



# **NORTH SHORE WORKFORCE BOARD**

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

Date: March 1, 2022  
TO: Board of Directors  
FROM: Mary Sarris  
RE: March 10, 2022 Board meeting

The North Shore Workforce Board will meet on March 10, 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. *North Shore Youth Career Center at NSCC opening*
  - B. *WIOA Initial Estimates for FY2023*
  - C. *Other*
2. ***Manufacturing Update***
  - a. *Training- machining and other*
  - b. *Apprenticeship – regional and state-wide*
  - c. *New Programming*
3. ***Healthcare***
  - a. *Current training – Behavioral Health and Acute/Long-term Care/Community Health*
  - b. *Potential new training*
4. ***Technology***
  - a. *Life Sciences Grant with Colleges*
  - b. *Research into Skill needs*
  - c. *Potential Summit*
5. ***Committee Reports – Summaries***
6. ***Upcoming Meeting Schedule for FY 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 10<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**

**March 10, 2022**

Prepared on  
March 1, 2022

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## MassHire-North Shore Workforce Board of Directors

### Meeting Minutes for January 13, 2022

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**Directors attending:** Tracey Cahalane, Tom Daniel, John Flinn, Anna Freedman, Dave Gagner (for Patrick Tutwiler), David Gravel, Marcia Griesdorf, William Heineman, Joy Livramento-Bryant, Dave Manning, Heidi Riccio, Laurie Roberto, Steve Shea

**Directors not attending:** Karen Andreas, Justin Anshewitz, Brian Cranney, Cecilia Gray (for Lyndsay Harris), John Keenan, Paul Mahoney, Lisa Pais, Diane Smith, Kathy Thurman, Bill Tinti, Stan Usovicz

**Others attending:** Seth Lattrell (City of Salem), Bonnie Carr (Essex North Shore Agricultural & Technical School), Dianne Palter Gill (North Shore Community College), Mary Deighan (Sen. Lovely's office, MA state legislature), Judy Bower (MassHire Department of Career Services), Stratton Lloyd (Essex County Community Foundation)

**Staff attending:** 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 not present with 13 members attending.*

*The meeting began at 8:05 AM.*

*Due to a lack of a quorum, a vote to approve the November 18<sup>th</sup> meeting minutes was postponed until the upcoming March 10<sup>th</sup> meeting.*

### 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.]

#### **Youth Career Center updates (Tracey Cahalane):**

- **Relocating the Youth Career Center to North Shore Community College/Lynn campus**  
Depending on office furniture delivery expected in February/March due to supply chain issues, the Youth Career Center staff plans to move this spring to space provided by North Shore Community College (down the hall from the existing adult career center access point).  
An agreement with the college has been signed and NSCC COVID protocols will be followed.

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

- COVID is impacting staff and their families and related staff outages are challenging.

- Other career centers in MA have gone fully remote but the North Shore Career Center is staying open for now. Customer traffic is very slow with 4 to 6 visits a day and Center staff schedules have been adjusted accordingly with a minimum number of onsite staff and the remainder working remotely.
- Career Center staff continues to follow distancing, masking, and sanitizing protocols and we allow a maximum of 8 people (4 customers/4 staff utilizing plexiglass dividers) for individual meetings in a large conference room with a 30-person pre-COVID capacity and an additional smaller conference room can hold 2 customers/2 staff if needed.
- The Career Center is continuing to work with partner agencies, including the Lynn Public Schools' Welcome Center for parents of students and the New American Center in Lynn.
- The Career Center is also working with the state to channel increased funding for trainings, etc.

**Mary Sarris:** recent publicity in Lynn's Daily Item resulted in over 100 people signing up in the last couple of days for information sessions on training

#### **Labor market updates (Mary Sarris):**

Massachusetts labor force participation rate in November 2021 was 66.5%, equal to the February 2019 pre-pandemic rate and .3% (or 15,928 workers) lower than the last normal rate of 66.8% in November 2019.

#### **Salem Offshore Wind (OSW) presentation (Seth Latrell, City of Salem Port Authority Deputy/Planner with Tom Daniel, Director, City of Salem Department of Planning and Community Development):**

**Overview:** the City of Salem is partnering with Crowley Maritime and Vineyard Wind on this project with the goal of providing 1,200 megawatts of power to the state. Components will be delivered by sea (initially from international suppliers) and assembled onsite resulting in contractor jobs and other opportunities extending beyond Salem. Crowley operates in many national ports, is a strong partner for Salem, and will be purchasing 42 acres from the Footprint gas plant for a staging area.

