



# NORTH SHORE WORKFORCE BOARD

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Date:

TO: Board of Directors

FROM: Mary Sarris

RE: March 14, 2019 Board meeting

The North Shore Workforce Board will meet on March 14, 2019 at the City of Salem offices, 98 Washington St., First Floor, Salem. Our agenda for this meeting is below.

## 1. *Chair's Report*

- MassHire update – social media outreach awards; other activity
- State-wide Manufacturing Apprenticeship Sponsorship grant
- Other Apprenticeship activity
- Officer elections – to be held May 9, 2019

## 2. *Northeast Regional Plan – review and discussion of draft performance management system*

## 3. *Youth Update*

- Summer programming*
- Dept. of Elementary and Secondary Education's High Quality and Career Pathway Initiatives (Early College, Innovation Pathway)*
- Lynn Public Schools Career Fairs Project*
- Internships status*
- Externships status*
- Biannual WIOA youth services bid*

## 4. *Committee Reports – written summaries of activities*

## 5. *Upcoming Meeting Schedule for FY 2018 – 8:00AM*

- *May 9, 2019*

As always your input and leadership is needed – looking forward to seeing you all on November 8<sup>th</sup>.

### **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.**

c.c.: Dave McDonald, Edward O'Sullivan, Maribeth Forbes, Maquisha Alleyne, Mark Whitmore, Will Sinatra, Kate O'Malley, Katie Crowder



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**March 14, 2019**

Prepared on  
March 8, 2019

## TABLE OF CONTENTS

	Page
Minutes of Board Meeting of January 10, 2019	3
Career Centers Division	8
Training Division / Workforce Innovation and Opportunity Act	9
Youth Services Division	10
Financial Reports	11

**MassHire - North Shore Workforce Board  
Meeting Minutes**

**January 10, 2019**

**Those in attendance:** Bob Bradford, Tracey Cahalane, Tom Daniel, Jon Feinberg, John Flinn, Pat Gentile, Saphia Himid (for Marcia Griesdorf), John Keenan, Mickey Long, Dave Manning, Lyndsay Harris, Robin Olson, Lisa Pais, Bonnie Carr (for Heidi Riccio), Laurie Roberto, Steve Shea, Diane Smith, Nancy Stager, Bill Tinti, Matt West (for Patrick Tutwiler), and Stan Usovicz.

**Those not in attendance:** Brian Cranney, Tim Doggett, Laurie Giardella, David Gravel, Paul Mahoney, Jocelyn Tiberii, Edward Tirrell, and Thelma Williams.

**Staff:** Katie Crowder, Maquisha Alleyne, David McDonald, Mark Whitmore, Maribeth Forbes, Ed O’Sullivan, Kate O’Malley, Yuliana Matos, and Mary Sarris.

**Special Guests:** Jon Thibault of Senator Crighton’s office, Hannah Mori of Senator Lovely’s office, and Diane Palter Gill.

The meeting begins at 8:08am.

A quorum is present.

Nancy Stager entertained a motion to accept the minutes of the November meeting. Tracey Cahalane moved to accept the minutes. Robin Olson seconded the motion. All members voted in favor of approving the minutes of the November meeting. No members opposed.

**Chair’s Report**

MassHire State Workforce Board Meeting

We hosted a MassHire State Workforce Board Meeting at Eastern Bank in Lynn on December 5, 2018. It was well attended by folks across the state. Mayor McGee of Lynn welcomed the attendees. Nancy Stager did an overview of the key issues surrounding workforce here on the North Shore. J.D. LaRock presented on some work being done by the Governor’s Commission on Digital Innovation and Lifelong Learning. Jen James also presented about the overall workforce plan and how that continues to roll out. The meeting was very informative and showed the continued emphasis on being demand driven.

MassHire Update

MassHire rollout is well underway. Some NSWB members have seen billboards or other marketing materials. The state is about to launch the MassHire social media campaign. Other parts of the workforce system like NAMC, WTF, and WCTF are being incorporated into the MassHire brand.

The State has decided to incentivize adoption of the brand by identifying the four values of MassHire (Ingenuity, Respect, Collaboration, and Reliability) and give awards for each value and an overall award. Our staff is working on submitting applications for the various awards.

**NSWB Strategic Plan**

The development of a comprehensive four year plan by each local workforce board is mandated under WIOA. A Draft version of the MassHire-North Shore Workforce Board’s 4-year plan for 2018 through 2021 has been posted online for review.

