



NORTH SHORE WORKFORCE BOARD

BOARD REPORT

January 11, 2021

Prepared on
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MassHire North Shore Workforce Board of Directors

Meeting Minutes for November 12, 2020

Directors attending:

Nate Bryant, Tracey Cahalane, Tom Daniel, Tim Doggett, John Flinn, Debbie Gaudet (for Diane Smith), David Gagner (for Patrick Tutwiler), David Gravel, Marcia Griesdorf, Joy Livramento-Bryant, David Manning, Paul Mahoney, Steve Maser (for John Keenan), Lisa Pais, Heidi Riccio, Laurie Roberto, Steve Shea, Kathy Thurman (for Nancy Stager), Stan Usovicz, Thelma Williams

Directors not attending:

Robert Bradford, Brian Cranney, Laurie Giardella, Lyndsay Harris, Mickey Long, Bill Tinti, Edward Tirrell

Others attending:

Justin Anshewitz (North Atlantic States Regional Council of Carpenters), Bonnie Carr (Essex Tech), Matt Crescenzo (Congressman Moulton's office), Amy Doherty (MA Commission for the Blind), Maria Ferri (Peabody Public Schools), Hannah Mori (Senator Lovely's office), Stratton Lloyd (Essex County Community Foundation), Joanna Rosen (Senator Crighton's office), Diane Palter Gill (North Shore Community College)

WB staff attending:

Katie Crowder, Maribeth Forbes, Kari Heen, Ann-Marie O'Keefe, Ed O'Sullivan, Kate O'Malley, Mary Sarris, Tedi Markham, Paul Ventresca

Due to COVID-19 and related restrictions, the format was virtual (using GoToMeeting).

A quorum was present with 20 members attending.

The meeting began at 8:05 AM.

CHAIR'S REPORT

(presented jointly by Tracey Cahalane, Chair, and Mary Sarris, Executive Director)

[The PowerPoint presentation is on file with highlights included below.]

MHNS Career Center update:

- The search for an Executive Director has been extended for a few months for more consideration and information on the pending state budget.
- Paul Ventresca (currently Career Center Manager) will be the interim director.

FY 2021 allocations: as previously reported, received and in process with a 12% reduction. (Since WIOA funding is based on last year's unemployment rate, an adjustment is expected to reflect an updated MA unemployment rate.) No updates on additional federal funding but a grant application to support manufacturing apprenticeships is underway through our NAMC partnership.

Manufacturing training: continues to be supported by the MA Executive Office of Housing and Economic Development in this year's budget. Additional funding from General Electric continues next year and hopefully will be renewed for an additional 3 years.

Partnerships with tech schools:

- The MA Executive Office of Labor and Workforce Development and the Executive Office of Education has released an RFP for partnerships with tech schools.
- A Career Technical Initiative grant application is in process (working with Dave Gagner and Bonnie Carr).
- Proposed concentrations are in plumbing, HVAC, or sheet metal providing 4 to 5 months of intense training.
- Career Centers will handle outreach, recruitment, assessment, career coaching, and placements.

Healthcare Hub: grant is funded. Working with Merrimack Valley and Greater Lowell WBs, the 6-month goal is to develop a consortium (similar to NAMC) with our educational partners to research, prioritize, and support the talent needs of our region's health care industry with correlated training starting later in 2021.

Youthworks allocation: We're applying for additional funding.

Update of current COVID-related unemployment data and activities: (please see PowerPoint slide for detailed data)

- The North Shore unemployment rate in September was 10.1% following 3 consecutive months of declining unemployment rates (vs. 9.5% for MA).
- Once job search sanctions are reinstated by the MA Department of Unemployment Assistance (date still TBD), the MHNS Career Center is expecting an increase in job search activity and requests for in-person services, a trend that is already being seen and tracked.
- Career Centers are currently projected to reopen for in-person appointments sometime after the holidays with appropriate health safety protocols in place.
- **Tim Doggett:** If retail establishments can reopen, why not Career Centers by appointment?

