

# **BOARD REPORT**

**January 9, 2013** 

Prepared on December 20, 2013

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## North Shore Workforce Investment Board Meeting Minutes

### **November 14, 2013**

**Those in attendance:** Joe Bourgeois, Mary Zwiercan (for Arthur Bowes), Jim Boyle, Steve Crowder (for Bob Bradford), Tony Dunn, Steve Falvey, Marcia Griesdorf, Susan Jepson, Jonathan Sam (for Joyce Kilroy), Stephanie Lee, Tom Lemons, Paul Mahoney, David Manning, Patricia Meservey, Doris Murphy, Mickey Northcutt, Dianne Palter-Gill (for Janice Forsstrom), Laurie Roberto, Andrew Shapiro, Steve Shea, Jocelyn Tiberii, Edward Tirrell, Bill Tinti, and Thelma Williams.

**Those not in attendance:** Bonnie Carr (attends for Catherine Latham), Brian Cranney, Janice Forsstrom, Peggy Hegarty-Steck, Mike McCarthy, Nancy Stager, and Sarah Stanton

**Staff:** Mary Sarris, Michael Medler, Maquisha Alleyne, Ed O'Sullivan, David McDonald, Mark Whitmore, Will Sinatra, and Kate O'Malley.

**Guests:** Darin Swimm and David Coleman of Congressman Tierney's office and Meaghen Hamill of Senator Tom McGee's office.

The meeting begins at 8:10 am.

A quorum is present.

#### Chair's Report

Nancy Stager was ill and wasn't able to attend the meeting. Steve Falvey will preside over the meeting in her place.

Steve announced that Mary Sarris was given the Community Advocate of the Year Award by Eastern Bank.

The North Shore WIB has survived the first quarter of FY 2014. Due to sequestration, the State of Massachusetts received an 18% cut across all WIA programs which had to be taken in the first quarter of FY 2014.

All of our grants come to us as two year grants to be spent between 12-18 months. The reductions have been made leaving an appropriate amount remaining for FY14 and hopefully sufficient funds to carry over into the beginning of FY 2015.

One grant from the Federal Government, our transportation grant, has 65-80 people using that service. This grant uses a separate funding flow managed by us. There was a good response from the Governor's office concerning this grant as they didn't want to see these people left without transportation, but we managed to get through.

On October 1, Mayor Driscoll sponsored a seminar on the Workforce Training Fund Program (WTFP). This session explained to about 40 companies in attendance how to apply for training money. The WTFP is funded through a surcharge on an employer's unemployment insurance bill. An additional \$8.46 per employee per year is paid and employers have an opportunity to apply for that training money to improve the quality and the skills and knowledge of their incoming workforce. It is a program that is only available to companies that pay into the Unemployment Fund. We are working to change that rule so if you don't pay into UI you could pay the additional \$8.46 and be eligible for training funds.

We have two new programs.

Our manufacturing grant, run by Kate O'Malley, started Tuesday with 25 candidates interested in entering the manufacturing field. The first cycle began on Nov. 12 – at Middlesex Community College in partnership with Greater Lowell Regional Tech and Shawsheen Tech. The students will go through a very intense 25 week program for 25 hours

a week at Middlesex CC and then at Greater Lowell Tech and Shawsheen Tech for hands on training. The next cycle will be at Northern Essex Community College and North Shore Community College will begin their cycle in the fall of 2014.

We just got word that Secretary Goldstein, Secretary of Labor and Workforce Development is visiting to meet with students for a kick-off event on Nov. 21 and any and all WIB members would be welcomed to join in the celebration.

2. Health Care Training grant that we are working with Northeast Physicians Health Organization and Northeast Health Systems/Leahy Health on a planning grant that will improve services at the physician practice level. Salem State and North Shore Community College are involved to design training for staff to set up patient centered medical homes designed to keep people healthy. This is a training grant and once completed there will be implementation grants available to get the program going.

#### **Workforce Systems Committee Report**

The WIB is responsible for chartering the One-Stop Career Center system in our area. There is currently a Center in Lynn and Salem and a small satellite center in Gloucester. Every two years the WIB goes through a re-chartering process which is the development of a business plan and agreement among all the partners for two years clearly stating what the Career Center plans to do over the next two years. It takes a lot of review of data, discussions with partners and the community, and consideration of potential future expectations. This helps us keep our career centers building strength, responding to the changing needs of our economy, implementing new strategies, and staying relevant to the community we serve.

