



# **NORTH SHORE WORKFORCE BOARD**

## **BOARD REPORT**

**September 10, 2020**

Prepared on  
August 30, 2020

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# MassHire North Shore Workforce Board of Directors

## Meeting Minutes for May 14, 2020

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**Directors attending:** Robert Bradford, Tracey Cahalane, Tom Daniel, Amy Doherty (for Thelma Williams), John Flinn, Patricia Gentile, Laurie Giardella, David Gravel, Marcia Griesdorf, Lauren Hubacheck (for John Keenan), Mickey Long, Paul Mahoney, Lyndsay Harris, Joy Livramento-Bryant (for Robin Olson), Lisa Pais, Heidi Riccio, Laurie Roberto, Steve Shea, Diane Smith, Kathy Thurman (for Nancy Stager), Bill Tinti, Stan Usovicz

**Directors not attending:** Brian Cranney, Tim Doggett, Jonathon Feinberg, David Manning, Jocelyn Tiberii, Edward Tirrell, Patrick Tutwiler

**Others attending:** Judy Bower (Department of Labor and Workforce Development), Bonnie Carr (Essex North Shore Agricultural & Technical School), Maria Ferri (Peabody Public Schools), Stratton Lloyd (Essex Country Community Corporation), Senator Joan Lovely, Hannah Mori from Senator Lovely's office, Joanna Rosen from Senator Crighton's office (all Massachusetts State Senate), Diane Palter Gill (North Shore Community College)

**Staff attending:** Katie Crowder, Maribeth Forbes, Kari Heen, Ann-Marie O'Keefe, Kate O'Malley, Ed O'Sullivan, Mary Sarris, Tedi Markham, Paul Ventresca, Mark Whitmore

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

*A quorum was present with 22 members attending.*

The meeting began at 8:05 AM.

A motion to approve the March 12<sup>th</sup> meeting minutes was accepted by Tracey Cahalane.

### **CHAIR'S REPORT**

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

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

### **One Stop Career Center Operator Request for Proposals (RFP): update and schedule**

- Expecting State guidance given current events
- Meanwhile, continuing to plan for November RFP, January responses, March board recommendations, May/June contract submission with a signed, finalized contract by July 1

### **FY 2021 allocations**

- Still to come, last year received in mid-May
- Concern that funding may be based on a strong pre-COVID economy rather than reflecting post-COVID employment challenges

## **FY 2021 allocations (cont'd.)**

- Hoping for additional training/re-employment funds for those facing permanent job loss
- PPT slides show that since March 14<sup>th</sup>, North Shore claims are highest (25%) in the accommodation and food service sectors and 56% of those applying for unemployment earned less than \$699/week before COVID. In Massachusetts, 171,598 PUA (Pandemic Unemployment Assistance) claims were filed by self-employed, gig, and other workers for the week of April 25<sup>th</sup> (1<sup>st</sup> week of data). The total number unemployment claims in Massachusetts since March 15<sup>th</sup> is 893,545: claims spiked between March 14<sup>th</sup> and 21<sup>st</sup> with 140,000 new claims filed that week.

## **Retiring WB member**

Many thanks to North Shore Community College's President Pat Gentile for her leadership and WB service. Best wishes for a happy retirement including **message board congratulations** from Diane Palter Gill, Lauren Hubacheck, Kathy Thurman, Hannah Mori, Kate O'Malley, Tracey Cahalane, and Joanna Rosen. Dr. Nate Bryant from Salem State University will be interim president during the year-long search process.

**Message board comment** from Pat Gentile to everyone: *"My retirement is bittersweet—I will miss all of you but am so honored to have been part of the terrific work you are all doing in this region. However, I'm going back 'home' and will be closer to family members, so I am looking forward to that. I appreciate your kind words and the gift. Thank you!!!"*

## **Pivoting Career Center services to remote delivery**

**(presented by Mark Whitmore, Executive Director, MassHire North Shore Career Center)**

### **Support for staff (working remotely since March 16th):**

- Providing WIFI access, laptops, and technical support
- Using AnyDesk to access office hard drives, Google Voice to transfer office phones, and Google Meet for virtual meetings
- Daily check-in calls with managers and weekly staff meetings establish and track goals and deliverables