One-Stop Operator RFP (Ed O'Sullivan):

- Under WIOA, the competitive bidding process occurs every four years (our first cycle was 2016/2017 so there was a learning curve).
- We decided to proceed including both the operator and service provider even though procuring just the operator was an option this time.
- Our proposed streamlined schedule projects an RFP release the last week of November (both in print and on the Web), a December 14th virtual bidders' conference, and a February 19th proposal submission deadline.
- Concise submissions are expected (proposal length limit is 25 pages for this cycle).
- We're looking for proposals with a strong mix of in-person and virtual services.
- A committee is being formed to review proposals in March/April: recruiting 4 private sector WB members from critical industries plus 3 WIOA partners.

- Committee recommendations will go to the MHNSWB Executive Committee for review later in April with the goal of presenting a recommendation to the WB at our May 13th meeting.
- The new contract will be in place by July 1, 2021.
- **Tracey Cahalane:** I was a review committee member in 2017 and it was very worthwhile.

Review of youth programs (Katie Crowder and Ann-Marie O’Keefe)

Summer 2020:

- Due to COVID, 216 youth enrolled with 11 organizations (vs. 35 organizations last year). 240 applied (vs. 500-600 in past years) and applications were all online (no in-person applications). Additional youth found other jobs (for instance, at grocery stores).
- Funding was through Commonwealth Corporation this year although multiple funding sources have contributed in the past.
- 8 organizations provided virtual assignments (MHNS Youth Career Center, LEAP for Education, North Shore Medical Center (now Mass General Brigham), Girls Inc., City of Lynn, Peabody High School Access Program, the Food Project, New American Center).
- 4 organizations included in-person outdoor assignments with appropriate health protocols (Essex Tech, LHAND, City of Lynn, Family and Children’s Services).
- 15 youth assigned to North Shore Medical Center and paired with hospital mentors explored clinical and non-clinical careers (like business operations and HR) in 20-hour/week virtual jobs. The youth completed 15 hours of Signal Success curriculum and also earned credit from North Shore Community College after completing a remote course on healthcare careers (funded by NSMC and the WB). NSMC is continuing the model this fall with fewer hours per week for students during the school year. **Joy Livramento-Bryant:** We had fantastic feedback from the youth involved this summer.
- The MHNS Youth Career Center had its first cohort, supervising 15 youth (18 hours per week for 5 weeks) with a health/wellness curriculum that included morning and afternoon check-ins, case management, and daily independent projects.
- The Food Project created virtual jobs focused on its organization as well as career readiness, financial literacy, and social issues instead of in-person farm work. Youth completed independent projects like planning the youth conference, developing internships, and researching container gardening.
- Lessons learned: there’s a learning curve but youth can work virtually (our youth used Google Meet) and virtual skills are valued in many professions. Virtual offerings reduce transportation, scheduling, and in-person safety concerns for youth but in-person options with proper safety protocols are still vital. Without in-person contact with adult influencers on the job, engaging youth with virtual career speakers, video tutorials, and field trips/tours is especially important.

Related chat log comments:

- **Kate O’Malley:** “Amazing pivoting, Katie and Ann-Marie!”
- **Tedi Markham:** “Great job and team work!”
- **Kathy Thurman:** “Truly amazing work. Congratulations!”
- **Bonnie Carr:** “Great work, Katie and Ann-Marie, on the 2020 First Jobs.”

Youth grants:

- **New STEM@Work grant** for FY21 (previous grant was FY18-19) aims to place 25 youth in STEM positions from October through August. The grant's goal is to increase partnerships (like internships, placements, co-ops) with STEM companies or increase STEM jobs in non-STEM companies with an emphasis on employer-paid positions. WB involvement includes new internships at Innovent Technology and new co-ops with Cranney Companies and GE.
- **Ongoing (year 3) Early College grant:** partnership with Salem High School, Salem State University, LEAP for Education, and MassHire. Youth Career Center staff provides weekly career readiness workshops (now virtual), arranges career speakers, and helps with resume and interview preparation.
- **Year-round Youthworks grant:** returning to the North Shore for FY21 after 3 years without funding. Potential for additional funds with a new RFP releasing later this month. Current goal is to place 15 youth in subsidized positions from October through May.

