



NORTH SHORE WORKFORCE BOARD

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Date: October 19, 2023
To: Board of Directors
From: Mary Sarris
Re: November 9, 2023, Board Meeting

The North Shore Workforce Board will meet in person on Thursday, November 9, 2023, from 8 to 9 AM. **This meeting will be held at the North Shore Career Center which is located on the ground floor of 70 Washington Street in Salem.** All board members will receive a tour of the Center and have an opportunity to try out some of the technologies available to our customers.

Please note: after November 9th we will continue with remote meetings so long as the Open Meeting law is being met and so long as our board members support this concept.

AGENDA

1. Chair's Report
 - A. Labor Market Review
 - B. Immigration Activity
 - C. Regional Planning Re-start
 - D. Updates
 - Offshore Wind
 - Healthcare
 - Youth
2. Tour of the Career Center – attendees will be divided into groups to tour the Center and see various Career Center services. We look forward to hearing your thoughts during and after this experience!
3. Committee Reports – Summaries
4. Upcoming Meeting Schedule for FY 2024
 - January 11, 2024
 - March 14, 2024
 - May 9, 2024

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

Mission – 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.



NORTH SHORE WORKFORCE BOARD

BOARD REPORT

November 9, 2023

Prepared on
October 28, 2023

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MassHire-North Shore Workforce Board of Directors

Meeting Minutes for September 14, 2023

Directors attending: Charles Anastos, Justin Anshewitz, Tracey Cahalane, Tom Daniel, Jay Daley, John Flinn, Anna Freedman, Debbie Gaudet (for Diane Smith), Cecilia Gray, Bill Heineman, Joy Livramento-Bryant, Paul Mahoney, Dave Manning, Steve Maser (for John Keenan), Lisa Pais, Heidi Riccio, Steve Shea, Kara Sittig, Kathy Thurman, Stan Usovicz

Directors not attending: Karen Andreas, Laurie Roberto, Tom Sands, Bill Tinti

Others attending: Judy Bower (MassHire Department of Career Services), Sarah Cahill (Sen. Lovely's office), Bonnie Carr (Essex North Shore Agricultural & Technical School), Teri Allen McDonough (Salem Housing Authority), Mayor Dominick Pangallo (City of Salem), Josh Shepherd (Pathways Adult Education & Training)

Staff attending: Eliud Alcala, Rayshawna Battle, Katie Crowder, Cheryl Dick, Sandra Efstratiou, Kari Heen, Kathy Hoffman, Tedi Markham, Kate O'Malley, Ann Marie O'Keefe, Ed O'Sullivan, Mary Sarris, Paul Ventresca

The meeting format was virtual (using Zoom).

A quorum was present with 20 members represented.

The meeting began at 8:00 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.]

[Tracey Cahalane]

- **Welcome to the City of Salem's Mayor Dominick Pangallo who is attending our meeting today: thank you for being with us!**
- **Status of FY24 programming and budgets:**
 - **For MA WIOA allocations,** Adult is expected to increase 10%, Dislocated Worker is expected to decline 17.1% (based on a standard formula), and Youth funding is expected to increase by 7.1%.
 - **Contracted FY24 amounts (1 year):** \$2,050,000 for YouthWorks; \$180,000 for STEM Internship Program; \$18,000 for Early College; \$349,790 for Connecting Activities; \$95,000 for WTF WB
 - **Contracted (multi-year):** \$413,500 for AMTEP; \$187,800 for Healthcare Hub Planning; \$1,200,000 for Offshore Wind Planning/Implementation; \$285,000 for Behavioral Health Workforce Competitiveness Training Fund (WCTF) grant