### **Support for customers (since the Career Center is closed to the public):**

- Reaching out through signage, webinars, social media
- Redesigned Career Center website as launch pad for virtual services (online webinar/workshop registration, updated UI information, links to community resources)
- Contacting businesses about hiring needs
- Contacting trainers about program availability
- Shortening workshop content to 60-minute webinars (from in-person format lasting two hours or more)

### **Planning for reopening:**

- Phased-in transition
- Scheduled appointments to control customer volume
- Increased guidance/assistance to manage customer flow

### **Planning for reopening, (cont'd.)**

- PPE and physical distancing for staff and customer safety: continue remote webinars, repurpose space for 6-foot distancing, add protective screening, require face coverings and temperature checks, provide sanitizing supplies

### **UI activities:**

- Two staff members shifted to UI claims
- Claims seem to have plateaued (most calls to the Career Center in the first five weeks after closure were calls about UI)
- DUI website and phone system has been overwhelmed so also sharing UI information on the Career Center website
- DUI is simplifying some processes like PIN resets and creative new DUI Town Halls have also been helpful to customers

**Job service activities:** staff are following-up with UI claimants to provide job search and training information. Online workshops are now available: three to start and more to come.

**Company services:** Mary and Mark are participating in informational webinars with companies to discuss options. Virtual recruitments are underway (for example, CVS) and virtual job fairs may be as well.

**Training programs:** all remote at present but we are looking forward to labs and shops reopening for small groups. Some companies are considering apprenticeships for students who couldn't complete their training in a lab.

### **New projects**

**(Presented by Mary Sarris)**

**Disaster relief grant:** Massachusetts received \$6.9 million (of a possible \$21 million maximum amount: the largest grant awarded was \$12 million so MA was one of the larger awards) to provide temporary public service employment for laid-off workers to help with COVID-related activities. The NSWB submitted requests for this help based on feedback from our cities, in particular Salem and Gloucester.

**Message board comment** from Stratton Lloyd to everyone: *"Do we know what the types of jobs the disaster relief grants will be for? Infrastructure-related?"*

**Mary's verbal response:** Examples are delivering food for non-profits, updating social media sites with community news and information, providing childcare, etc..

**Youth apprenticeship grant application:** applied with the State and Hampden County WB for \$2 million to expand manufacturing and possibly other industry apprenticeships for up to 300 youth across the NAMC footprint working with our own WIOA youth vendors, tech schools, and company partners

**Apprenticeship expansion activities:** hoping to participate in a second State application to expand non-traditional apprenticeships across MA by building on a structure and plan created last summer in partnership with MassMEP

**Regional planning/health care focus:** State initiative for all regional planning teams to organize NAMC-like coalitions for healthcare

**Youth programs:** We have received approximately \$750,000 for summer and year-round activities.

**Youth update from Katie Crowder:** In addition to providing outdoor jobs with appropriate distancing and PPE, we're figuring out how to deliver remote alternatives for teens, along with internet connections and equipment. Due to COVID challenges, there's a slower response than usual when soliciting summer worksites from nonprofits and the public (for example, 14 so far this year vs. 35 last year). We expect to have more online career-readiness programming and other creative virtual ways to continue funding students without job placements this year (for example, summer school and other training/credentialing stipends).

**Lauren Hubacheck:** Salem State University called students to assess their technology needs and provided Chromebooks and mobile hotspots (we ran out of hotspots). More students needed internet access than needed hardware.

**Pat Gentile:** North Shore Community College sent out a technology survey and received a surprising 60% return. Chromebooks, laptops, and hotspots were purchased for students to be returned curbside or postage-paid.

**Message board comment** from Lauren Hubacheck: *"Katie or K-12 partners on this call, if your school has distributed technology to students to complete remote learning, has your school outlined the return of those devices? [Could students] retain [devices] over the summer if they are connected to a work program such as what Katie described?"*

**Response** from Ed O'Sullivan: *"We are discussing the return policies we have in place and in some cases are considering simply having the devices remain with the student indefinitely to help with future on-line programming, etc..... Funders have been open to this idea as it will help facilitate additional programming for the youth over the long term."*

### **General updates/concerns/ideas from members**

**Query to the group from Mary Sarris: is anyone hiring?**

**Message board comment** from Kathy Thurman everyone: *"Yes, we [Eastern Bank] are hiring for retail branches, operations, and others. Also, some seasonal work in retail branches available for college students."*

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

The meeting ended at 9:05 AM with a motion to adjourn accepted by Tracey Cahalane.