Opportunities for WB members to support youth programming:

- Develop a virtual short-term/short-hour project and working with the Youth Career Center, hire a youth to complete it.
- Offer a virtual presentation about your career/company or a virtual company tour.
- Plan to hire at least one youth next summer for a virtual or in-person placement!
- **Mary Sarris:** Consider mentoring at least one youth and/or reach out to other companies for youth placements.

WIOA Youth:

- Funding provides training and support services for about 65 at-risk, low-income youth who have left high school without graduating. Goal is HiSet/GED, placement in employment, training, military, or college.
- Our 3 vendors are Catholic Charities North, North Shore CDC YouthBuild, and Action Inc. - COMPASS Youth Program.
- Now in year 2 of 2-year contract with budgets uncertain as of 7/1/20. New budgets beginning 10/1 through 6/30 are cut significantly from FY20. We will release an RFP for new 2-year contracts to begin 7/1/21 and volunteers will be needed in February/March to review proposals.

Committee reports: written summaries of activities (details in PowerPoint presentation)

Upcoming WB meeting schedule for FY 2021: January 14, March 11, and May 13, 2021

All meetings are on a Thursday morning from 8 to 9 AM and are expected to be virtual.

Tracy Cahalane's motion to approve the September 10, 2020, meeting minutes was accepted.

With a motion to adjourn by Mary Sarris, the meeting ended at 9:05 AM.

CAREER CENTER OVERVIEW

Youth Career Center ¹	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	5	33	384	393	861
Total Customers	104	63	980	750	1446

North Shore One-Stop Total ²	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	148	226	1041	2716	1638
Total Customers	555	354	1872	4250	2992

One-Stop Placements	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20
FY 19 & 20	65%	64%	65%	66%

Job Seeker Satisfaction – November 2020 / December 2020

System-Wide (n = 255)	Excellent	Good	Fair	Poor
Were you satisfied with the results of the services you accessed?	143 (56%)	85 (33%)	23 (9%)	4 (1%)

Employer Satisfaction – November 2020 / December 2020

System-Wide(n = 7)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services	5 (71%)	1 (14%)	1 (14%)	0 (0%)

Employer Services

	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Employer Accounts	63	50	185	600	457
Total Employers Served	157	142	470	1700	970
Number of Employers Listing Job Orders	45	42	213	500	281

¹ Youth Career Center New Customer is an unduplicated count while total customers is a count of customers each time a youth received a service.

² 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.

ACCESS POINT OVERVIEW

Salem – The Hub	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	141	115	962	1377	1105
Total Customers	491	210	1676	2521	2290

Gloucester -AP	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	3	6	60	67	191
Total Customers	29	31	136	370	342

NSCC – AP	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	7	79	112	953	623
Total Customers	49	104	219	1246	852

Family Success Center-AP	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	1	4	6	64	52
Total Customers	5	5	25	64	67

Peabody Institute -AP	Nov, 20		Actual YTD		Nov, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/21	Actual
New Customers	0	3	0	37	36
Total Customers	0	3	0	39	39

TRAINING DIVISION / WORKFORCE INNOVATION AND OPPORTUNITY ACT

Overall WIOA Activity

	YTD Actual	Planned Thru End of Grant	Nov, 19 YTD
Adult	29	47	46
Dislocated Worker	104	105	116

Overall WIOA Placement

	YTD Actual	Planned Thru End of Grant	Nov, 19 YTD
Adult	2	28	3
Dislocated Worker	3	66	17

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 20
North Shore CC	13	4	3	75%	16.67	20
Parker Driving School	7	0	-	-	-	2
Salem State	5	0	-	-	-	17
LARE	3	0	-	-	-	0
MEWP	2	0	-	-	-	0
Millennium	1	0	-	-	-	8
New England TT*	1	0	-	-	-	0
Peterson	1	0	-	-	-	1
Unique Systems Skills	1	0	-	-	-	1

*New England TT – this is for a HVAC course

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 20
Action, Inc.	10	3	2/\$13.88	15
Catholic Charities	19	0	-	26
North Shore CDC	1	0	-	13

