



NORTH SHORE WORKFORCE BOARD

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Date: February 28, 2023
To: Board of Directors
From: Mary Sarris
Re: March 9, 2023, Board Meeting

The North Shore Workforce Board will meet on Thursday, March 9, 2023, from 8:00 AM to 9:00 AM. This will be a remote meeting (Zoom information is below).

Topic: WB March Meeting

Time: Mar 9, 2023 08:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/89873821361?pwd=ZVhWZTZnS1R6ZXI4NHRKM3V3dUw5UT09>

Meeting ID: 898 7382 1361

Passcode: 056188

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Our agenda will be as follows:

1. Chair's Report
 - A. City of Salem transition to new mayor and other state appointments
 - B. New grant update
 - C. MIT meetings on DOD contracts/jobs
 - D. New goals – strategies from committee meetings
 - E. Symposium: North Shore Alliance for Economic Development – June 28, 2023, at Hawthorne Hotel
 - F. LMI update
2. Offshore Wind – program design as of today
3. Youth internships – review of examples and WB involvement (small groups)
4. Informational interviews (30 minutes via phone or in-person) between WB members and WB staff on:
 - A. Status of business now versus pandemic
 - B. WB members' vision of the future
5. Committee reports – summaries
6. Upcoming meeting schedule for FY 2023: May 11, 2023

As always, your input and leadership are needed – particularly in these complicated and challenging times. Change is inevitable and much needed! Looking forward to seeing you on the 9th!

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



NORTH SHORE WORKFORCE BOARD

BOARD REPORT

March 9, 2023

Prepared on
March 3, 2023

TABLE OF CONTENTS

	Page
Minutes of Board Meeting of January 12, 2023	3
Career Centers Division	6
Training Division / Workforce Innovation and Opportunity Act	7
Youth Services Division	8
Financial Reports	9

MassHire-North Shore Workforce Board of Directors

Meeting Minutes for January 12, 2023

Directors attending: Charles Anastos, Justin Anshewitz, Tracey Cahalane, Bonnie Carr (for Heidi Riccio), Tom Daniel, Amy Doherty (for Thelma Williams), John Flinn, Anna Freedman, Debbie Gaudet (for Diane Smith), Dave Gravel, Bill Heineman, Elizabeth Kayajian (for Joy Livramento-Bryant), Dave Manning, Laurie Roberto, Dwayne Thomas

Directors not attending: Karen Andreas, Jay Daley, Cecilia Gray, John Keenan, Paul Mahoney, Lisa Pais, Steve Shea, Kathy Thurman, Bill Tinti, Stan Usovicz

Others attending: Rosa Alvarado (Sen. Lovely's office, MA Legislature), Judy Bower (MassHire Department of Career Services), Dylan Lukitsch (City of Beverly), Dianne Palter Gill (North Shore Community College), Shannon Spinosa (Peabody Public Schools), Laura Swanson (Enterprise Center at Salem State University/North Shore Alliance for Economic Development)

Staff attending: Katie Crowder, Sandra Efstratiou, Marcia Griesdorf, Kari Heen, Kathy Hoffman, Tedi Markham, Ann-Marie O'Keefe, Ed O'Sullivan, Kendra Sanon Williams, Mary Sarris, Paul Ventresca

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

A quorum was present with 15 members represented.

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 warm welcome to:
 - The City of Salem's new Acting Mayor Robert McCarthy
 - New Board member Jay Daley from the IUE -CWA Local 201
- Thank you to Salem's departing mayor (now lieutenant governor) Kim Driscoll for your many contributions to the WB!
- New grants: updates
 - Awaiting contracts: STEM Internship in Technology (with North Shore Tech Council and North Shore Innoventures) and High School Senior Education Internship Program (places high school seniors interested in elementary education settings, giving them the opportunity to learn more about teaching)
 - Underway: Behavioral Health grant – working with Salem and Beverly hospitals to train entry-level mental health workers

- In the pipeline: a new federal grant to develop a micro transit system on the North Shore
- Facility updates: 3-year WB and Career Center leases signed with 1 to 2-year renewal options
- LMI update: Unemployment declined to 2.9% for MA and the US in November. Given a historical trend of seasonal layoffs, there may be higher unemployment rates in January. Labor force participation was 65% for MA vs. 62.1% nationally as of November, 2022.
- More LMI: Unemployment claims have declined by more than 90% in MA and on the North Shore during the past 2 years. Currently there are 2,393 continuing North Shore UI claims and 40,634 continuing for MA for the week ending 11/12/22. 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 November, 2022, other than mining/logging with a MA job vacancy rate of 9.2%, the most vacancies were in financial activities (4.4%), education and health services (4.2%), and manufacturing (3.4%); these sectors also had a high number of job postings. The sectors with a high number of job postings and low vacancy rates were professional and business services, retail trade, and leisure/hospitality. The lowest job vacancy rates were in government (.4%), wholesale trade (.4%), and construction (.7%).