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***Please note the upcoming WB virtual meeting schedule for FY 2021 (the second Thursday of the following months):***

*8 AM on September 10, 2020; November 12, 2020; January 14, 2021; March 11, 2021; May 13, 2021*

## CAREER CENTER OVERVIEW

Youth Career Center <sup>1</sup>	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	109	30	1,358	358	1,712
Total Customers	208	94	2,592	1,125	5,373

North Shore One-Stop Total <sup>2</sup>	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	147	370	3,382	4,435	4,742
Total Customers	639	531	5,292	6,375	6,817

One-Stop Placements	Q4 FY 19	Q1 FY20	Q2 FY20	Q3 FY20
FY 19 & 20	62%	65%	64%	65%

### *Job Seeker*

System-Wide (n = 49)	Excellent	Good	Fair	Poor	No Response
Were you satisfied with the results of the virtual services you accessed?	24 (49%)	18 (37%)	3 (6%)	4 (8%)	0 (0%)
Online-PC (n=34)	19 (56%)	12 (35%)	1 (3%)	2 (6%)	0 (0%)
Online-Cell (n=10)	2 (20%)	5 (50%)	2 (20%)	1 (10%)	0 (0%)
Phone-Landline (n=5)	3 (60%)	1 (20%)	0 (0%)	1 (20%)	0 (0%)

### *Employer*

System-Wide(n = 3)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	2 (67%)	1 (33%)	0 (0%)	0 (0%)

### *Employer Services*

	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Employer Accounts	28	42	815	500	784
Total Employers Served	113	142	2,090	1,700	1,904
Number of Employers Listing Job Orders	33	21	434	250	559

<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	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	106	287	2,102	3,445	3,684
Total Customers	439	443	3,848	5,311	5,679

Gloucester -AP	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	5	42	348	498	533
Total Customers	154	60	1,922	726	776

NSCC – AP	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	34	118	1,455	1,411	1,509
Total Customers	107	144	1,902	1,733	1,853

Family Success Center-AP	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	2	1	82	18	19
Total Customers	16	3	97	33	35

Peabody Institute -AP	June, 20		Actual YTD		June, 19 YTD
	Actual	Plan	YTD	Plan thru 6/30/20	Actual
New Customers	0	6	56	66	71
Total Customers	0	6	59	70	75

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

**Overall WIOA Activity**

	YTD Actual	Planned Thru End of Grant	June, 19 YTD
Adult	53	72	80
Dislocated Worker	139	122	188

**Overall WIOA Placement**

	YTD Actual	Planned Thru End of Grant	June, 19 YTD
Adult	16	43	19
Dislocated Worker	53	83	59



**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 19
North Shore CC	20	5	4	80%	18.17	23
Salem State	17	5	5	100%	32.98	32
Millennium	8	0	0	-	-	7
William George	6	3	3	100%	67.31	13
American Red Cross	4	4	3	75%	11.50	10
New Horizons – Boston	4	1	1	100%	45.67	9
Wellspring House	4	2	2	100%	16.00	7

No outcomes to date.

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/ Average Wage	Number Served in FY 19
Action, Inc.	15	5	5/13.15	18
Catholic Charities	26	5	3/15.67	32
North Shore CDC	13	4	2/14.13	16

	Goal	Actual
Student Work and Learning Experiences	450	446

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

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<b><u>REVENUE</u></b>					
Current Year Grants	\$3,444,549	\$2,564,056	-	\$880,494	25.6%
Current Year Income	179,329	176,664	-	2,665	1.5%
Prior Year Carry-in	2,766,188	1,888,950	-	877,238	31.7%
<b>Total Revenue</b>	<b>\$ 6,390,066</b>	<b>\$4,629,670</b>	<b>-</b>	<b>\$1,760,397</b>	<b>27.5%</b>
<b><u>EXPENSES + OBLIGATIONS</u></b>					
<i><u>Admin Expenses</u></i>					
Personnel	\$370,211	\$266,818	-	\$103,394	27.9%
Expenses	94,705	82,986	-	11,719	12.4%
<b>Total Admin Expenses</b>	<b>\$ 464,916</b>	<b>\$349,804</b>	<b>-</b>	<b>\$115,112</b>	<b>24.8%</b>
<i><u>Program Expenses</u></i>					
Personnel	2,266,697	1,654,481	-	612,215	27.0%
Individual Training Accounts	437,081	215,629	121,258	100,194	22.9%
Youth Jobs	409,041	356,098	1,587	51,357	12.6%
Other Training	1,137,662	548,912	148,867	439,884	38.7%
Other Program Costs	689,687	468,677	40,671	180,339	26.1%
Business Services Costs	52,794	52,794	-	0	0.0%
<b>Total Program Expenses</b>	<b>\$4,992,962</b>	<b>\$3,296,591</b>	<b>\$312,382</b>	<b>\$1,383,989</b>	<b>27.7%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$5,457,878</b>	<b>\$3,646,395</b>	<b>\$312,382</b>	<b>\$1,499,102</b>	<b>27.5%</b>
<b>Planned Carry-Out</b>	<b>\$932,188</b>				