	Goal	Actual
Student Work and Learning Experiences	450	295

Budget-Actual Summary by Expense Category
As of November 30, 2020

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$3,474,882	\$940,618	-	\$2,534,265	72.9%
Current Year Income	174,105	174,105	-	0	0.0%
Prior Year Carry-in	1,580,312	307,866	-	1,272,446	80.5%
Total Revenue	\$ 5,229,299	\$1,422,588	-	\$3,806,711	72.8%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$257,640	\$117,792	-	\$139,848	54.3%
Expenses	42,444	26,542	-	15,902	37.5%
Total Admin Expenses	\$ 300,084	\$144,334	-	\$155,750	51.9%
<u>Program Expenses</u>					
Personnel	1,638,838	590,580	-	1,048,258	64.0%
Individual Training Accounts	384,280	67,062	125,231	191,987	50.0%
Youth Jobs	469,211	399,272	0	69,939	14.9%
Other Training	460,012	83,452	192,222	184,338	40.1%
Other Program Costs	692,693	193,980	34,209	464,504	67.1%
Business Services Costs	65,700	18,432	-	47,268	71.9%
Total Program Expenses	\$3,710,733	\$1,352,777	\$351,662	\$2,006,294	54.1%
Total Expenses & Obligations	\$4,010,817	\$1,497,111	\$351,662	\$2,162,044	53.9%
Planned Carry-Out	\$1,218,482				

Budget-Actual Summary by Program
As of November 30, 2020

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
Garellick Farms NEG	\$27,653	\$27,052	\$601	2.2%
Hampden County COVID UI	24,000	6,443	17,557	73.2%
NAMC Apprentice Continuation Grant	305,846	119,434	186,411	60.9%
Re-employment Eligibility Assessments, FY21	45,449	13,449	32,000	70.4%
Trade Adjustment Assistance Case Management, FY20	22,775	8,114	14,661	64.4%
Trade Adjustment Assistance Case Management, FY21	38,480	0	38,480	100.0%
UI Walk-in, FY21	15,000	0	15,000	100.0%
Vets: Disabled Veterans Outreach Program, FY21	12,829	12,829	0	0.0%
Vets: JVSG	6,500	4,660	1,840	28.3%
Wagner Peyser ES 90%, FY21	855	0	855	100.0%
Wagner Peyser ES, 10% FY21	52,871	5,603	47,268	89.4%
WIOA Formula Funds: Adults	428,306	136,304	292,002	68.2%
WIOA Formula Funds: Dislocated Workers	534,656	307,394	227,262	42.5%
WIOA Formula Funds: Youth	386,136	230,414	155,722	40.3%
WIOA Formula Funds: Administration	120,000	70,617	49,383	41.2%
<i>Total Federal Funds</i>	<i>\$2,021,356</i>	<i>\$942,313</i>	<i>\$1,079,042</i>	<i>53.4%</i>

Budget-Actual Summary by Program
As of November 30, 2020

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State & Local Funds</i>				
DESE: Connecting Activities, FY21	162,398	28,723	133,675	82.3%
DTA FY20 Competitive Integrated Employment Services	153,800	51,951	101,849	66.2%
DTA – TAO SNAP FY21	49,142	49,142	0	0.0%
Early College	8,000	1,013	6,987	87.3%
Earned Funds	14,779	14,779	0	0.0%
GE Foundation	182,590	126,407	56,183	30.8%
Health Care Hub FY 21	25,000	2,965	22,035	88.1%
LHAND- Jobs Plus	58,020	21,653	36,366	62.7%
Retention Grant	34,621	6,032	28,589	82.6%
NSCC OIFSP	50,000	316	49,684	99.4%
State One-Stop Career Centers, FY21	269,316	48,124	221,192	82.1%
STEM FY21	50,000	9,897	40,103	80.2%
Workforce Training Fund: WIB Support, FY21	95,000	39,257	55,743	58.7%
Youth Works – Summer 2020	756,795	504,958	251,837	33.3%
Youth Works – Option B	45,000	805	44,195	98.2%
Youth Works – Staff	35,000	437	34,563	98.8%
<i>Total State Funds</i>	<i>\$1,989,462</i>	<i>\$906,460</i>	<i>\$1,083,002</i>	<i>54.4%</i>
TOTAL FUNDS	\$4,010,817	\$1,848,773	\$2,162,044	53.9%