

January 9, 2025

Board Meeting



**NORTH SHORE
WORKFORCE BOARD**

Chair's Report

*Approve November Board Minutes

- A. Welcome New Board Members
- B. WIOA Update – Reauthorization
- C. Mass Broadband Initiative Digital Equity Project
- D. New Funding
- E. Updated LMI (Attached)

Chair's Report

Welcome New Board Members!

- Joe St. Pierre

Manager, Salem Wind Terminal
Crowley Wind Services



- Neal Roderick

VP, Talent Acquisition Manager
Eastern Bank



WIOA Update

Updates:

- WIOA was last updated in 2014 with an authorization period of five years, concluding in 2019.
- Since 2020, WIOA has continued to be funded through temporary extensions in annual appropriations.
- Congress pushed to have WIOA reauthorized (very last minute) through the Continuing Resolution on December 20, 2024. It was ultimately not included.
- Next push has been hinted for May, 2025 — issues we are watching:
 - 50% of funds spent on training
 - Additional 10% retained at state level for sector initiatives
 - Workforce Boards have choice to be the Operator

MBI Project

Mass Broadband Initiative Digital Equity Project

- GOAL: to assist people who have limited access to digital equipment and the internet
- Three program components here on the North Shore:
 - Digital Navigators located at Pathways in Lynn and at Wellspring in Gloucester
 - Digital literacy courses starting in fall/winter: North Shore Community College will provide educational services (Microsoft Windows/ 101 and a few higher-level courses like web design, inventory management, etc.)
 - Computers available at no cost to community members who need equipment through nonprofit Computers 4 People (www.computers4people.org)
- Microsoft Windows 101 course starting next week at Pathways/NSCC
- 8 more trainings to roll out over 2-year period (5 Windows 101 and 3 advanced including web design, Excel courses)

New Funding

Advanced Manufacturing

Received notice of additional funding for 2026 into 2027

- \$1M verbally committed from GE Aerospace Foundation to move AMTEP programming into 2026 and 2027
(embargoed, waiting on official notice)
- Grant will fund additional training cohorts in our region over 2 years
- Funds will complement additional WCTF grant awarded this fall

AI Presentation – Jobs for the Future

Review:

INTRODUCTION



The age of AI is here.

~40%

of the U.S. population ages 18-64 use generative AI to some degree.¹
30% report using it at least one day last week.

70%

of companies report having adopted AI in at least one business function.²
*40% of small businesses report using generative AI.³
Financial services, insurance and pensions management, and technology are the early movers.⁴*

~50%

of students and teachers report using AI on a weekly basis.⁵

AI Presentation – Jobs for the Future

Review:

INTRODUCTION



...but the right training is not yet reaching workers

Workers' perspectives

58% of workers feel **they need to gain skills** due to AI – but **88%** don't yet trust their employer to train them

50% of US employees say employers have not offered any training on using AI at work

16% of US employees feel very or somewhat comfortable using AI in their jobs

Training will need to include:

- Foundational AI literacy
- Fluency with AI tools (and industry-specific tools)
- Durable skills training
- Domain-specific knowledge

...as the keys to unlocking opportunity in an AI-powered world.

AI Presentation – Jobs for the Future

Review:

USE CASES FOR GENERATIVE AI IN WORKFORCE DEVELOPMENT



There are a wide range of use cases for generative AI

What AI does well....

- 1** Taking large amounts of **unstructured, raw data/input** and turning it into structured data/outputs.
- 2** Creating quality, almost-human like interactions at scale way more effectively and cheaply than ever before.
- 3** Compound AI systems allow apps to **accomplish more complex tasks** by choosing the appropriate models and tools for the function at hand.

...informs where we're seeing early use cases

- Content generation
- Data analysis & insights
- Process automation & efficiency
- Personalized experiences
- Design & innovation

AI Presentation – Jobs for the Future

Thoughts?



AI Presentation – Jobs for the Future

Career Center Updates: Using AI with Customers

- Career Center staff assist customers with online applications onsite in the Resource Room. Many applications (from both small and large companies) involve an AI format.
- Current plans are for staff to attend the AI webinars conducted in-house.
- AI webinars are presented by Wolfgang Koch, one of our workshop facilitators.