**Budget-Actual Summary by Program**  
**As of June 30, 2020**

<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	\$624,700	\$153,873	\$470,828	75.4%
MassHire Branding Incentive FY19	20,000	20,000	0	0.0%
NAMC Apprentice Continuation Grant	320,501	190,149	130,351	40.7%
NAMC Apprenticeship Expansion Grant –	21,151	12,306	8,845	41.8%
NAMC Apprenticeship Grant	244,673	216,428	28,245	11.5%
Re-employment Eligibility Assessments, FY20	44,902	44,902	0	0.0%
Trade Adjustment Assistance Case Management, FY19	24,780	23,819	960	3.9%
Trade Adjustment Assistance Case Management, FY20	22,775	0	22,775	100.0%
UI Walk-in, FY20	19,000	19,000	0	0.0%
Vets: Disabled Veterans Outreach Program, FY19	15,759	15,759	0	16.3%
Wagner Peyser ES 90%, FY19	1,946	1,946	0	0.0%
Wagner Peyser ES 90%, FY20	3,286	3,286	0	0.0%
Wagner Peyser ES, 10% FY20	52,794	52,794	0	0.0%
WIOA Formula Funds: Adults	520,237	386,343	133,894	25.7%
WIOA Formula Funds: Dislocated Workers	622,849	543,076	79,773	12.8%
WIOA Formula Funds: Youth	657,396	480,880	176,516	26.9%
WIOA Formula Funds: Administration	146,336	146,336	0	0%
<b><i>Total Federal Funds</i></b>	<b><i>\$3,363,084</i></b>	<b><i>\$2,310,897</i></b>	<b><i>\$1,052,188</i></b>	<b><i>31.3%</i></b>

**Budget-Actual Summary by Program**  
**As of June 30, 2020**

<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>				
Collaboration Award	10,000	10,000	0	0%
DESE: Connecting Activities, FY20	203,508	199,347	4,161	2.0%
DTA FY20 Competitive Integrated Employment Services	241,451	161,372	80,079	33.2%
DTA – TAO FY20	51,569	51,166	403	0.8%
Early College	10,536	8,667	1,869	17.7%
Earned Funds	79,235	79,234	1	0.0%
EOHED	47,627	34,883	12,744	26.8%
GE Foundation	277,106	94,517	182,589	65.9%
Job Corps FY19	2,917	2,500	417	14.3%
LHAND- Jobs Plus	50,000	41,980	8,020	16.0%
Regional Planning	14,750	14,432	318	2.2%
Retention Grant CY19	50,000	15,379	34,621	69.2%
Retention Grant CY20	10,996	10,996	0	0.0%
State One-Stop Career Centers, FY20	288,624	288,624	0	0.0%
Tech Hire FY 17	66,984	37,938	29,046	43.4%
WIOA Partners FY 20	20,865	0	20,865	100.0%
Workforce Training Fund: WIB Support, FY19	95,000	88,529	6,471	6.8%
Youth Works Pilot C	20,000	19,253	747	3.7%
Youth Works – Summer 2019	553,626	489,064	64,562	11.7%
<b><i>Total State Funds</i></b>	<b><i>\$2,094,794</i></b>	<b><i>\$1,647,880</i></b>	<b><i>\$446,914</i></b>	<b><i>21.3%</i></b>
<b>TOTAL FUNDS</b>	<b>\$5,457,878</b>	<b>\$3,958,777</b>	<b>\$1,499,102</b>	<b>27.5%</b>