Our vision statement has been the same for the last two plans and will stay the same as it aligns with the MassHire vision and values. Our vision is:

The North Shore Workforce Board is an integrative force, bringing together business, education, economic development and other public entities striving to ensure that our region has skilled workers to meet the demand of employers in the region.

- Companies (i.e. employers) and Workers together make the North Shore an economically viable place to live and prosper
- Companies come to and remain on the North Shore because the workers are here
- Companies can find and keep the employees they need
- Workers and Companies have options for training that are easily accessible and meet their specific needs based on their backgrounds, interests, and capabilities

Within the Strategic Plan you will see a large amount of labor market information. Today we will highlight the skills charts and what companies in our area are telling us they need for skills. Our primary tool to determine this information is a software application called Burning Glass which allows us to evaluate online job descriptions at a very detailed level. We did a report for all job listing on the north shore in the last year to see what knowledge and skills were most requested. The skills that came up most were: communications skills, teamwork/collaboration, organization skills, computer literacy, physical abilities, detail-oriented, problem solving, Microsoft Excel, planning, and writing.

Other charts show the three priority and three critical industries identified during last year's regional planning process and the knowledge and skills needed to meet the needs of the businesses in those industries. (This presentation follows a PowerPoint presentation that shows all charts referenced and is available by contacting the NSWB office) Those industries and skills are listed below.

#### **Priority Industries**

1. Advanced Manufacturing: quality control, project management, scheduling, repair, customer service, quality management, sales, machinery, lifting ability, and manufacturing processes.
2. Professional, Technical, and Scientific Services: communication skills, teamwork/collaboration, problem solving, writing, computer literacy, Microsoft Excel, organizational skills, detail-oriented, and planning.
3. Health Care and Social Assistance: patient care, advanced cardiac life support (ACLS), cardiopulmonary resuscitation (CPR), scheduling, treatment planning, staff management, quality assurance and control, mental health, customer service, and hospital experience.

#### **Critical Industries**

1. Construction: repair, plumbing, HVAC, carpentry, electrical work, budgeting, and scheduling.
2. Life Sciences: quality assurance and control, scheduling, project management, biotechnology, good manufacturing practices (GMP), six sigma, chemistry, biology, SAP, and budgeting.
3. Financial Services: Microsoft Excel, Microsoft Office, Microsoft Word, Microsoft PowerPoint, Microsoft Windows, enterprise resource planning (ERP), Microsoft Outlook, word processing, customer relationship management (CRM), and Microsoft Access.

Charts from the NSWB's Future of Work study were also highlighted in the Strategic Plan and are in the PowerPoint presentation.

A chart showing the future skill set needs of businesses on the north shore are: better math skills, technology fluency, ability /willingness for learn, ability to work with diverse colleagues, and the ability to speak a foreign language.

**Q.** R. Olson asked what the sample size of businesses used to create the FOW charts was.

**A.** The sample size was about 500 companies which is about 5% of companies on the north shore. A chart showing the changes in companies over the next few years showed only 7% anticipated fewer jobs but 54% saw new jobs being created. Many companies anticipated the expansion of markets,

different business models or ways of doing business, and greater efficiency due to technology.

When job seekers were asked what would help make the employment process more successful and efficient 37% said more job training. Money for college, better information on jobs, and resume help were other needs for job seekers.

P. Gentile: Wanted to discuss how big an issue lack of money for college is. Over the last 4 years NSCC has been tracking how many accepted applicants don't enroll. Over the last 4 years over 3600 have applied, been accepted, and have not gone further. The main reason is lack of affordability. Many people don't understand financial aid. Although it is \$6000 to attend full time there is the cost of not working and having bills to pay while going to school. Most college students are non-traditional with the average age being 26. There is a very real hunger issue for NSCC students. It is a huge barrier for people to get the skills and credentials they need. In a state and area that relies heavily on skills and credentials the future of the workforce is concerning.

Year Up is coming to NSCC in the spring. It is a program that gives its students a stipend while learning and places them in paid positions with employers for six months with the goal of being hired after the six months.

B. Bradford: Bob mentioned the idea of an apprentice or teen wage that is less than minimum wage.

L. Roberto: Discussed an LPN program that took NSCC's 10 month program and turned it into a 2 year program for employees who were CNA's which graduated 28 LPNs after the two years. It was difficult for the employees because they had to decrease to part time hours, but the employers and NSCC worked with them to make it work.

