fill CC and tech school capacity.
- **Heidi Riccio:** Thank you to the WB and Gov. Baker for \$100 million in community funding. We hope to co-brand/co-develop programs with North Shore Community College and other local partners. We need to continue to focus on the local hospitality industry since these workers can earn a good cash-basis living. The future is bright with examples like Peabody's trendy new restaurants and Gloucester's high-end Beauport hotel.
- **Mary Sarris:** ARPA funds... what are your thoughts?
- **Joy Livramento-Bryant:** North Shore Medical Center will reach out to work on training partnerships.
- **Stratton Lloyd:** Note the trend to pay-for-performance model with funding and other awards based on demonstrated success... our organization will be talking more about this.
- **Tracey Cahalane:** Employers could invest in training their own employees (with a better outcome) as an alternative to paying staffing agencies.
- **Mary Sarris:** There are youth initiatives around this topic. We're organizing a December meeting for guidance counselors to help get them involved in recruiting students for manufacturing training... helping them better understand the variety of job opportunities within manufacturing.
- **Kate O'Malley:** We need to shift how we "sell" manufacturing.
- **Mary Sarris:** We also need to see this shift in relation to other careers. MA is looking into ARPA funds to provide temporary wage compensation but the funding would end at a certain point.

### **From the chat log:**

**Stratton Lloyd** in response to Lynn Tech machine shop overhaul: this was an amazing \$3 to \$4 million investment tripling the size of the space and adding 10 to 20 new high-tech machines. See the 10/28/21

*Lynn Item* article for more information. Kudos to the North Shore WB for leadership in this multi-year effort: amazing work!

**Kate O'Malley in response to immigration discussion:** Where will refugees stay... the cost of housing on the North Shore is ridiculous.

**Stratton Lloyd in response to Tom Daniel:** Great point, Tom, on immigration change since 2016... accelerated with COVID controls.

**John Flinn:** If companies can't find local employees here on the North Shore, then we need immigration and automation. The last option would be relocation. But we like this area! It would be nice to see MassHire help recruit immigrants: filling the training programs pipeline. All could be company sponsored to some level, certainly from a guaranteed employment standpoint. Kate's point about housing is a key complicator as well. Not easy.

**Stratton Lloyd:** Pay for success with philanthropy and employers teaming up... this is the concept overview (<https://socialfinance.org/what-is-pfs/>).

*Stratton Lloyd motioned to adjourn. Heidi Riccio seconded the motion. The meeting ended at 9:05 AM.*

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**Upcoming Board meetings for FY22: 8 AM on the following dates with Zoom details to come...**

- January 13, 2022
- March 10, 2022
- May 12, 2022

## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	33	33	519	393	465
Total Customers	306	63	1,706	750	1,117

North Shore One-Stop Total <sup>2</sup>	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	235	226	1,041	2,716	649
Total Customers	659	354	1,926	4,250	1,333

One-Stop Placements <sup>3</sup>	Q4 FY20	Q1FY21	Q2FY21	Q4FY21
FY 20 & 21	66%	66%	63%	56%

### *Job Seeker Satisfaction – October 2021 / November 2021*

System-Wide (n = 83)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	64 (77%)	12 (15%)	6 (7%)	0 (0%)	1 (1%)

### *Employer Satisfaction – October 2021 / November 2021*

System-Wide (n = 2)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	1 (50%)	0 (0%)	1 (50%)	0 (0%)	0 (0%)

### *Employer Services*

	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Employer Accounts	12	50	132	600	99
Total Employers Served	26	150	387	1,800	310
Number of Employers Listing Job Orders	21	42	152	500	94

<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.

<sup>3</sup> Q3FY21 Placements have not been reported by MassHire Department of Career Services



**ACCESS POINT OVERVIEW**

Salem – The Hub	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	228	145	1,015	1,745	633
Total Customers	590	210	1,839	2,521	1,237

Gloucester -AP	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	1	15	15	179	8
Total Customers	21	31	41	370	34

NSCC – AP	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	2	58	17	690	11
Total Customers	22	104	50	1,246	44

Family Success Center-AP	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	1	3	1	31	0
Total Customers	1	5	1	64	0

Peabody Institute -AP	Nov, 21		Actual YTD		Nov, 20 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	0	3	0	37	0
Total Customers	0	3	0	39	0

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

**Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	Nov, 20 YTD
<b>Adult</b>	33	69	28
<b>Dislocated Worker</b>	85	126	67