AI Workshop at MassHire Career Center

Wolfgang Koch, Workshop Specialist **The Smart Job Search: AI and Human Intelligence**



AI Workshop at MassHire Career Center

Wolfgang Koch, Workshop Specialist:

The Smart Job Search: AI and Human Intelligence

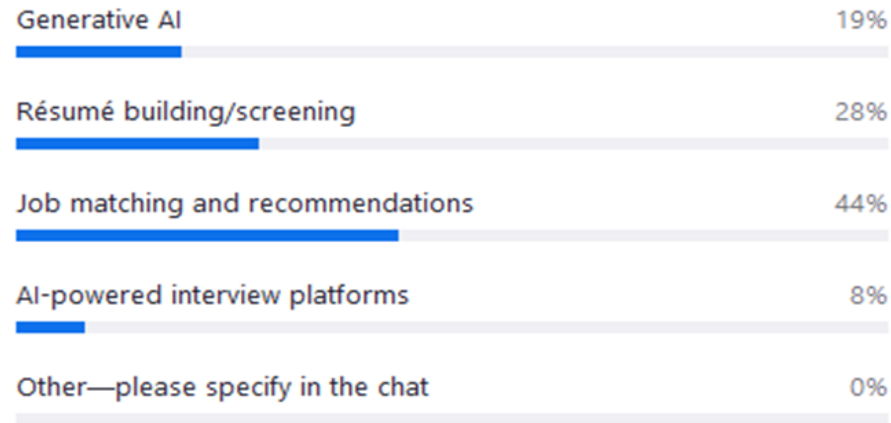
- 1. AI in everyday life**
- 2. AI tools in your job search**
- 3. Demo of some key websites**
- 4. Areas where AI can't replace human smarts**

AI Workshop at MassHire Career Center

You are viewing the poll results (shared by host)

What aspect of AI do you find most intriguing?

1. So far, what aspect of AI do you find most intriguing for job hunting? (Single Choice)



Your answer: Job matching and recommendations

Questions/thoughts?



One Stop Procurement

- Career Center RFP Operator/Provider will need to be completed for FY25 for the North Shore Area (required every 4 years, WIOA mandate)
- Contract needs to be in place for July 1, 2025

Who may be selected as the Operator or Operator/Service Provider?

The Commonwealth has established that the local selection process may be conducted to competitively select an **Operator** or an **Operator/Service Provider** to provide some or all services in the Career Center.

One Stop Procurement

2 Options Available:

Option 1 – Operator The basic role of an Operator is to coordinate the service delivery of required MassHire partners and service providers. MassHire Boards may establish additional roles for the Operator including, but not limited to, coordinating service providers within the MassHire Career Center.

Option 2 – Provider An Operator can also be the primary provider of services within the center or provide some of the services within the center.

One Stop Procurement

We will be looking for volunteers from the Board to review responses for the Operator.

- RFP to be released later this month
- Review to take place in March
- Estimated time commitment for reviewers: 1 to 3 hours total

Healthcare/BH HUB: Review

In conjunction with our training partners, we have begun to execute educational programs.

- North Shore is the lead on the Health Care grant with the Lowell and Merrimack Valley MassHires as subcontractors.
- Programs started as of April 2024. Year 2 began in January 2025.
- As of December 31st, we have 51 participants.
- Greater Lowell is the lead on the Behavioral Healthcare HUB Continuation Grant.
- North Shore is a subcontractor focusing on Community Healthcare Workers and Recovery Coaches.

MassHire Greater Lowell – 24 Participants

- 6 Dental Assistants
- 5 Certified Nursing Assistants
- 4 Phlebotomists
- 6 Certified Medical Assistants
- 3 Emergency Medical Technicians

MassHire North Shore – 16 Participants

- 2 Certified Medical Assistants
- 10 Certified Nursing Assistants/
Phlebotomists
- 2 Pharmacy Technicians
- 1 Surgical Technician
- 1 Central Sterile Technician

MassHire Merrimack Valley – 11 Participants

- 11 Certified Medical Assistants

Manufacturing Training

AMTEP running strong, 600 enrollees to date (in 5 years)!

THANK YOU Essex Tech, E-Team & LVTI, North Shore Community College, MassHire, & ECCF!

- MHNSWB has secured \$500K from CommCorp (WCTF) for training cycles in CY2025/2026.
- GE Aerospace Foundation has verbally committed \$1M to sustainability (*embargoed*).
- Northeast educators & state agencies shared workforce pipeline and funding opportunities with the manufacturing industry on 10/2 @ Essex Tech with special guest Secretary Tutwiler.

October industry event was a success!



Updates:

MA CEC Offshore Wind/Clean Energy Grant

First pilot cohort is complete!

