



# NORTH SHORE WORKFORCE BOARD

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DATE: September 2, 2022  
TO: Board of Directors  
FR: Mary Sarris  
RE: September 8, 2022, Board Meeting

The MassHire-North Shore Workforce Board will meet on Thursday, September 8, 2022, from 8:00 to 9:00 AM. This will be a remote meeting. In the interest of safety, we will continue with the Zoom format using the following link. Discussion of hybrid/face-to face options is first on the agenda!

**Topic: MHNSWB September Meeting**

**Time: Sep 8, 2022 08:00 AM Eastern Time (US and Canada)**

**Join Zoom Meeting**

<https://us06web.zoom.us/j/89162005761?pwd=N2pFSmYvUTNzbj1UVpzNHRaWmlzQT09>

**Meeting ID: 891 6200 5761**

**Passcode: 225645**

One tap mobile

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**Meeting ID: 891 6200 5761**

**Passcode: 225645**

Find your local number: <https://us06web.zoom.us/j/kdwzOTfda1>

## AGENDA

1. Chair's Report
  - A. Hybrid/face-to-face plans and discussion
  - B. Quick grant/allocation updates
  - C. Update on HireNow program – program remains closed
  - D. Update on May 23rd technology meeting
  - E. New grants in the works
  - F. LMI update
2. Planning for FY2023 – What should our work be focused on? (breakout groups)
  - A. Review of SWOT analysis
  - B. What should we focus on given this analysis – how do we best deliver services?
  - C. Mission discussion
  - D. Next steps
3. Office Parks Research Presentation – Centennial, Cummings, Cherry Hill
4. Committee Reports – Summaries
5. Upcoming Meeting Schedule for FY 2023: November 10, 2022; January 12, March 9, and 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 8th!

[www.MassHire-NorthShoreWB.com](http://www.MassHire-NorthShoreWB.com)

**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.



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**September 8, 2022**

Prepared on  
August 30, 2022

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# MassHire-North Shore Workforce Board of Directors

## Meeting Minutes for May 12, 2022

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**Directors attending:** Tracey Cahalane, Tom Daniel, John Flinn, Anna Freedman, Cecilia Gray (for Lyndsay Harris), William Heineman, Mickey Long, Paul Mahoney, Dave Manning, Lisa Pais, Heidi Riccio, Laurie Roberto, Steve Shea, Diane Smith, Kathy Thurman, Stan Usovicz

**Directors not attending:** Karen Andreas, Justin Anshewitz, Brian Cranney, Dave Gravel, John Keenan, Joy Livramento-Bryant, Bill Tinti, Patrick Tutwiler, Thelma Williams

**Others attending:** Bonnie Carr (Essex North Shore Agricultural & Technical School), Dianne Palter Gill (North Shore Community College), Mary Deighan (Sen. Lovely's office, MA Legislature), Judy Bower (MassHire Department of Career Services)

**Staff attending:** Katie Crowder, Laurie Giardella, Marcia Griesdorf, Kari Heen, Kathy Hoffman, 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 16 members attending.*

*The meeting began at 8:05 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.]

- To increase awareness of various MassHire training programs, the state (including the Executive Office of Labor and Workforce Development, Executive Office of Housing and Economic Development, MassHire Career Centers and Workforce Boards, and the Commonwealth Corporation) is holding road shows for employers, including one Mary attended at Northern Essex Community College on May 3. Essex Tech is hosting the North Shore road show on May 24.
- WIOA funding updates for Massachusetts, FY2023:
  - MA dislocated worker funding is now expected to increase by 11% and both adult and youth allocations are estimated to increase by 30%.
  - Local allocations should be announced by the end of May.
- HireNow program: status is on hold for now due to initial online response but may be reopened in FY23 with adjustments.
- Technology convening is scheduled for May 23 at Endicott College: WB members are encouraged to attend or send someone from your company.

**SWOT analysis with 4 Zoom break-out groups consisting of members and guests (Mary Sarris):**

- For each group, a Board member will moderate the discussion and a staff member will take notes.
- What are our **Strengths (S)**, **Weaknesses (W)**, **Opportunities (O)**, and **Threats (T)** moving into FY23, especially in regard to service design/delivery for companies and job seekers given our current economy? [Note that strengths and weaknesses are defined as internal/within the control of the organization and opportunities/threats are defined as external/outside the control of the organization.]
- Given this analysis, how should we proceed/what should we focus on going forward?