The WIB has surveyed companies and non-profits that work with the centers. We held three focus groups for randomly selected job seekers; one in Lynn, one in Salem, and one for older workers. The WSC then compiled and reviewed all the data. (Below is a brief summary of the information received. More information is available by request.)

#### Company Surveys

800 surveys were sent to companies that have a relationship with the Career Centers and 44 responses were received (5% response rate). The responses were mainly positive with only three responses coming back as unsatisfactory or failure. Some positive comments mentioned quality service or specific staff. Some negative comments mentioned lack of funds and lack of appropriate referrals. Some comments for better service mentioned on-line job postings; more outreach to the business community; stop charging for job fairs; greater care in job referrals; more care with job seeker expectations; don't allow job seekers to hand deliver resumes.

#### Non-Profit Surveys

18 surveys were sent to non-profits with relationships with the Career Centers. Of the 18 sent, 8 responses were received and 100% rated the service of Career Centers as excellent.

### Job Seeker Focus Groups

The following are the results of the three focus groups conducted. Generally, customers that attend have concerns and don't attend because they are completely satisfied with their service. Recently the UI system has gone through changes and had challenges that have been felt at the Career Centers. Some concerns brought up during these focus groups are: UI system complaints; the need for more face to face communications with companies, more hand-holding/referrals/references, more on-line training opportunities for ITAs, more Social Media workshops at varying levels of sophistication, more functional computers, more networking groups.

Customers were very concerned and frustrated with the UI system. Though the WIB/Career Centers have no control over this, it was very difficult to guide the conversation to other issues. Another major concern of customers is the lack of face to face communications with companies, which is the opposite of what companies complained about in their surveys. Companies don't want people showing up with resumes but customers feel stymied when they submit a resume online and receive no response or feedback.

One of the biggest things the Career Centers have had to deal with is the changing culture of job search where electronic submissions are now the front door to companies. Many people out of work have not been out of work for a long time and are faced with a whole new paradigm of job search than there was 5-7 years ago.

The group discussed the challenges to online applications and the possibility of training groups to give job seekers a better sense of what is required to get their online application seen by a human after the electronic screening process as well as other training options such as LinkedIn seminars and seminars on how to utilize social media in a job search along with other computer training programs.

#### Data/Performance Review

We looked at our business goals for 2012 and 2013 and these are the goals that were met: service to business in 2012; specialized services to business both years; job posting goals both years; training grants received both years; customer satisfaction goals both years. Our service to business goal for 2013 was not met, however 98% of the goal was reached.

We looked at our job seeker goals for 2012 and 2013 and these are the goals that were met: customer satisfaction goals both years; increased numbers served both years; placement and retention rates both years; youth outcomes both years.

Some other goals not met for job seekers were earnings for dislocated workers (96% of the goal was met); service to youth (80% of the goal was met) and private sector job placements for youth (95% of goal was met).

We believe that some reasons for our challenges in meeting our goals are:

- Reduction in staffing The career centers have fewer staff than we did a few years ago.
- The need for more follow up for job placements People are not mandated to report to us once they receive a job.
- Issues with compliance versus service roles As it is now, people receiving UI benefits are required to attend workshops and those on UI extensions are required to attend an EUC orientation and review. As a result, these folks tend to be less forthcoming with staff which is putting a strain on the relationships between staff and job seekers.
- Earnings issues Customers that have gone through training are earning less than expected. Preliminary results from reviewing 2011, 2012, and current data show that in 2013 more customers took jobs at lower salaries than in previous years. We are studying why this is happening and will report the results.

#### **Suggestions for Charter Goals:**

- Determine appropriate services for companies and job seekers within the new design of consolidated center with access points.
- Review current staff and determine if job functions are properly aligned to goals.
- Respond to research finding on earnings issues.
- Phase in access points by shifting service burden for career center to access points.
- Improve knowledge and use of social media for staff serving job seeker and business customers.
- Improve technology services, including functional computers, Microsoft training, more online ITAs, etc.
- Increase networking groups.
- Increase use of National Career Readiness Standards.
- Tap into other on-line services for customer service, business etiquette and other soft skills needed by job seekers.

We will issue or final charter after the new year.

#### **Career Center Consolidation**

We have gone out to bid twice for locations for our one career center. The WIB has a commitment to the City of Lynn which is the largest city in our service area. We are meeting with Mayor Kennedy to

discuss this issue. We have gotten bids from the Cummings Center in Beverly and a few locations in Salem. The goal is to maintain a significant presence in Lynn.