[See PPT slides for background on OSW lease areas, status of Gulf of Maine OSW, and status of state procurement]

**Seth Latrell:** The port of Salem is one of the few ports in the country that can support a large-scale staging site like that proposed by OSW because it is deep and unobstructed. The site is expected to increase commercial tax revenues, provide hundreds of jobs during both construction (years 2023 to 2025, estimate is 400 total FTEs) and operation (years 2025 to 2030, estimate is 500 total FTEs), and attract \$150+ million in private/federal/state port infrastructure investment during development and an additional \$180 million during operation. Overall, the direct and induced economic benefit up to year 2030 is approximated at \$535 million in investment with 1850 FTE job years created. Assuming 75% utilization, the port may generate as much as \$1 billion in 20 years given that turbines have a 20 to 25-year lifespan.

Related job creation is expected for installation (vessels, ports), supply chain (blade manufacturing, nacelle assembly, tower and substructure manufacturing, cabling, substation), as well as for development/professional services and operations/maintenance.

**Tom Daniel:** There is a societal shift to clean energy and although based in Salem, this is a regional initiative and state funds will be involved, including funds to research how smaller local businesses will be part of this massive work. We're at the information-sharing stage and are open to presenting to other organizations.

**From the chat log:**

- **Stratton Lloyd:** This is huge: congratulations! Are you all considering ancillary workforce needs (overtime) and secondary industries to support the install and implementation and operational phases... particularly the small business support?
- **William Heineman:** Agreed, Stratton.
- **Kate O'Malley:** It would be helpful to see the depth on this slide's categories ["Anticipated Workforce Labor Needs"] with job descriptions and anticipated numbers.
- **Bonnie Carr:** Thank you, Tom and Seth: this will have such a positive impact on our region!
- **John Flinn:** Time to recruit the oil rig workers from the Gulf of Mexico!

**Other updates**

**Cherry Hill Park study (Mary Sarris):** report recommends 4 goals as follows (Centennial Park study is next working with the North Shore Alliance for Economic Development):

- Establish a direct shuttle/van pool from Lynn, Peabody, and Lawrence since most employees commute from these communities
- Explore micro transit options to better connect Cherry Hill Park with the Beverly depot and nearby shopping/services/residential areas
- Participate in zoning processes related to the new multi-family zoning requirement for MBTA communities
- Conduct a feasibility study for onsite childcare at Cherry Hill Park

**Tom Daniel:** it would be fantastic to get communities and elected officials involved.

**Training program updates (Mary Sarris):** MA is putting together different types of programs with the goal of retraining 52,000 workers over 3 years so there are lots of opportunities.

- **GE Foundation/AMTEP:** ongoing into 2025 with CNC machinist program beginning in 1/22  
**Kate O'Malley:** so far during the two-year COVID period, 150 students have enrolled, 130 have graduated, and 107 have been placed. The Northeast Advanced Manufacturing Consortium has links to training on their [namcnetwork.com](http://namcnetwork.com) site.  
**From chat/Stratton Lloyd:** Great job Kate, Bonnie, Diane and EVERYONE involved: huge team effort.  
**From chat/Heidi Riccio:** Thank you for your support, Stratton! The funding is key and we appreciate you and ECCF.
- **Commonwealth of MA/Career Technical Initiative:** additional programs expected for 2 to 3 years with HVAC, welding, construction labor starting in 1/22 and electro-mechanical assembly in 2/22
- **WIOA training:** multiple training options including administrative, medical, CDL, IT, lean project management

- **Healthcare Hub:** through 6/23 with medical assistant, CNA, Bridge to Nursing and various behavioral health training programs through 12/22 for incumbent workers in community-based agencies

**Bonnie Carr:** a big thank-you to all the partners involved in training initiatives, including employers. The North Shore has some of the strongest partnerships in the state.

**Stratton Lloyd:** ECCF is happy to help promote programming opportunities through their social media channels.

*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...**

- March 10, 2022
- May 12, 2022

## CAREER CENTER OVERVIEW

| Youth Career Center <sup>1</sup> | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|----------------------------------|---------|------|------------|-------------------|-------------|
|                                  | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Customers                    | 114     | 33   | 589        | 393               | 592         |
| Total Customers                  | 183     | 63   | 2,018      | 750               | 848         |

| North Shore One-Stop Total <sup>2</sup> | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|---|---------|------|------------|-------------------|-------------|
|   | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Customers                           | 248     | 226  | 1,442      | 2,716             | 1,580       |
| Total Customers                         | 648     | 354  | 2,450      | 4,250             | 2,376       |

| One-Stop Placements <sup>3</sup> | Q2FY21 | Q4FY21 | Q1FY22 | Q2FY22 |
|----------------------------------|--------|--------|--------|--------|
| FY 20 & 21                       | 63%    | 56%    | 53%    | 54%    |