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	Nov, 20 YTD
<b>Adult</b>	0	38	0
<b>Dislocated Worker</b>	11	80	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 21
Salem State	8	1	1	100%	\$36.06	14
North Shore CC	7	1	1	100%	\$20.00	26
Millennium	4	0				1
Network Technology	4	0				1
Visible Edge	4	1	1	100%	\$75.96	5
Wellspring House	2	0				1

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed /Average Wage	Number Served in FY 21
Action, Inc.	9	2	1/\$13.50	11
Catholic Charities	16	0		23
North Shore CDC	7	0		5

	Goal	Actual
Student Work and Learning Experiences	475	422

**Budget - Actual Summary by Program**  
**As of November 30, 2021**

<b>FY</b>	<b>Program Description</b>	<b>FY Budget</b>	<b>FYTD Spent &amp; Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b>Federal Funds</b>					
2019	NAMC Apprentice Continuation Grant	\$ 492,000	459,006	\$ 32,994	6.7%
2021	Return to Work	12,500	11,443	1,057	8.5%
2022	Trade Adjustment Assistance Case Mgmt.	66,871	-	66,871	100.0%
2021	Trade Adjustment Assistance Case Mgmt.	38,480	7,318	31,162	81.0%
2021	UI Walk-in	15,000	-	15,000	100.0%
2022	Vets: Disabled Veterans Outreach Program	209,000	-	209,000	100.0%
2021	Wagner Peyser ES 90%	855	853	2	0.2%
2021	Wagner Peyser ES, 10%	52,871	52,873	(2)	0.0%
2022	Wagner Peyser ES, 10%	59,575	-	59,575	100.0%
2021	WIOA Formula Funds: Adults	428,306	331,916	96,390	22.5%
2021	WIOA Formula Funds: Dislocated Workers	534,656	619,052	(84,396)	-15.8%
2021	WIOA Formula Funds: Youth	386,136	264,525	121,611	31.5%
2021	WIOA Formula Funds: Administration	120,000	157,808	(37,808)	-31.5%
2022	WIOA Formula Funds: Adults	545,658	-	545,658	100.0%
2022	WIOA Formula Funds: Dislocated Workers	601,043	-	601,043	100.0%
2022	WIOA Formula Funds: Youth	691,553	296,138	395,415	57.2%
2022	WIOA Formula Funds: Administration	183,825	-	183,825	100.0%
2020	RESEA-Re-employment Eligibility Assessment	45,449	45,449	-	0.0%
2021	RESEA-Re-employment Eligibility Assessment	13,854	13,854	-	0.0%
2021	Apprentice Expansion	249,080	168,749	80,331	32.3%
<b>Total Federal Funds</b>		<b>\$ 4,746,711</b>	<b>\$ 2,428,983</b>	<b>\$ 2,317,728</b>	<b>48.8%</b>
<b>State &amp; Local Funds</b>					
2022	DTA – TAO SNAP	\$ 19,361.71	\$ 19,361.71	\$ -	0.0%
2022	Early College Salem State	8,000.00	-	8,000.00	100.0%
2022	Earned Funds	22,579.00	22,975.24	(396.24)	-1.8%
2022	Health Care Hub	187,500.00	166,016.30	21,483.70	11.5%
2022	LHAND- Jobs Plus	150,000.00	125,118.29	24,881.71	16.6%
2021	State One-Stop Career Centers	634,600.00	74,046.89	560,553.11	88.3%
2021	Workforce Training Fund: WIB Support	95,000.00	31,905.95	63,094.05	66.4%
2021	Youth Works – Summer 2021	960,840.00	860,996.07	99,843.93	10.4%
2021	GE Foundation	403,846.00	226,291.17	177,554.83	44.0%
2021	Youth HSSEIP	162,000.00	189,751.30	(27,751.30)	-17.1%
2022	Connecting Activities	225,391.00	89,290.03	136,100.97	60.4%
2022	DTA - CIES	224,392.00	45,181.10	179,210.90	79.9%
2022	DTA - WPP	55,016.64	12,139.82	42,876.82	77.9%
2022	VMT Manufacturing	35,000.00	17,129.06	17,870.94	51.1%
2022	Youth Works - Staffing	35,000.00	-	35,000.00	100.0%
2022	Youth Works - Year Round	193,424.00	106,227.33	87,196.67	45.1%
2021	NSCC OIFSP	50,000.00	45,023.16	4,976.84	10.0%

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<i>Total State Funds</i>	\$	3,442,589	\$	2,012,092	\$	1,430,497	41.6%
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<b>TOTAL FUNDS</b>	\$	8,189,300	\$	4,441,075	\$	3,748,225	45.8%
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