We have gotten a lot of interest from organizations that want career center services at their locations. We are looking for access point all over our area that are dependable with fixed schedules. Access points don't seem to be much of a problem at this point.

#### **Access Points/Working Cities Grant**

Salem and Lynn have applied for a Working Cities Grant. The Federal government is working with several philanthropies to give money to gateway cities. Gateway Cities are cities in MA that have fewer than 250,000 people but more than 35,000 people and have educational levels below the average and poverty levels above the average. The WIB is part of both of those applications. The application in Salem focuses on the poverty center in Salem, the Point Neighborhood, and will include the WIB overseeing industry-contextualized ESOL classes as well as providing Access Point services. The Lynn application is very different and focuses on early childhood services and will include the WIB working with parents/guardians of young children to meet workforce needs.

Steve Falvey made a motion to approve the minutes of the September meeting. Bill Tinti seconded the motion. The motion to approve the September meeting minutes was approved by all members in attendance.

Tom Lemons moved to adjourn. The motion was seconded by Susan Jepson and approved by all members in attendance.

The next meeting is scheduled for January 9, 2014.

Respectfully Submitted by Maquisha Alleyne.

# **CENTERS DIVISION**

# **CAREER Customer Count**

## New Customers

	Nov, 13		Actual YTD		Nov, 12 YTD
	Actual	Plan	Actual Plan thru YTD 6/30/13		Actual
Lynn	325	385	1,717	4,623	3,011
Salem	285	252	1,670	3,022	2,750
Gloucester	39	63	235	755	192
Total	649	700	3,622	8,400	5,953

## **Total Customers Served**

	Nov, 13		Actua	Nov, 12 YTD	
	Actual	Plan	Actual Plan thru YTD 6/30/13		Actual
Lynn	980	642	3,639	7,704	5,629
Salem	918	420	3,107	5,037	4,940
Gloucester	124	105	444	1,259	457
Total	2,022	1,167	7,190	14,000	11,026

# **Customer Placements (#/% of total customers served)**

	Nov	v, 13	Actua	Nov, 12 YTD	
	Actual	Plan	Actual Plan thru YTD 6/30/13		Actual
Lynn	56	83	458	1,002	655
Salem	70	55	433	655	583
Gloucester	14	14	68	164	97
Total	140/7%	152/13%	959/13%	1,820/13%	1335/12%

# **Customer Satisfaction – Results for October 2013 to November 2013**

## Job Seeker\*

Were you satisfied with the results of your visit?	Excellent	Good	Fair	Poor
Lynn (n = 66)	37 (56%)	127 (40%)	1 (2%)	1 (2%)
Salem (n = 99)	64 (65%)	29 (29%)	4 (4%)	2 (2%)
Gloucester (n =14)	7 (50%)	5 (36%)	1 (7%)	1 (7%)
<b>System-Wide (n = 179)</b>	107 (60%)	61 (34%)	6 (4%)	4(3%)

**Employer** 

<b>Overall satisfaction with Career Center services.</b>	Excellent	Good	Fair	Poor
System-Wide $(n = 5)$	4 (80%)	1 (20%)	0(0%)	0 (0%)

# **Employer Services**

New Accounts

	Nov, 13		Actual YTD		Nov, 12 YTD
	Actual	Plan	Actual	Plan thru 6/30/13	Actual
Lynn	10	18	116	220	148
Salem	10	23	62	275	111
Gloucester	0	5	7	55	17
Total	20	46	185	550	276

Total Employers Served

Total Employers Servea						
	Nov, 13		Actual YTD		Nov, 12	
					YTD	
	Actual	Plan	Actual	Actual		
				6/30/13		
Lynn	32	43	287	520	364	
Salem	44	54	154	650	196	
Gloucester	1	11	13	130	27	
Total	77	108	454	1,300	587	

Total Number of Employers Listing Job Orders

Total Number of Employers Listing Job Oraers						
	Nov,	ov, 13 Ac		YTD	Nov, 12 YTD	
	Actual	Plan	Actual	Plan thru 6/30/13	Actual	
Lynn	26	17	215	210	265	
Salem	17	32	85	381	86	
Gloucester*	1	8	3	98	17	
Total	44	58	303	700	368	

# TRAINING DIVISION / WORKFORCE INVESTMENT ACT

# **Overall WIA Activity**

	YTD Actual	Planned Thru End of Grant	Nov, 12 YTD
Adult	112	184	137
<b>Dislocated Worker</b>	168	307	245

#### **Overall WIA Placement**

	YTD Actual	Planned Thru End of Grant	Nov, 12 YTD
Adult	14	75	12
<b>Dislocated Worker</b>	23	146	17