### *Job Seeker Satisfaction – December 2021 / January 2022*

| System-Wide (n = 81)                                       | Highly Satisfied | Somewhat Satisfied | Neutral | Somewhat Dissatisfied | Highly Dissatisfied |
|--|------------------|--------------------|---------|-----------------------|---------------------|
| How would you rate your level of satisfaction with MHNSCC? | 49 (61%)         | 14 (17%)           | 6 (7%)  | 6 (7%)                | 6 (7%)              |

### *Employer Satisfaction – December 2021 / January 2022*

| System-Wide (n = 2)                              | Highly Satisfied | Somewhat Satisfied | Neutral | Somewhat Dissatisfied | Highly Dissatisfied |
|--|------------------|--------------------|---------|-----------------------|---------------------|
| Overall satisfaction with Career Center services | 2 (50%)          | 1 (25%)            | 1 (25%) | 0 (0%)                | 0 (0%)              |

### *Employer Services*

|  | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|--|---------|------|------------|-------------------|-------------|
|  | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Employer Accounts                  | 100     | 50   | 274        | 600               | 269         |
| Total Employers Served                 | 348     | 150  | 798        | 1,800             | 601         |
| Number of Employers Listing Job Orders | 50      | 42   | 213        | 500               | 275         |

<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 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 | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|-----------------|---------|------|------------|-------------------|-------------|
|                 | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Customers   | 243     | 145  | 1,409      | 1,745             | 1,483       |
| Total Customers | 594     | 210  | 2,368      | 2,521             | 2,402       |

| Gloucester -AP  | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|-----------------|---------|------|------------|-------------------|-------------|
|                 | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Customers   | 4       | 15   | 19         | 179               | 72          |
| Total Customers | 20      | 31   | 45         | 370               | 150         |

| NSCC – AP       | Jan, 22 |      | Actual YTD |                   | Jan, 21 YTD |
|-----------------|---------|------|------------|-------------------|-------------|
|                 | Actual  | Plan | YTD        | Plan thru 6/30/22 | Actual      |
| New Customers   | 0       | 58   | 20         | 690               | 124         |
| Total Customers | 1       | 104  | 54         | 1,246             | 231         |

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

|                   | YTD Actual | Planned Thru End of Grant | Jan, 21 YTD |
|-------------------|------------|---------------------------|-------------|
| Adult             | 35         | 69                        | 29          |
| Dislocated Worker | 92         | 126                       | 106         |

**Overall WIOA Placement**

|                   | YTD Actual | Planned Thru End of Grant | Jan, 21 YTD |
|-------------------|------------|---------------------------|-------------|
| Adult             | 3          | 38                        | 6           |
| Dislocated Worker | 28         | 80                        | 9           |

**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    | 9             | 1             | 1             | 100%           | \$36.06      | 14                     |
| North Shore CC | 8             | 0             |               |                |              | 26                     |

|                           |   |   |   |      |         |   |
|---------------------------|---|---|---|------|---------|---|
| <b>Millennium</b>         | 5 | 0 |   |      |         | 1 |
| <b>Network Technology</b> | 4 | 1 | 1 | 100% | 43.27   | 1 |
| <b>Visible Edge</b>       | 4 | 1 | 1 | 100% | \$75.96 | 5 |
| <b>Wellspring House</b>   | 3 | 0 |   |      |         | 1 |

## **YOUTH DIVISION**

### **Workforce Investment Act Programs**

| <b>Vendor</b>             | <b>Number Served</b> | <b>Number Exited</b> | <b>Number placed/<br/>Average Wage</b> | <b>Number Served in FY 21</b> |
|---------------------------|----------------------|----------------------|--|-------------------------------|
| <b>Action, Inc.</b>       | 9                    | 2                    | 1/\$13.50                              | 11                            |
| <b>Catholic Charities</b> | 16                   | 1                    | 1/14.50                                | 23                            |
| <b>North Shore CDC</b>    | 7                    | 0                    |  | 5                             |

|  | <b>Goal</b> | <b>Actual</b> |
|--|-------------|---------------|
| <b>Student Work and Learning Experiences</b> | 475         | 435           |