- **Pending (1 year):** One Stop Funding may be reduced for FY24 impacting stipend payments.
- **Welcome to new WB staff member Cheryl Dick** (Director of Finance and Grants taking over for Laurie Giardella)
- **FY24 WIOA Youth Contracts** (formal procurement every 2 years through the City of Salem): Katie Crowder presented the following evaluation team recommendations for a Board vote following an electronic quorum in June. **All members were in favor, none opposed.**
 - **Action Inc.:** \$235,055 to serve 19 youth
 - **Catholic Charities North:** \$348,953 to serve 50 youth
 - **North Shore CDC:** \$169,216 to serve 15 youth
 - Note: 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.
- **Future of Work Symposium:** A very successful/well-attended North shore Alliance for Economic Development event held June 28th at the Hawthorne Hotel featured Salem State University reports on the North Shore Economy and the future of work in relation to pandemic disruptions, etc. Attendees represented a variety of business (36%), education (20%), government (27%), and nonprofit organizations. Symposium topics included the underutilized labor market (who are they and how to we access them), the Hispanic/Latinx labor force, immigration, shifts in higher education, workforce trends, achieving success with the current workforce, and best practices for the future of work.
- **LMI update [Mary Sarris]:** North Shore unemployment decreased to 2.8% for July, 2023, compared to 3.8% for July, 2022, so a 1% decline (MA seasonal employment typically peaks in July). The MA labor force participation was 65.1% in July, 2023, 5.1% higher than the COVID-era rate of 60%. However, the labor force participation rate for the Hispanic/Latino sector declined 2.4% from July, 2021, to July, 2023, from 65.0% to 62.6%. Overall, people of color have an unemployment rate about 2% higher than the total population.
 - July labor force participation has declined about 1% for the past 3 years.
 - Currently there are 3,839 initial North Shore UI claims and 64,233 initial UI claims for MA for the week ending 7/15/23.
 - The number of continuing claims in MA has grown 7.2% in the past two years but growth of North Shore continuing claims has been negligible.
 - The 3 industries with the highest percentages of initial unemployment claims were Professional, Scientific, and Technical Services (13%), Accommodation and Food Services (11%), and Health Care and Social Assistance (9%). The Retail Trade, Construction, and Transportation/Warehousing sectors were all at 8%.
 - We are hearing of local layoffs in the tech industry so we are gathering more information: some of these newly unemployed are interested in manufacturing training programs.
 - **Charles Anastos/Harmonic Drive:** Those switching fields need to learn some machining before becoming machine programmers.

- **FROM CHAT: John Flinn/Innovent Technologies**
 “Regarding tech workers, it also would be interesting to see which tech sector (bio, life science, semiconductor, medical, etc.) and if the workers were onsite or remote by position type. BBJ reports on bio/life science layoffs. I see from many sources remote worker effectiveness in tech companies, which is very effective in some positions but deemed not so effective in others.”
- **FROM CHAT: William Heineman/North Shore Community College**
 “Keep in mind two important state policy changes: Tuition Equity (allowing in-state tuition and access to state financial aid to undocumented students who attended high school in Mass for at least three years and graduated or has GED) and MassReconnect (free community college for anyone over 25 without a college degree) as we think about how to expand the workforce and help people sitting on the sidelines see the opportunities available to them to get education needed to enter (or advance in) workforce.”
- **New goals: associated strategies [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 and outreach to Environmental Justice (EJ) neighborhoods*
Report from Eliud Alcala (MHNS Career Center Outreach and Marketing Coordinator):
 - The MHNS Career Center has been working with 108 immigrant families, mainly Creole-speaking from Haiti, 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 and provides numerous service connections.
 - Many of these immigrants have worked in skilled trades like welding and manufacturing and others have housekeeping, cooking, and hairstyling skills.
 - The MHNS Career Center helped set up partner connections including ESL classes for residents 2 evenings a week on the SSU campus provided by The House of Seven Gales Settlement Program.
 - Eliud and other Spanish-speaking Career Center counselors are continuing to assess the residents’ training and employment needs for career-readiness.**Other related information:**
 - The Career Center is adding a new position, Career Coaching Advisor Advocate, to focus on outreach to those living in EJ communities.
 - Essex County Community Foundation is hosting a free 1.5-hour virtual event on September 22nd with several local nonprofit leaders speaking on the topic of Migrants in MA (Understanding and Responding to the Moment): registration details will be shared.
 - **Josh Shepherd/Pathways Adult Education & Training:** please consider the ESL food manufacturing training offered through Pathways as an option for this population.
 2. Improve communication/date use locally so companies and job seekers know about the WB and take advantage of our services: *update on the Career Center’s new layout in action, AMTEP report (entering the last 2.5 years of service and intensifying program outreach)*
Report from Paul Ventresca (MHNS Career Center Executive Director):
 - The recent Career Center “open plan” renovation has been a positive with about 300 additional visitors since the July opening. With more space/visibility for large events,

more Career Center visitors have been casually dropping in for recent employer job fairs (USPS, TSA, etc.) and checking out our resource room to try out a VR headset, etc.

- We plan to hold our Veterans job fair at the Center on November 8th. Many thanks to Salem Five for sharing their community room for this event in past years.
- We also plan to hold our November 9th WB meeting at the Career Center: more to come on this.

3. Utilize our funding and partnerships in innovative ways to maintain and expand a strong, diverse workforce on the North Shore: *increase the maximum ITA payment* **[Mary Sarris and Tracey Cahalane]**

Note: the MHNSWB researched the range of other WB's caps and most were approximately \$10,000.

Vote to increase the Individual Training Account (ITA) cap to \$8000 [from \$5000] to be more in line with regional training providers' costs: all members were in favor, none opposed.