New mission statement and related goals:

“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.”

“How-to” brainstorming session focused on the following 4 goals: notes from break-out groups

1. Expand/increase the North Shore labor force to meet the current and anticipated needs of North Shore employers
 - Develop a workshop to help job seekers identify their transferable skills and leverage assessment tools like TORQ [Transformational Occupational Relationship Quotient]
 - Work with employers to address barriers to employment including documentation/citizenship status, age (youth and seniors), and access to affordable housing/transportation/childcare and elder care
 - Continue to track those who leave the labor force and why
 - Research youth employment trends (especially given the pandemic): many college and college-aged students lack previous work experience
 - Consider providing outreach to homeless youth and those aging out of the foster care system: few go on to higher education so research how to best serve this population
 - Research possible AmeriCorps senior grants (for customers 55 and over)
2. Improve communication locally so companies and job seekers know about the WB and take advantage of our services

- Research PSA [public service announcement] options and new promotion/connection channels (for instance, billboards, television, and LinkedIn) keeping in mind accessibility for all audiences, including the visually-impaired
 - Create a more collaborative marketing plan with the state and North Shore cities/towns that sends a clearer message (for example, having a protocol for grant award announcements)
 - Continue to collaborate with other workforce boards to share and promote best outreach practices
 - Expand “Career Center on the Go” offerings for mobile customer service and include more low-income housing developments
 - Expand outreach to professional organizations that train and mentor workers in specialized fields
3. Utilize our funding and partnerships in innovative ways to maintain and expand a strong, diverse workforce on the North Shore
- One new example is virtual reality software recently purchased for the Youth Career Center so young people can explore different career options like auto mechanics (there is a step-by-step VR simulation showing how to change the oil in a car).
 - Continue to hold bi-monthly meetings with partners to help broadcast their programs
 - Leverage/promote/expand the network of contacts to address specific needs like onsite employer-sponsored childcare (task force model)
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
- For instance, two current grants focus on providing pathways to nursing careers and training behavioral health workers due to the labor shortages in those fields.
 - Continue to explore innovative (efficient, accessible, cost-effective) training models like virtual reality simulations with the goal of making them available to more job-seekers
 - Continue to secure funding for services that will help support the labor force like providing reliable public transportation and helping to bridge the digital divide

Presentation by Laura Swanson (Enterprise Center at Salem State University/North Shore Alliance for Economic Development)

FY 2023 projects with the North Shore Alliance for Economic Development include a “Future of Work” study to review new work protocols and research immigration data as well as updating an economic snapshot to show business composition today vs. the 2019 to 2022 time period.

Tracey Cahalane: motion to adjourn. Tom Daniel: seconded.

The meeting ended at 9:00 AM.

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

March 9 and May 11, 2023

CAREER CENTER OVERVIEW

North Shore One-Stop Total	Jan, 23		Actual YTD		Jan, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Customers	376	146	2,121	1,752	1,580
Total Customers	867	220	3,168	2,641	2,376

Youth Career Center	Jan, 23		Actual YTD		Jan, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Customers	83	75	423	905	592
Total Customers	233	197	1,966	2,359	848

One-Stop Placements	Q2FY22	Q3FY22	Q4FY22	Q1FY23
FY 22 & 23	54%	57%	58%	61%

Job Seeker Satisfaction – December 2022 / January 2023

System-Wide (n = 112)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	74 (66%)	20 (18%)	9 (8%)	3 (2%)	6 (5%)

Employer Satisfaction – December 2022 / January 2023

System-Wide (n = 5)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	1 (20%)	4 (80%)	0 (0%)	0 (00%)	0 (0%)

Employer Services

	Jan, 23		Actual YTD		Jan 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Employer Accounts	89	63	538	750	274
Total Employers Served	210	163	1,323	1,950	798
Number of Employers Listing Job Orders	30	42	203	500	213

TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT

Overall WIOA Activity

	YTD Actual	Planned Thru End of Grant	Jan, 22 YTD
Adult	37	84	35
Dislocated Worker	66	139	92

Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	Jan, 22 YTD
Adult	2	46	3
Dislocated Worker	10	84	28