# **Preferred Vendor Performance (top 6 vendors in terms of enrollments)**

Vendor	Number	Placement	Average	Number Served
	Served	Rate	Wage	in FY 13
North Shore CC	20	0	0	62
Millennium	9	0	0	14
<b>American Red Cross</b>	6	100%	11.50	20
<b>Dental Careers of the</b>	2	0	0	0
North Shore				
New Horizons	2	0	0	3
Computer Learning				
Center				
Salem University	2	0	0	9

# **YOUTH DIVISION**

#### **Workforce Investment Act Programs**

Vendor	Number	Number	Number	Number	
	Served	Exited	placed/Average	Served in FY	
			Wage	12	
Action, Inc.	34	10	7/8.64	34	
Catholic	31	12	6/9.38	40	
Charities					
Girls, Inc.	22	8	1/1500* per	29	
			month		

<sup>\*</sup>Youth entered Marines

## School-to-Career

Connecting Activities / MCAS Remediation (program connects students and employers in brokered jobs and internships across the region)

	Goal	Actual
Student Work and	200	21
Learning Experiences		

#### Work and Learning Experiences for High School Youth

- 21 students for this reporting period have obtained student work and learning experiences. Staff is working collaboratively with schools and businesses to get students to participate in the work based learning plan.
- Four youth from the Straight Ahead program in Lynn participated in the WorkKeys Assessment test during this quarter and based on the scores, one received a silver certificate and three received bronze. These certificates are nationally recognized and prove individuals can demonstrate that they possess key foundational job skills that are needed for virtually every job.
- Connecting Activities Staff, together with the school liaisons, are currently working with 38 students from Peabody Learning Academy and Fecteau Leary Alternative High School in Lynn. CA staff meets with high schools and alternative high schools on a weekly basis providing work readiness training and other helpful workshops that will assist them in their job search success. Along with job search the CA staff has scheduled members from area businesses and organizations to provide critical information on finances, career awareness and understanding compulsive gambling. Two counselors from the Mass Council on Compulsive Gambling are scheduled to present a workshop at Peabody Learning Academy on December 16, 2013. The CA staff is scheduled to begin providing weekly work readiness training to the seniors at Salem Vocational High School on December 10, 2013.
- Youth Career Center Staff is providing weekly training starting December 6, 2013 to the LVTI juniors and seniors on how to be successful in a job fair as well as dressing for success and interviewing skills in preparation for the Career Fair. The Youth Career Staff is also contacting local businesses related to each shop at LVTI and inviting them to participate in the Career Fair with the goal students will be able to obtain future employment and /or internships. The Career Fair is scheduled for Thursday, February 13, 2014.
- Amp It Up is a Massachusetts Grant that was awarded to the North Shore Workforce Investment Board this past spring. The goal was to introduce Advanced Manufacturing to middle and high school students, help them see how their course work is applied in Advanced Manufacturing and consider this field as a career option. The second phase of the grant rolled out this fall. Nine area teachers from eight area schools participated in the first workshop on November 18, 2013. The teachers have been matched with a manufacturing company and have arranged to spend one day in a manufacturing environment during the months of December and January.
- Ann-Marie O'Keefe, Youth Case Manager, Marilyn Foster, Director of Career Center Programs and Lorin Buska, College and Career Navigator met with Gini

Mazman of **The Haven Project** on November 18, 2013 to discuss training options for homeless youth who have expressed an interest in advance career training. The Haven Project helps young adults 17-24, who are homeless or at risk of becoming homeless, build a foundation from which they can reach their potential. They are located at 57 Munroe Street in Lynn. They opened in late November 2012 and have already served some 90 youth. The Haven Project provides free meals each weekday evening, assistance with locating apartments and searching for jobs.

• The Youth Career Center Staff has scheduled workshops on job readiness and mock interviews beginning in January at the following schools.

Gloucester High School North Shore Regional Vocational School (Middleton) North Shore Consortium Embark (SS Enterprise Center) Salem High School Special Education North Shore Consortium (Lynn)

Ed O'Sullivan, Director of Programs & Operations at the WIB and Judy Vail, Youth Career Specialist attended the YouthWorks Fall Convening Meeting October 24, 2013 at the Worcester Technical High School. Highlights of the meeting were, continued accessed funding for YouthWorks, shared successes and challenges of summer 2013, how to incorporate occupational and pathway training in future programming and how to support engagement in softskill training. The Student Career Specialists, Judy Vail and Soren Belea attended the Connecting Activities Conference on Integrating College and Career Readiness for All Students in Worcester on November 1, 2013. Robert Frazier, Youth Job Developer and Judy Vail, Youth Career Specialist attended training on November 19, 2013 at Commonwealth Corporation on the Signaling Success curriculum. The curriculum serves as the foundation for the employability training required for the Youth Works year-Round Program. Ann-Marie O'Keefe, Youth Case Manager and Judy Vail, Youth Career Specialist attended Social Media Update @ Salem State University, What's Hot, What's Not; facilitated by Julia Claire Campbell on October 22, 2103.