**Budget - Actual Summary by Program**  
**As of January 31, 2022**

| <b>FY</b>                      | <b>Program Description</b>                  | <b>Budget</b>       | <b>Spent &amp;<br/>Obligated TD</b> | <b>Amount<br/>Remaining</b> | <b>Percent<br/>Remaining</b> |
|--------------------------------|---|---------------------|-------------------------------------|-----------------------------|------------------------------|
| <b>Federal Funds</b>           |   |                     |                                     |                             |                              |
| 2019                           | NAMC Apprentice Continuation Grant          | \$ 492,000          | \$ 453,516                          | \$ 38,484                   | 7.8%                         |
| 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              | 10,243                              | 28,237                      | 73.4%                        |
| 2021                           | UI Walk-in                                  | 15,000              | -                                   | 15,000                      | 100.0%                       |
| 2022                           | Vets: Disabled Veterans Outreach Program    | 209,000             | 14,803                              | 194,197                     | 92.9%                        |
| 2021                           | Wagner Peyser ES 90%                        | 855                 | 855                                 | -                           | 0.0%                         |
| 2021                           | Wagner Peyser ES, 10%                       | 52,871              | 52,871                              | -                           | 0.0%                         |
| 2022                           | Wagner Peyser ES, 10%                       | 59,575              | -                                   | 59,575                      | 100.0%                       |
| 2021                           | WIOA Formula Funds: Adults                  | 428,306             | 310,905                             | 117,401                     | 27.4%                        |
| 2021                           | WIOA Formula Funds: Dislocated Workers      | 534,656             | 542,721                             | (8,065)                     | -1.5%                        |
| 2021                           | WIOA Formula Funds: Youth                   | 386,136             | 323,436                             | 62,700                      | 16.2%                        |
| 2021                           | WIOA Formula Funds: Administration          | 120,000             | 120,578                             | (578)                       | -0.5%                        |
| 2022                           | WIOA Formula Funds: Adults                  | 545,658             | 84,625                              | 461,033                     | 84.5%                        |
| 2022                           | WIOA Formula Funds: Dislocated Workers      | 601,043             | 162,779                             | 438,263                     | 72.9%                        |
| 2022                           | WIOA Formula Funds: Youth                   | 691,553             | 493,574                             | 197,978                     | 28.6%                        |
| 2022                           | WIOA Formula Funds: Administration          | 183,825             | 56,756                              | 127,069                     | 69.1%                        |
| 2020                           | RESEA-Re-employment Eligibility Assessments | 45,449              | 45,449                              | -                           | 0.0%                         |
| 2021                           | RESEA-Re-employment Eligibility Assessments | 13,854              | 13,854                              | -                           | 0.0%                         |
| 2021                           | Apprentice Expansion                        | 249,080             | 177,291                             | 71,789                      | 28.8%                        |
| <b>Total Federal Funds</b>     |   | <b>\$ 4,746,712</b> | <b>\$ 2,875,698</b>                 | <b>\$ 1,871,013</b>         | <b>39.4%</b>                 |
| <b>State &amp; Local Funds</b> |   |                     |                                     |                             |                              |
| 2022                           | DTA – TAO SNAP                              | \$ 19,362           | \$ 19,362                           | \$ -                        | 0.0%                         |
| 2022                           | Early College Salem State                   | 8,000               | -                                   | 8,000                       | 100.0%                       |
| 2022                           | Earned Funds                                | 23,996              | 23,996                              | 0                           | 0.0%                         |
| 2022                           | Health Care Hub                             | 187,500             | 183,491                             | 4,009                       | 2.1%                         |
| 2022                           | LHAND- Jobs Plus                            | 150,000             | 133,562                             | 16,438                      | 11.0%                        |
| 2021                           | State One-Stop Career Centers               | 634,600             | 135,260                             | 499,340                     | 78.7%                        |
| 2021                           | Workforce Training Fund: WIB Support        | 95,000              | 45,688                              | 49,312                      | 51.9%                        |
| 2021                           | Youth Works – Summer 2021                   | 960,840             | 636,116                             | 324,724                     | 33.8%                        |
| 2021                           | GE Foundation                               | 403,846             | 281,152                             | 122,694                     | 30.4%                        |
| 2021                           | Youth HSSEIP                                | 162,000             | 189,751                             | (27,751)                    | -17.1%                       |
| 2022                           | Connecting Activities                       | 225,391             | 187,985                             | 37,406                      | 16.6%                        |
| 2022                           | DTA - CIES                                  | 224,392             | 56,566                              | 167,826                     | 74.8%                        |
| 2022                           | DTA - WPP                                   | 55,017              | 26,943                              | 28,074                      | 51.0%                        |
| 2022                           | VMT Manufacturing                           | 81,875              | 39,182                              | 42,693                      | 52.1%                        |
| 2022                           | Youth Works - Staffing                      | 35,000              | -                                   | 35,000                      | 100.0%                       |
| 2022                           | Youth Works - Year Round                    | 193,424             | 128,446                             | 64,978                      | 33.6%                        |
| 2021                           | NSCC OIFSP                                  | 50,000              | 45,023                              | 4,977                       | 10.0%                        |
| <b>Total State Funds</b>       |   | <b>\$ 3,490,881</b> | <b>\$ 2,113,163</b>                 | <b>\$ 1,377,718</b>         | <b>39.5%</b>                 |
| <b>TOTAL FUNDS</b>             |   | <b>\$ 8,237,592</b> | <b>\$ 4,988,861</b>                 | <b>\$ 3,248,731</b>         | <b>39.4%</b>                 |