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	14	0				27
Millennium	5	0				6
Visible Edge	5	2	2	100%	33.52	5
BCI	3	0				1
Salem State	3	0				17
CMSC Trucking (formerly Parker Driving School)	2	0				2

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 22
Action, Inc.	14	2	1/\$17.00/hr	15
Catholic Charities	20	4	2\$/21.50/hr	23
North Shore CDC	6	0		11

	Goal	Actual
Student Work and Learning Experiences	475	587

**Budget - Actual Summary by Program
As of January 31, 2023**

FY	Program Description	Budget	Spent & Obligated TD	Amount Remaining	Percent Remaining	
Federal Funds						
2022	Wagner Peyser ES, 10%	\$ 59,575.00	\$ 29,572.12	\$ 30,002.88	50.4%	*
2023	Wagner Peyser ES, 10%	58,466.00	-	58,466.00	100.0%	*
2022	WIOA Formula Funds: Adults	545,657.40	488,554.14	57,103.26	10.5%	*
2022	WIOA Formula Funds: Dislocated Workers	691,552.80	691,552.80	-	0.0%	*
2022	WIOA Formula Funds: Youth	601,042.50	601,042.50	-	0.0%	*
2022	WIOA Formula Funds: Administration	204,250.30	204,250.30	-	0.0%	*
2023	WIOA Formula Funds: Adults	715,082.00	-	715,082.00	100.0%	*
2023	WIOA Formula Funds: Youth	794,028.00	528,327.58	265,700.42	33.5%	*
2023	WIOA Formula Funds: Dislocated Workers	789,588.00	60,332.16	729,255.84	92.4%	*
2022	WIOA Formula Funds: Administration	255,411.00	61,533.92	193,877.08	75.9%	*
2023	Vets: Disabled Veterans Outreach Program	209,000.00	5,670.37	203,329.63	97.3%	
2023	Trade Adjustment Assistance Case Mgmt.	66,871.30	17,269.59	49,601.71	74.2%	*
2023	DUA Technology UI Deployment Tech	26,000.00	3,329.43	22,670.57	87.2%	
2023	RESEA Performance allocaion	35,639.26	4,858.29	30,780.97	86.4%	*
2023	Rapid Response Staff	10,000.00	3,329.43	6,670.57	66.7%	
2023	Upskilling Navig ARPA (3yrs@99.291.00 yr)	297,872.00	54,801.72	243,070.28	81.6%	*
2023	Apprentice Growth & Expansion	251,516.00	224,693.70	26,822.30	10.7%	
2023	WCTF FY21 Donnelly Training BH	319,880.00	1,039.12	318,840.88	99.7%	*
Total Federal Funds		\$ 5,931,431.56	\$ 2,980,157.17	\$ 2,951,274.39	49.8%	

State & Local Funds

2022	LHAND- Jobs Plus	\$ 200,000.00	\$ 151,840.73	\$ 48,159.27	24.1%	*
2022	Earned Funds	15,000.00	10,375.94	4,624.06	30.8%	
2022	Health Care Hub	375,660.00	327,060.62	48,599.38	12.9%	*
2022	GE Foundation	429,447.98	413,192.56	16,255.42	3.8%	*
2022	NE Regional Planning	10,000.00	9,512.02	487.98	4.9%	
2022	Behavioral Health Partnership Exp & Train	138,230.50	46,818.47	91,412.03	66.1%	*
2022	Mass Tech Collaborative (MTC)	28,172.00	17,592.87	10,579.13	37.6%	*
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	1,210,154.85	566,013.15	31.9%	
2023	Early College	15,000.00	15,000.00	-	0.0%	
2023	DTA - WPP	20,181.78	-	20,181.78	100.0%	
2023	Workforce Training	95,000.00	40,115.30	54,884.70	57.8%	
2023	State One Stop	969,841.00	378,243.92	591,597.08	61.0%	
2023	(CIES) Comp. Integrated Employment Serv.	110,904.00	64,863.37	46,040.63	41.5%	
2023	Partners Grants	26,325.62	-	26,325.62	100.0%	
2023	Connecting Activities	349,700.00	110,248.93	239,451.07	68.5%	
2023	Equity Workforce Training Planning	50,000.00	34,600.00	15,400.00	30.8%	
2023	City of Salem - EDSS Econ Div Study&Str	50,000.00	48,345.00	1,655.00	3.3%	

2023	NSCC Health Care	35,000.00	25,000.00	10,000.00	28.6%
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		\$ 5,490,532.58	\$ 3,067,973.79	\$ 2,422,558.79	44.1%
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*** Multi-Year Grant**