• **Offshore Wind (OSW) Updates [Ed O'Sullivan]:**

- After a 6-month planning grant and partnering with SAFE (Salem Alliance for the Environment) and others to bring 35+ regional nonprofits together to research options, we (along with UMass Amherst Gloucester Marine Station, Essex Community Foundation, and the City of Salem) received a \$1.2 million award for a 3-year grant from the Massachusetts Clean Energy Center (MACEC) to provide OSW and/or clean energy-related skills training for North Shore residents through a pre-apprenticeship training program with an emphasis on including candidates from Environmental Justice (EJ) communities.
- Sea Installer (a very large vessel used to install towers and turbines) visited Salem Harbor on August 8th for a Coast Guard certification.
- The grant award was announced August 28th with contract expected to be in place by September 15th.
- Interviews for a Training Manager started in late August.
- Training expected to begin at Essex Tech in late winter with 12 students.
- Goal is to expand over 3 years to include Lynn Tech and other appropriate organizations and work with local unions and related organizations to align with industry standards and provide solid career pathways for 60 North Shore residents.
- Note: Environmental Justice communities are defined as 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".

• **Healthcare Hub Grants [Ed O'Sullivan]:**

- 1) North Shore WB as lead (partnering with Greater Lowell and Merrimack Valley WBs): has a 3-year timeframe allowing more time for ramp-up and strategy. A pathway to nursing training opportunity is being considered along with other certificate programs like EMT and Radiology or OR tech. Trauma/de-escalation is another in-demand training area.
- 2) Behavioral Health with Greater Lowell WB as lead (with North Shore and Merrimack Valley WBs): training for recovery coaches, mental health specialists, and other behavioral health

training including de-escalation. We are very grateful to our healthcare partners who have been involved to date and we are also working with Centerboard and Lynn Community Health going forward to help determine employer needs.

- **YouthWorks [Katie Crowder]:** So far 531 low-income or at-risk youth ages 14 to 25 (focusing on youth ages 16 to 21 in our Gateway Cities) have been placed in 35+ worksites with the majority placed in summer jobs: this is an increase of 120 more youth over last summer (with a goal of 553 youth placements).
 - This annual grant (\$2,046,924 for FY24) is funded by Commonwealth Corporation runs from April through June 30th each year.
 - We expect to fund an additional 75 to 100 youth during the school year.
 - Through all their programs, 6 Youth Career Center staff have served over 1000 youth this year with great support from the WB's fiscal team.
 - Youth jobs vary from working in offices (including the Mayor of Lynn's) to outdoor clean-up/landscaping, child and elder care, life guarding, camp work, urban farming, hospitality, IT, media, and entry-level trades.
- **Thank you, Ann-Marie O'Keefe! [Katie Crowder]:** After 14 years with MHNS and a previous career in the private sector, Ann-Marie has decided to retire as the Youth Career Center Manager. Ann-Marie has been a great mentor for YCC staff and her many contributions have fostered the YCC's evolution and growth. We will miss you, Ann-Marie!
FROM CHAT:
 - **Cecilia Gray/GE Aerospace:** "Congratulations Ann-Marie!"
 - **Tom Daniel/City of Salem:** "Congratulations Ann-Marie and thank you!"
 - **Kathy Thurman/Eastern Bank:** "Congratulations Ann-Marie! Thank you for your commitment to youth services on the North Shore!"
- **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 or to assist youth in employer-paid placements. The full-year goal was 96 youth internships: so far since the grant started in March, we have placed 80 interns and sparked conversations for future internships.
 - Internships to date have included work in IT, engineering, aviation, health/dental/elder care, TV production, and other fields.
 - Many thanks to WB member organizations that hosted youth STEM interns this summer: Beverly Hospital/Addison Gilbert Hospital, Innovent Technologies, and the City of Salem.
 - We are waiting to hear if the grant will renew for this school year.

Motion to adjourn by Tom Daniel was seconded.

The meeting ended at 9:00 AM.

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

CAREER CENTER OVERVIEW

North Shore One-Stop Total	Sept, 23		Actual YTD		Sept, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/24	Actual
New Customers	349	190	1,185	2,278	793
Total Customers	887	286	1,997	3,434	1,492

Youth Career Center	Sept, 23		Actual YTD		Sept, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/24	Actual
New Customers	49	98	687	1,176	258
Total Customers	59	256	2,163	3,066	1,076

One-Stop Placements	Q1FY23	Q2FY23	Q3FY23	Q4FY23
FY 22 & 23	61%	63%	65%	67%

Job Seeker Satisfaction – August 2023 / September 2023

System-Wide (n =74)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
How would you rate your level of satisfaction with MHNSCC?	42 (57%)	16 (22%)	6 (8%)	7 (9.5%)	3 (4%)