- ❑ First pilot took place at Essex Tech: 14 completed the program and are now being placed in jobs as well as applying for apprentice programs
- ❑ Second cohort will start January 21st at Salem High School and run for 13 weeks
- ❑ Participants receive training in the following:
 - Introduction to the Trades and Clean Energy
 - Professional Skills (resume writing, interviewing, salary negotiation, time management, etc.)
 - Hot Works, OSHA 30, Hilti, and CPR/First Aid/AED Certification
 - MA Hoisting Introduction
 - Basic Tool Skills and Job Site Awareness & Safety
 - Basic Construction: Metals/Wood/Concrete/HVAC/Welding

Upcoming Meeting Schedule for FY 2025:

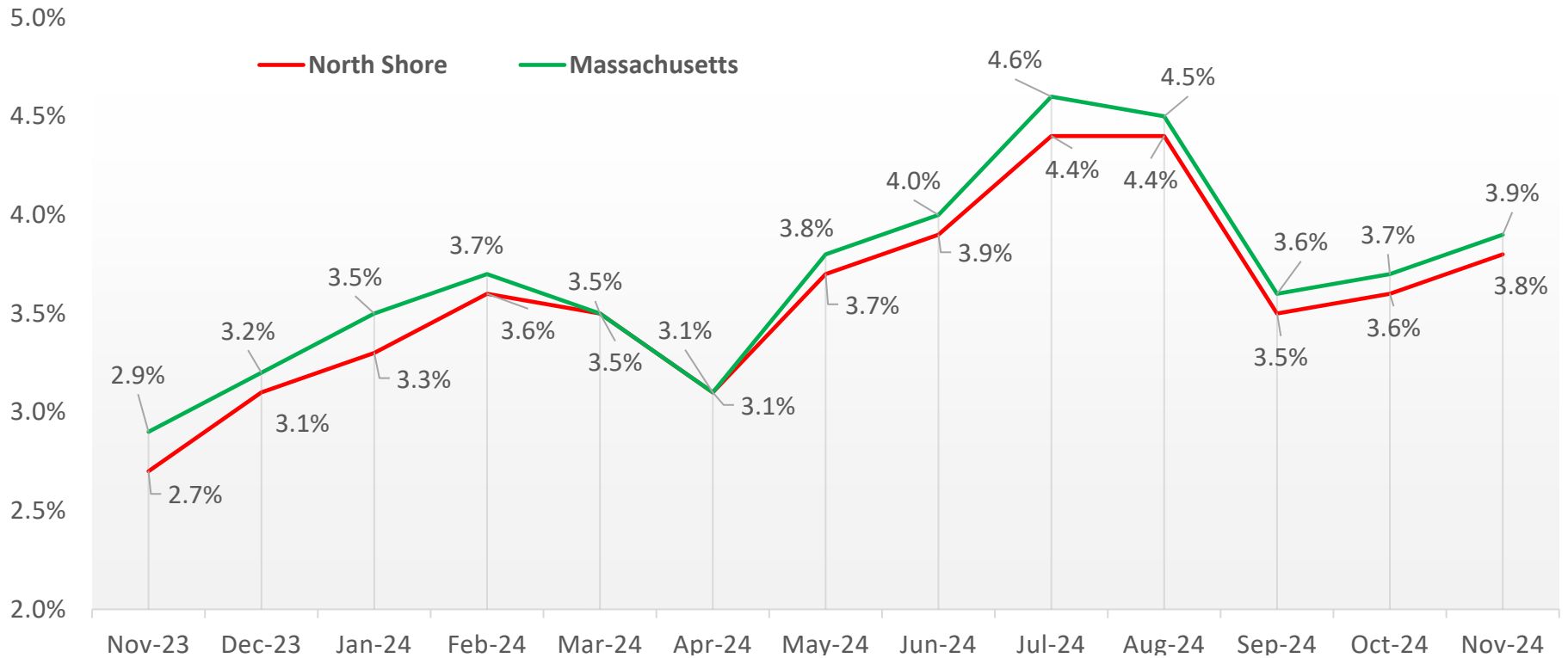
March 13, 2025

May 8, 2025



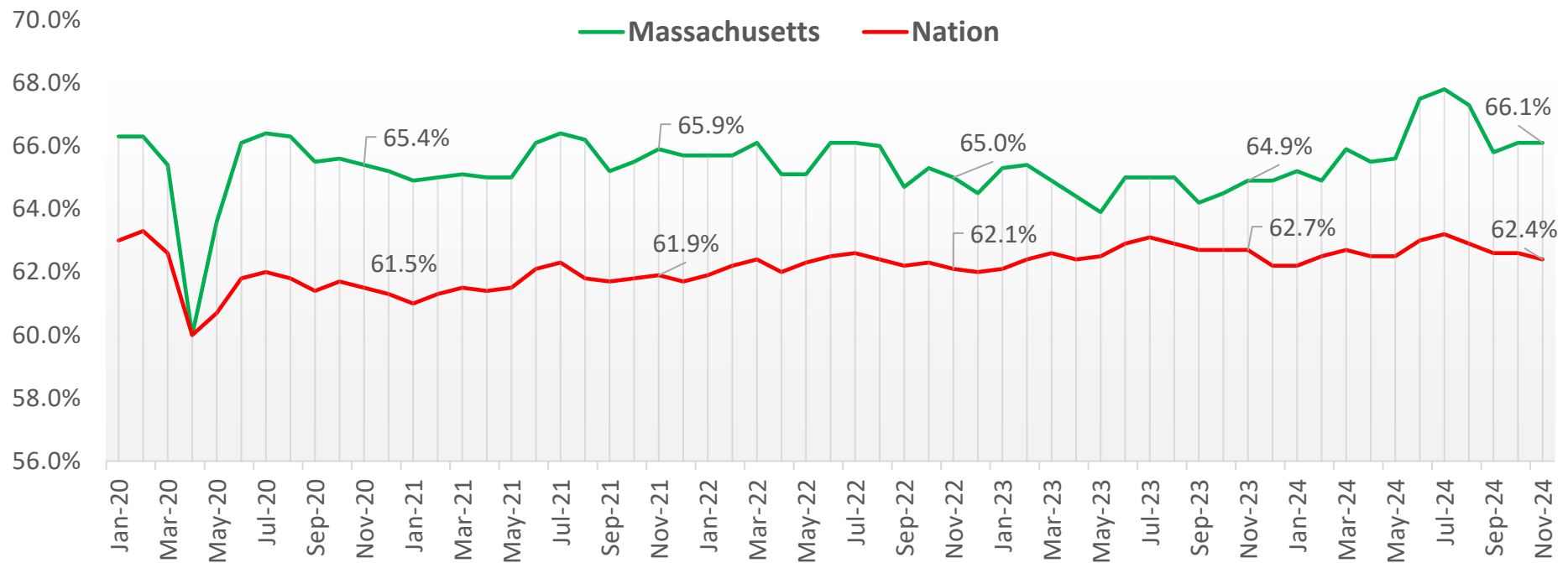
**NORTH SHORE
WORKFORCE BOARD**

North Shore Unemployment



- Unemployment rate increased 1% from Nov. '23 to Nov. '24

Labor Force Participation



- Current rate of 66.1% is 6.1% higher than the COVID rate of 60%
- Nov. '24 labor force participation rate has increased 1.2% over the past year

Massachusetts Labor Force Participation & Unemployment by Race

Labor Force Participation Rate				
Race	November			Change 2022-2024
	2022	2023	2024	
Total	64.9%	64.9%	66.6%	1.7%
White	65.0%	65.1%	66.2%	1.2%
Black	65.4%	66.9%	67.6%	2.2%
Hispanic or Latino Ethnicity	63.9%	62.7%	64.5%	0.6%
Asian	66.3%	66.6%	69.8%	3.5%
All Other Groups*	63.0%	59.7%	73.1%	10.1%

- Labor force participation has increased for all cohorts.
- However, those with Hispanic/Latino ethnicity have experienced a slower rate of labor force participation growth compared other cohorts.

