

Welcome!

- We will start the meeting in a few minutes.
- Please place your name in the 'chat' so that we can ensure we have accurate attendance and quorum records – if you are on the phone please speak up and let us know you have joined us.

Board of Directors Meeting

January 14, 2021

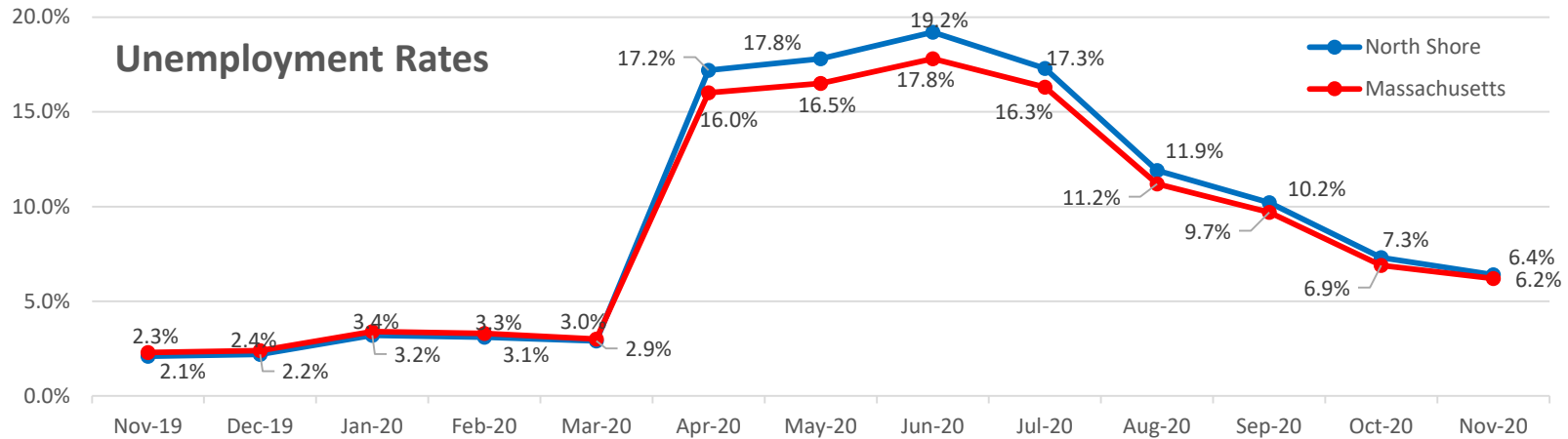


**NORTH SHORE
WORKFORCE BOARD**

Chair's Report

- *FY 2021 allocations – update*
- *Update of current COVID-related data and activities*

North Shore Unemployment



Month	North Shore				Massachusetts Rate
	Labor Force	Employed	Unemployed		
			#	%	
Nov-20	226,491	211,923	14,568	6.4%	6.2%
Apr-20	215,789	178,675	37,114	17.2%	16.0%
Nov-19	239,619	234,409	5,210	2.1%	2.3%

- The unemployment rate for November was 6.4%.
- November unemployment follows five consecutive months of declining unemployment rates on the North Shore.

National Employment Situation

[number in thousands]

Industrial Employment (Nonfarm)	Nov.	Dec.	Change from:
	2020	2020	Nov.2020 - Dec.2020
Total	142,764	142,624	-140

- *Please note that this data is preliminary and will be revised later in the month.*

“Digging deeper into the data also reveals a shocking gender gap: Women accounted for [all the job losses](#), losing 156,000 jobs, while men gained 16,000.”

RECENT CNN ARTICLE

<https://www.cnn.com/2021/01/08/economy/women-job-losses-pandemic/index.html>

We don't have the pandemic under control. Schools and day cares are still closing, and we know that's what's impacting women's ability to reenter the workforce and sustain jobs."

C. NICOLE MASON, PRESIDENT AND CEO OF THE INSTITUTE FOR WOMEN'S POLICY RESEARCH

Career Center Operator/Service Provider RFP Status

Career Center Bid – Process

- RFP was released on December 7, 2020
- Distributed to wide audience – print media, electronic, and on the internet
- Virtual bidder conference was held on January 7th, 2021 – very positive turnout from a diverse group of potential responders
- Proposals are due February 25th
- WB review team is in place and will review the proposals during March and very early April

Career Center Operator/Service Provider RFP Status

- Review team will rank all proposals that meet ‘minimum requirements’
- Recommendations to NSWB Executive Committee – mid- to late April
- Recommendation to Board and vote – May 13th
- New contract in place – July 1, 2021

Highlights of Process:

- WB can evaluate and seek out new areas to strengthen services and delivery methods
- Opportune time to examine service delivery and outcomes (strengthening mix of virtual and in-person services)
- Strong provider in place to deliver high-quality services to the region for the next 4 years

Status of Re-training Activities

Funding through the Executive Office of Housing and Economic Development

- Funding received through NAMC for manufacturing training – on the North Shore this is funding a welding program at Essex Tech that will begin in February
- Other courses in the Northeast are focused on welding and machining
- GE Foundation support continues to fund machinist programming on the North Shore
- Funding will provide Tooling U Manufacturing Technician licenses (entry level) – distributed through tech schools and career centers will provide job search assistance

Funding through the Department of Education

- Training out-of-work adults in plumbing, auto tech, and construction labor
- Program to begin in February – a few slots are open