Employer Satisfaction – August 2023 / September 2023

System-Wide (n =3)	Highly Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Highly Dissatisfied
Overall satisfaction with Career Center services	2 (67%)	1 (33%)	0 (0%)	0 (00%)	0 (0%)

Employer Services

	Sept, 23		Actual YTD		Sept, 22 YTD
	Actual	Plan	YTD	Plan thru 6/30/23	Actual
New Employer Accounts	85	75	209	900	200
Total Employers Served	216	179	535	2,150	508
Number of Employers Listing Job Orders	34	42	94	500	102

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

	YTD Actual	Planned Thru End of Grant	Sept, 22 YTD
Adult	34	95	26
Dislocated Worker	73	122	56

Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	Sept, 22 YTD
Adult	0	53	0
Dislocated Worker	0	78	0

Preferred Vendor Performance (top 4 vendors in terms of enrollments)

Vendor	Number Served	Number Exited	Number Placed	Placement Rate	Average Wage	Number Served in FY 23
North Shore CC	10	0				28
Visible Edge	3	0				14
CMSC Trucking (formerly Parker Driving School)	1	0				3
Millennium	1	0				7

YOUTH DIVISION**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 23
Action, Inc.	15	0		20
Catholic Charities	18	0		24
North Shore CDC	12	0		11

Workforce Investment Act Programs

Student Work and Learning Experiences	Goal: 475	Actual: 654
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Budget - Actual Summary by Program					
As of September 30, 2023					
FY	Program Description	Budget	Spent & Obligated TD	Amount Remaining	Percent Remaining
Federal Funds					
2023	WIOA Formula Funds: Adults	\$ 715,082.40	\$ 325,632.04	\$ 389,450.36	54.5%
2023	WIOA Formula Funds: Dislocated Workers	789,588.00	543,300.09	246,287.91	31.2%
2023	WIOA Formula Funds: Youth	794,027.70	794,027.70	-	0.0%
2023	WIOA Formula Funds: Administration	255,410.90	160,605.48	94,805.42	37.1%
2024	WIOA Formula Funds: Adults	786,651.30	-	786,651.30	100.0%
2024	WIOA Formula Funds: Dislocated Workers	654,522.30	-	654,522.30	100.0%
2024	WIOA Formula Funds: Youth	850,576.50	393,804.02	456,772.48	53.7%
2024	WIOA Formula Funds: Administration	254,638.90	-	254,638.90	100.0%
2022	DUA Technology UI Deployment Tech	26,000.00	-	26,000.00	100.0%
2022	TAA Case Management	66,871.28	58,543.99	8,327.29	12.5%
2023	TAA Case Management-Retained by DCS	-	-	-	N/A
2023	Wagner Peyser ES, 10% - Partial Contracted	14,085.12	6,021.15	8,063.97	57.3%
2024	Wagner Peyser ES, 10% - Retained by DCS	-	-	-	N/A
2023	Upskilling Navig ARPA	379,236.50	122,466.29	256,770.21	67.7%
2023	WCTF FY21 Donnelly Training BH	319,880.00	233,011.81	86,868.19	27.2%
2024	Vets: Disabled Veterans Outreach Program	28,756.00	1,479.95	27,276.05	94.9%
2024	WCTF HEALTH CARE BH	107,477.21	87,434.67	20,042.54	18.6%
2024	BH Expansion	35,000.00	-	35,000.00	100.0%
	Total Federal Funds	\$ 6,077,804.11	\$ 2,726,327.19	\$ 3,351,476.92	55.1%
State & Local Funds					
CY2024	GE Foundation	\$ 416,448.46	\$ 258,221.85	\$ 158,226.61	38.0%
2023	Youth HSSEIP -DESE	330,000.00	210,576.94	119,423.06	36.2%
2023	STEM	180,000.00	69,484.96	110,515.04	61.4%
2023	FY 23-24 Youth Works	2,046,924.00	1,824,306.35	222,617.65	10.9%
2024	Connecting Activities	349,790.00	-	349,790.00	100.0%

2024	Workforce Training	95,000.00	22,925.05	72,074.95	75.9%
2024	State One Stop	387,403.00	138,717.65	248,685.35	64.2%
2024	Early College	8,000.00	1,580.55	6,419.45	80.2%
2024	DTA CIES	110,904.00	29,335.44	81,568.56	73.5%
2024	WPP SNAP Expansion	4,827.20	4,827.20	-	0.0%
2024	Off Shore Wind 3yr.	1,196,397.00	-	1,196,397.00	100.0%
	Total State Funds	\$ 5,125,693.66	\$ 2,559,975.99	\$ 2,565,717.67	50.1%
* Multi-Year Grant					