**SWOT analysis results**

**1. Strengths** (*notes below from first group*)

- Board knowledge and commitment
- Teamwork: strong engagement with partners
- Collaboration between Career Center and the Workforce Board
- Outreach and collaboration with business partners
- Business partners' willingness to engage and provide resources/input
- Relationship and support of City and Mayor

**2. Weaknesses** (*notes below from second group*)

- We should make board meetings more dynamic.
- Being remote is difficult.
- Improve info flow from subcommittees to Board.
- We need "bench depth."
- We need new voices.
- We need expanded industry engagement.
- Marketing, information sharing is not strong enough.
- Everyone needs to know who we are and what we do!

**3. Opportunities** (*notes from third group*)

- Enhance marketing (Instagram/LinkedIn/TikTok) & community outreach
- What is the secret sauce for all of this?
- Incorporate an ongoing marketing strategy for all partners
- Catalog of partners
- What is MassHire – What do customers want to know?

**4. Threats** (*notes from fourth group*)

- The way people work and/or want to work is changing so fast and is unpredictable.
- Immigration has slowed down almost completely.
- We may lose our very supportive Mayor to a new office.
- We cannot be sure of our external sources of funding.
- Bureaucracy could stifle innovation.

**Salem Career Center and WB space planning** (Mary Sarris): we're due to rebid before the end of 2022 (every five years) for new leases starting in January.

**How are WB members handling staffing and space planning for their organizations?**

- Tracey Cahalane/Microline Surgical: may reduce office space by half
- Diane Smith/Eastern Bank: shrinking office footprint (moving away from assigned workspaces) and planning to lease out office space in existing buildings
- John Flinn/Innovent Technologies: If a second factory was opened, it may be elsewhere because of the local labor shortage.

**Your how-to suggestions for designing an efficient/effective/flexible workplace for future staff/customer needs are most appreciated!**

*From the chat log:*

*Dianne Palter Gill/North Shore Community College to everyone: "Best wishes to President Heineman on his inauguration tomorrow!"*

*Tracey Cahalane: motion to adjourn, seconded by John Flinn.*

*The meeting ended at 9:02 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!**

September 8 and November 10, 2022; January 12, March 9, and May 11, 2023

## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	June, 22		Actual YTD		June, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	385	33	1,273	393	859
Total Customers	437	63	3,319	750	2,421

North Shore One-Stop Total <sup>2</sup>	June, 22		Actual YTD		June, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	185	226	2,466	2,716	2,945
Total Customers	656	354	3,717	4,250	4,334

One-Stop Placements	Q4FY21	Q1FY22	Q2FY22	Q3FY22
FY 21 & 22	56%	53%	54%	57%

*Job Seeker Satisfaction, Employer Satisfaction – April / July 2022\* (We have moved the customer satisfaction survey to a new platform. New results will be presented in the November 2022 board package.)*

### Employer Services

	June, 22		Actual YTD		June, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Employer Accounts	78	50	610	600	624
Total Employers Served	230	150	1,686	1,800	1,795
Number of Employers Listing Job Orders	18	42	311	500	415

## ACCESS POINT OVERVIEW

Salem – The Hub	June, 22		Actual YTD		June, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	163	221	2,387	2,647	2,822
Total Customers	574	319	3,599	3,825	4,078

<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.

NSCC – AP	June, 22		Actual YTD		June, 21 YTD
	Actual	Plan	YTD	Plan thru 6/30/22	Actual
New Customers	20	11	73	130	139
Total Customers	32	20	121	235	251

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

### **Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	Jun 21 YTD
Adult	40	69	40
Dislocated Worker	124	126	127

### **Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	Jun, 21 YTD
Adult	7	38	8
Dislocated Worker	45	80	32

### **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
North Shore CC	27	7	4	57%	26.52	26
Salem State	17	5	5	100%	28.79	14
Millennium	6	1	0	0%		1
Visible Edge	5	3	3	100%	\$66.99	5
Network Technology	4	3	3	100%	46.46	1
William George	4	1	1	100%	\$60.10	1

## **YOUTH DIVISION**

### **Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 21
Action, Inc.	15	4	2/\$14.00	11
Catholic Charities	23	3	2/\$17.75	23
North Shore CDC	7	1	1/\$23.00	5