*=Hispanic and Latino ethnicity is a separate demographic concept from race in the CPS statistics. People of Hispanic or Latino ethnicity may be of any race.

** = includes Native Hawaiian or Other Pacific Islander; Other

Initial Unemployment Insurance Claims

Region	Number of Initial Claims for the Week Ending:		
	11/9/2024	11/11/2023	11/12/2022
Massachusetts	48,686	52,698	41,047
North Shore	2,985	3,133	2,414

- 48,686 initial claims in Massachusetts
- 2,985 initial claims on the North Shore
- The number of initial claims in Massachusetts has increased 18.6% in the past two years.
- The number of initial claims on the North Shore has had increased 23.7% in the past two years.

Initial Unemployment Insurance Claims

Massachusetts Initial Claimants			
Industry	Nov-24	Nov-23	Nov-22
Professional, Scientific, and Technical Services	6,999	7,731	4,525
Construction	5,371	5,737	5,005
Admin & Support, Waste Mgmt. & Remediation Serv.	4,651	4,942	4,026
Health Care and Social Assistance	4,524	4,776	4,101
Accommodation and Food Services	3,566	3,905	3,430
Retail Trade	3,289	3,816	3,364
Other Services	2,805	2,908	2,669
Manufacturing	2,428	2,768	2,062
Wholesale Trade	2,254	2,240	1,429
Finance and Insurance	2,045	2,016	1,435
All Other Industries	10,754	11,859	9,001
Total	48,686	52,698	41,047

Top 5 Initial Claim Industries:

- 1. Professional, Scientific, and Technical Services: 14.4%**
- 2. Construction: 11%**
- 3. Admin. & Support: 9.6%**
- 4. Health Care and Social Assistance: 9.3%**
- 5. Accommodation and Food Services: 7.3%**