J. Feinberg: Cost of housing is a huge issue that should be addressed in detail.

M.Sarris: Cost of housing is an issue. Many people in the area don't make enough money. The question is how do we get the lower level workers into higher level positions so things become more affordable. How do you get the CNAs into nursing positions or how do you get the assemblers into supervisory positions? We have a lot of experience with apprenticeships and other on-the-job trainings and have to get more companies involved.

N.Stager: The housing and transportation issue are two sides to the same coin and need to be addressed.

K.O'Malley: Shorter training get people to work faster. There should be more short training programs.

N.Stager: Many people think that schooling is complete after graduation or obtaining a degree, but people need to continue to learn throughout their lives.

The group discussed the following chart that shows how the Board supports the programming for Youth, Business and Job Seekers.

Programming	Skills Needed by Industry
Youth: - Work-based Learning Opportunities - Connection to Colleges and Careers	Communication Skills – Customer Service – Problem Solving - Customer Service Computer Literacy – Organizational Skills - Critical Thinking
Business: - New Ways of Training, e.g. Apprenticeships - Hiring of non-traditional workers	All of the above as well as specific occupational skills – stress on Tech and Microsoft capabilities across all sectors – ability and willingness to learn and comfort with diversity

<p>Job Seeker:</p> <ul style="list-style-type: none"> <li>- Targeted programming for older workers</li> <li>- Resources for immigrants entering into the labor force</li> <li>- Encourage non-traditional learners to enter into new fields</li> </ul>	<p>Ability to use the internet to job search, combined with the ability to network, Career Exposure to non-traditional opportunities, Communication skills in English as well as other language skills, opportunities to capitalize on diversity</p>
<p>Educators:</p> <ul style="list-style-type: none"> <li>-Labor market information and skills needed communicated</li> <li>-Facilitate sector initiatives in emerging industry sectors in need of skilled workers and training</li> </ul>	<p>Continued connection to business and help creating responses to the needs listed above.</p>

In addition to the above groups, the Board will also support and work with the entities carrying our core programs and other workforce development programs by supporting the work of our core partners (WIOA Partners) through the implementation and execution of our MOU with the partners. The MOU clearly indicates eight (8) assurances that the WB and our partners are working on this year. A few include:

- Participate in the operation of the one-stop delivery system
- Serve the “shared” customer as defined by the Partners
- Utilize robust technology tools to scale-up practices (e.g. tracking customers and implementation of unified referral form) and provide more significant supports for individuals with barriers to employment

B. Tinti: Of the people coming in to the Career Center, is there a difference in age?

M. Whitmore: The Career Center sees a good amount of mature workers. The Career Center has some very beginner level Microsoft Office trainings as well as 50+ networking groups to stay active with and provide the extra assistance for this population.

During the public comment opportunity the following comments have come up in regard to our strategic plan:

- Cost of housing in relation to workers
- Importance of continuous inter-agency training (WIOA partners and others)
- Knowledge of trends if and when economy is in decline

The group was asked if they had any other comments to add.

**VOTE:** Bob Bradford moved to accept and submit the Strategic Plan as presented. Pat Gentile seconded the motion. All members in attendance voted in favor of submitting the Strategic Plan as presented. No members in attendance opposed.

**Northeast Regional Plan**

The NSWB is also working on the regional plan and has set the following goals for this year.

- **Shared Measurement System** – research and document the various performance standards and measurement systems each stakeholder has in Education, Economic Development and Workforce Development. (NSWB)
- **Inventory of Resources** – develop and distribute to the planning group a ‘google doc’ to be share and used to gather information around resources available. (GLWB)
- **Marketing Plan** – determine specific tasks to achieve the strategy, i.e., primarily develop a pipeline for talent into priority industries, develop metrics to help define success, brainstorm strategic

messaging on difficult areas such as making manufacturing a more viable option. (MVWB)

Committee Reports

Written summaries for each of the sub-committees was given to the group in the form of a PowerPoint presentation which is available by contacting the North Shore WB.

Adjournment

P. Gentile moved to adjourn the meeting at 9:04 am. S. Shea seconded the motion. All members in attendance voted to adjourn the meeting. No member opposed.

The meeting concluded at 9:04 am.

The next meeting will be Thursday, March 14, 2019 at 8:00am.

The upcoming meetings for FY19 are:

- May 9<sup>th</sup>, 2019

Respectfully submitted by Maquisha Alleyne.



## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	Jan, 19		Actual YTD		Jan, 18 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	338	30	624	360	241
Total Customers	407	102	2,715	1,220	1,216

North Shore One-Stop Total <sup>2</sup>	Jan, 19		Actual YTD		Jan, 18 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	493	444	2,846	5,334	3,632
Total Customers	1,327	604	4,518	7,280	5,357

One-Stop Placements	Q1	Q2	Q3	Q4
FY19	4,383/62%			

### Job Seeker Satisfaction

System-Wide (n = 29)	Excellent	Good	Fair	Poor	No Response
Were you satisfied with the results of your visit?	19 (66%)	9 (31%)	1 (3%)	0 (0%)	0 (0%)

### Employer

System-Wide(n = 5)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	3 (43%)	4 (57%)	0 (0%)	0 (0%)

### Employer Services

	Jan, 19		Actual YTD		Jan, 18 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Employer Accounts	49	54	514	650	707
Total Employers Served	254	138	1,085	1,650	1,008
Number of Employers Listing Job Orders	37	42	147	500	314

\*NSWB is currently in discussion with the Career Center Management Team on strategies to increase the number of employers listing jobs.

<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.

**ACCESS POINT OVERVIEW**

Salem – The Hub	Nov, 18		Actual YTD		Nov, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	344	331	2,264	3,735	2,220
Total Customers	1,035	459	3,525	5,512	3,720

Gloucester -AP	Nov, 18		Actual YTD		Nov, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	62	40	313	477	415
Total Customers	131	53	494	637	598

NSCC – AP	Nov, 18		Actual YTD		Nov, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	152	60	884	723	841
Total Customers	325	71	1,108	852	1,056

Family Success Center-AP	Nov, 18		Actual YTD		Nov, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	6	6	12	76	6
Total Customers	16	15	28	178	38

Peabody Institute -AP	Nov, 18		Actual YTD		Nov, 17 YTD
	Actual	Plan	YTD	Plan thru 6/30/19	Actual
New Customers	8	8	44	100	54
Total Customers	11	8	45	100	56

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

**Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	Jan, 18 YTD
Adult	73	104	43
Dislocated Worker	164	165	144

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	Jan, 18 YTD
<b>Adult</b>	4	59	7
<b>Dislocated Worker</b>	19	84	24

**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 18
North Shore CC	16	1	1	100%	20.67/Hr	55
Salem State University	16	1	1	100%	55.00/Hr	16
Essex Tech	12	0	0	0	0	0
William George	12	1	1	100%	50.48/Hr	17
American Red Cross	9	0	0	0	0	8
New England TT	7	2	2	100%	38.85	12

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 18
Action, Inc.	7	1	1/12.00	12
Catholic Charities	22	10	6/12.64	45
Girls, Inc.				5
North Shore CDC	13	7	4/12.25	10

\*Girls Inc. – no longer a vendor

	Goal	Actual
<b>Student Work and Learning Experiences</b>	475	423

**Budget-Actual Summary by Expense Category**  
**As of January 31, 2019**

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$3,572,154	\$1,430,723	-	\$2,141,431	59.9%
Current Year Income	113,667	113,667	-	0	0.0%
Prior Year Carry-in	2,220,747	2,095,386	-	125,361	5.6%
<b>Total Revenue</b>	<b>\$ 5,906,568</b>	<b>\$3,639,775</b>	<b>-</b>	<b>\$2,266,793</b>	<b>38.4%</b>
<b><u>EXPENSES + OBLIGATIONS</u></b>					
<b><u>Admin Expenses</u></b>					
Personnel	\$290,425	\$156,839	-	\$133,586	46.0%
Expenses	70,387	34,265	-	36,122	51.3%
<b>Total Admin Expenses</b>	<b>\$ 360,813</b>	<b>\$191,104</b>	<b>-</b>	<b>\$169,708</b>	<b>47.0%</b>
<b><u>Program Expenses</u></b>					
Personnel	1,872,534	\$923,541	0	948,992	50.7%
Individual Training Accounts	575,062	318,869	214,409	41,784	7.3%
Supportive Services	106,933	35,956	11,199	59,779	55.9%
Youth Jobs	397,734	370,332	3,349	24,052	6.0%
Other Training	943,253	365,309	391,890	186,053	19.7%
Other Program Costs	484,505	215,606	32,141	236,758	48.9%
Business Services Costs	150,763	101,278	150	49,334	32.7%
<b>Total Program Expenses</b>	<b>\$4,530,783</b>	<b>\$2,330,892</b>	<b>\$653,138</b>	<b>\$1,546,752</b>	<b>34.1%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$4,891,595</b>	<b>\$2,521,996</b>	<b>\$653,138</b>	<b>\$1,716,461</b>	<b>35.1%</b>
<b>Planned Carry-Out</b>	<b>\$1,014,973</b>				