Status of Re-training Activities

Funding through Commonwealth Corporation

- Health Care HUB planning grant has provided us long list of talent needs: nurses and other direct care workers (CNA's and MA's) are front and center
- Planning in beginning stages of grant to provide services to MA's and CNA's to enter and complete nursing school – the goal would be to improve recruitment and retention for these direct care positions and increase pipeline into nursing
- Other areas of need include certified pharmacy techs (for COVID-19 testing) as well as lab techs, social workers, and dining room attendants

Other Training Funds

- GE Foundation
- Potential IT grant from Commonwealth Corporation

Youth Activities

Excellent State Support – building on this past summer’s success, enhancing work and learning experiences

- Virtual work
- Career exploration
- Options for in-person work are still vital, along with critical safety protocols

Early College

Early College:

- Year 3 of our partnership with Salem High School, Salem State University, LEAP for Education, and MassHire
- Youth Career Center staff facilitates weekly career-readiness workshops (virtually this year) for first half of the year
- 50 youth enrolled in the two classes of this program
- Career speakers arranged by our team – Mary Sarris, John Keenan, and Mayor Driscoll this year
- Resume and interview preparation – all students now have a complete resume and a career pathway research plan in place
- Additional career-readiness work has begun with the Lynn-NSCC Early College program

Year-round YouthWorks

- School-year grant, for low-income youth to work in subsidized placements
- North Shore has not had funding in 3 years, returning for FY21
- Two separate YRYW grants this year due to increased funding:
 - Current grant – to place 15 youth in subsidized positions October to May (9 placed so far at NSMC)
 - New grant – to place 61 youth February to June – expect to have placements at the New American Center, the Food Project, Essex Tech, and LEAP for Education, with staff working on additional worksites to begin between now and April

Virtual Jobs/Internships for Youth

The Food Project:

- Created a new virtual summer job – a major shift from their in-person work on farms
- Youth learned about the organization, career readiness, financial literacy, social issues
- Morning and afternoon check-ins with supervisor/case management
- Independent or small group projects – related to the organization, such as container gardening, internship development, planning the virtual youth conference

North Shore Medical Center:

- Youth completed health care career exploration workshops and activities
- Career speakers helped youth explore clinical and non-clinical careers within the healthcare industry
- Completed small group projects on healthcare topics such as burnout due to the pandemic and pros and cons of telehealth

New American Center:

- Shifted their in-person job description to a virtual setting
- Youth will work as tutors, homework helpers, and activity coordinators via Zoom to assist with English language development and school success

STEM@Work

Goal to place 25 youth in STEM positions October to August in virtual internships at STEM companies, or in STEM jobs at non-STEM companies, with emphasis on employer-paid positions

- 115 placements (in-person) through the last funding cycle
- We can build off of our YouthWorks program successes
- Past projects have included:
 - Planning a virtual event
 - Compiling mailing/emailing lists
 - Completing data entry
 - Creating e-newsletters
 - Creating content to be used in other virtual settings, such as social media
 - Creating informative videos
 - Researching an issue and presenting information

MassHire BOD Opportunities for Support

Youth Program Support

After you fill out this order request, we will contact you to go over details and create a plan. Please feel free to share this form with others within your organization or additional businesses that may be interested.

For more information please contact Katie Crowder katie@masshire-northshorewb.com

To make a tax-deductible donation to the F1rstjobs Program Fund, held by ECCF, please click here: <https://secure.etransfer.com/EFT/BlockCode/donation1.cfm?d2org=EssexCCF&d2tool=F1rstJobs>

Email address *

...

Do you currently hire any high school students for jobs or internships? *

- Yes, we have an internship program (Paid)
- Yes, we have an internship program (Unpaid)
- Yes, we hire high school age students for paid jobs
- No- we do not/can not hire high school age students for any positions
- No- we have not historically but would consider hiring high school students

If you'd like to hire a youth, can your company commit to pay for this position? (Minimum wage= \$13.50/hr, hours TBD between you and the intern) *

Updates from Members

General Updates/Concerns/Ideas from Members

Committee Reports

Workforce Systems Committee – December meeting updates

Virtual meeting held

Discussed enhancing goals and objectives to embrace/develop strategies to help employers and job seekers to reskill and grow post-COVID 19 – in particular those who have permanently lost employment

Discussed One-Stop procurement (timeline of the bid)

Discussed the Career Technical Initiative (CTI) / Essex Tech – and Career Center involvement

Updated committee members on HUB grant, IT proposal, and regional planning efforts

Shared partners approach and programming during ‘stay at home’ order

Committee Reports

Skills Committee – December committee updates

Virtual meeting held

Discussed enhancing goals and objectives to embrace/develop strategies to help employers and job seekers to reskill and grow post-COVID 19 – in particular those who have permanently lost employment

Discussed the Career Technical Initiative (CTI)/Essex Tech – and Career Center involvement

Updated committee members on HUB grant, IT proposal, and regional planning efforts

Shared partners' approach and programming during 'stay at home' order

Committee Reports

Youth Pipeline Committee – December committee updates

Virtual meeting held

Discussed committee goals and objectives for upcoming year

Discussed WIOA programming and performance – promoting more of an occupational focus/training, including CTI funding

Reviewed F1rstJobs and outcomes of virtual and in-person work experiences during summer 2020 and next steps for summer 2021

Reviewed changes (increased \$) in YouthWorks year-round programming

Shared partners' approach and programming during 'stay at home' order

Upcoming meeting schedule for FY 2021 – 8:00 AM

- March 11, 2021
- May 13, 2021



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