	Goal	Actual
Student Work and Learning Experiences	475	675

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

Fund #	FY	Program Description	Budget	Spent & Obligated TD	Amount Remaining	Percent Remaining
<b>Federal Funds</b>						
4068	2019	NAMC Apprentice Continuation Grant	\$ 492,000	\$ 453,516	\$ 38,484	7.8%
4108	2021	Return to Work	12,500	12,084	416	3.3%
4124	2022	Trade Adjustment Assistance Case Mgmt.	66,871	2,355	64,516	96.5%
4114	2021	Trade Adjustment Assistance Case Mgmt.	38,480	27,595	10,885	28.3%
4123	2021	UI Walk-in	15,000	-	15,000	100.0%
4121	2022	Vets: Disabled Veterans Outreach Program	209,000	27,102	181,898	87.0%
4110	2021	Wagner Peyser ES 90%	855	855	-	0.0%
4110	2021	Wagner Peyser ES, 10%	52,871	52,871	-	0.0%
4110	2022	Wagner Peyser ES, 10%	59,575	-	59,575	100.0%
4109	2021	WIOA Formula Funds: Adults	294,927	294,923	4	0.0%
4109	2021	WIOA Formula Funds: Dislocated Workers	481,664	481,424	240	0.0%
4109	2021	WIOA Formula Funds: Youth	308,623	308,623	(0)	0.0%
4109	2021	WIOA Formula Funds: Administration	120,578	120,578	0	0.0%
4119	2022	WIOA Formula Funds: Adults	545,657	202,852	342,805	62.8%
4119	2022	WIOA Formula Funds: Dislocated Workers	691,553	455,067	236,485	34.2%
4119	2022	WIOA Formula Funds: Youth	601,043	266,223	334,820	55.7%
4119	2022	WIOA Formula Funds: Administration	204,250	142,908	61,342	30.0%
4106	2020	RESEA-Re-employment Eligibility Assessments	45,449	45,449	-	0.0%
4107	2021	RESEA-Re-employment Eligibility Assessments	13,854	13,854	-	0.0%
4125	2021	Apprentice Expansion	249,080	246,644	2,436	1.0%
4124	2022	Upskilling Navigators	297,872	3,184	294,688	98.9%
<b>Total Federal Funds</b>			<b>\$ 4,801,703</b>	<b>\$ 3,158,107</b>	<b>\$ 1,643,596</b>	<b>34.2%</b>

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**State & Local Funds**

4652	2022	DTA – TAO SNAP	\$	19,362	\$	19,362	\$	-	0.0%
4646	2022	Early College Salem State		8,000		8,000		-	0.0%
2187	2022	Earned Funds		23,996		23,089		907	3.8%
4651	2022	Health Care Hub		375,660		239,201		136,459	36.3%
4617	2022	LHAND- Jobs Plus		150,000		89,750		60,250	40.2%
4649	2021	State One-Stop Career Centers		634,600		427,683		206,917	32.6%
4645	2021	Workforce Training Fund: WIB Support		95,000		88,358		6,642	7.0%
4653	2021	Youth Works – Summer 2021		960,840		619,488		341,352	35.5%
4643	2021	Youth HSSEIP		162,000		99,609		62,391	38.5%
4644	2022	Connecting Activities		349,790		332,332		17,458	5.0%
4647	2022	DTA - CIES		224,392		96,853		127,539	56.8%
4654	2022	DTA - WPP		55,017		55,017		0	0.0%
4655	2022	VMT Manufacturing		81,875		39,182		42,693	52.1%
4656	2022	Youth Works - Staffing		35,000		35,000		0	0.0%
4657	2022	Youth Works - Year Round		256,906		247,458		9,448	3.7%
4658	2022	GE Foundation		429,448		185,664		243,784	56.8%
4659	2022	NE Regional Planning		10,000		9,512		488	4.9%
4660	2022	Behavioral Health Partnership Exp & Train		168,231		149,237		18,993	11.3%
4661	2022	DTA CIES		28,172		4,019		24,153	85.7%
4662	2022	Youth Works Year Round - Supplemental		78,690		56,298		22,392	28.5%
4663	2021	Youth HSSEIP		718,902		358,559		360,343	50.1%
4635	2021	NSCC OIFSP		50,000		27,060		22,940	45.9%
4664	2022	Youth Works 2022/2023		1,776,168		300,262		1,475,906	83.1%
4669	2022	Mass Tech Collaborative (MTC)		28,172		-		28,172	100.0%

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<b>Total State Funds</b>		\$	6,700,858	\$	3,491,630	\$	3,209,228	47.9%
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<b>TOTAL FUNDS</b>		\$	11,502,561	\$	6,649,737	\$	4,852,824	42.2%
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