**Budget-Actual Summary by Program**  
**As of January 31,2019**

<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<b><u>Federal Funds</u></b>				
Garelick Farms NEG	\$361,156	\$34,087	\$327,069	90.6%
MassHire Branding FY19	31,823	21,487	10,334	32.5%
NAMC Apprentice Continuation Grant	183,500	127,398	56,102	30.6%
NAMC Apprenticeship Expansion Grant –	145,555	131,998	13,556	9.3%
NAMC Apprenticeship Grant	255,000	204,859	50,141	19.7%
Rapid Response – State Staff, FY19	13,991	0	13,991	100.0%
Re-employment Eligibility Assessments, FY19	53,380	53,380	0	0.0%
Trade Adjustment Assistance Case Management, FY17	22,415	17,886	4,529	20.2%
Trade Adjustment Assistance Case Management, FY18	20,744	12,468	8,276	39.9%
Trade Adjustment Assistance Case Management, FY19	26,751	0	26,751	100.0%
UI Walk-in, FY19	19,000	0	19,000	100.0%
Vets: Disabled Veterans Outreach Program, FY19	28,712		28,712	100.0%
Wagner Peyser ES 90%, FY18	14,902	14,902	0	0.0%
Wagner Peyser ES 90%, FY19	1,143	1,143	0	0.0%
Wagner Peyser ES, 10% FY19	51,225	51,225	0	0.0%
WIOA Formula Funds: Adults	691,425	440,561	250,864	36.3%
WIOA Formula Funds: Dislocated Workers	611,089	437,191	173,898	28.5%
WIOA Formula Funds: Youth	640,229	437,113	203,116	31.7%
WIA/WIOA Formula Funds: Administration	146,627	95,543	51,084	34.8%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,318,666</i></b>	<b><i>\$2,081,244</i></b>	<b><i>\$1,237,423</i></b>	<b><i>37.3%</i></b>

**Budget-Actual Summary by Program**  
**As of January 31, 2019**

<b>Program Name</b>	<b>FY Budget</b>	<b>FYTD Spent + Obligated</b>	<b>Amount Remaining</b>	<b>Percent Remaining</b>
<i>State &amp; Local Funds</i>				
Amp it up FY18	8,867	8,867	0	0%
DESE: Connecting Activities, FY18	202,398	101,849	100,549	49.7%
DTA FY19 Competitive Integrated Employment Services	143,645	74,254	69,391	48.3%
DTA – TAO FY19	53,446	3,690	49,755	93.1%
Early College	12,215	1,653	10,562	86.5%
Earned Funds	20,205	20,205	0	0.0%
EOHED FY19	37,500	3,425	34,075	90.9%
Job Corps FY19	5,000	0	5,000	100.0%
Regional Planning FY19	14,250	6,715	7,535	52.9%
Retention Grant FY19	25,000	2,331	22,669	90.7%
Retention Grant FY18	27,480	27,480	0	0.0%
ROCA – FY 19	5,775	2,140	3,635	62.9%
State One-Stop Career Centers, FY19	243,594	176,945	66,649	27.4%
STEM Focused Internships FY 19	40,000	21,417	18,583	46.5%
Tech Hire FY 17	112,381	68,985	43,396	38.6%
Vets Incentive	11,000	10,651	349	3.2%
WIOA Partners FY 19	20,865	11,533	9,332	44.7%
Workforce Training Fund: WIB Support, FY19	95,000	58,844	36,156	38.1%
Youth Works – Summer 2018	494,309	492,908	1,401	0.3%
<b><i>Total State Funds</i></b>	<b><i>\$1,572,929</i></b>	<b><i>\$1,093,891</i></b>	<b><i>\$479,038</i></b>	<b><i>30.5%</i></b>
<b>TOTAL FUNDS</b>	<b>\$4,891,595</b>	<b>\$3,175,135</b>	<b>\$1,716,461</b>	<b>35.1%</b>