# Budget-Actual Summary by Expense Category <u>As of November 30, 2013</u>

Budget	Actual	Obligations	\$ Remaining	%Rem.
\$ 3,887,391	\$ 360,524	-	\$ 3,526,867	90.7%
257,136	70,917	-	186,219	72.4%
2,138,141	1,527,460	-	610,681	28.6%
\$ 6,282,668	\$ 1,958,901	-	\$ 4,323,767	68.8%
\$ 250,744	\$ 102,781	\$ -	\$ 147,963	59.0%
102,418	31,524	-	70,894	69.2%
\$ 353,162	\$ 134,305	\$ -	\$ 218,857	62.0%
\$ 1,465,015	\$ 528,576	\$ 125,084	\$ 811,355	55.4%
707,877	107,650	109,347	490,880	69.3%
16,747	63	-	16,684	99.6%
456,553	217,678	1,370	237,505	52.0%
720,974	212,029	481,065	27,880	3.9%
1,063,869	431,346	46,996	585,527	55.0%
95,350	31,313	-	64,037	67.2%
\$ 4,526,385	\$ 1,528,655	\$ 763,862	\$ 2,233,868	49.4%
\$ 4,879,547	\$ 1,662,960	\$ 763,862	\$ 2,452,725	50.3%
\$ 1,403.121				
	\$ 3,887,391 257,136 2,138,141 \$ 6,282,668 \$ 250,744 102,418 \$ 353,162 \$ 1,465,015 707,877 16,747 456,553 720,974 1,063,869 95,350 \$ 4,526,385	\$ 3,887,391 \$ 360,524 257,136 70,917 2,138,141 1,527,460 \$ 6,282,668 \$ 1,958,901 \$ 250,744 \$ 102,781 102,418 31,524 \$ 353,162 \$ 134,305 \$ 1,465,015 \$ 528,576 707,877 107,650 16,747 63 456,553 217,678 720,974 212,029 1,063,869 431,346 95,350 31,313 \$ 4,526,385 \$ 1,528,655 \$ 4,879,547 \$ 1,662,960	\$ 3,887,391 \$ 360,524	\$ 3,887,391 \$ 360,524

# Budget-Actual Summary by Program As of November 30, 2013

		FYTD Spent	Amount	Percent
Program Name	FY Budget	+ Obligated	Remaining	Remaining
<u>Federal Funds</u>				
Disability Employment Initiative (DEI), FY13	\$ 314,728	\$ 27,887	\$ 286,841	91.1%
Dislocated Worker Training NEG	29,347	886	28,461	97.0%
DOT Transportation Grant - FY13 JARC	122,844	120,776	2,068	1.7%
DOT Transportation Grant - FY13 New Freedom	126,188	120,797	5,391	4.3%
DOT Transportation Grant - FY14 JARC	185,682	5,105	180,577	97.3%
Emergency Unemployment Compensation - REA: FY12	6,903	6,903	-	0.0%
Emergency Unemployment Compensation - REA: FY13	60,816	31,722	29,094	47.8%
Rapid Response - State Staff, FY14	10,813	3,150	7,663	70.9%
Re-employment Eligibility Assessments, FY14	18,934	6,450	12,484	65.9%
Trade Adjustment Assistance Case Management, FY14	12,168	913	11,255	92.5%
UMass Lowell Regional Readiness Center: Amp-It-Up	10,000	321	9,679	96.8%
Vets: Disabled Veterans Outreach Program, FY14	14,043	-	14,043	100.0%
Wagner Peyser ES 10%, FY14	16,425	9,661	6,764	41.2%
Wagner Peyser ES 90%, FY13 Carry-Over	21,882	15,503	6,379	29.2%
Wagner Peyser ES 90%, FY14	110,673	32,183	78,490	70.9%
WIA Formula Funds: Administration	192,600	69,795	122,805	63.8%
WIA Formula Funds: Adults	686,300	282,545	403,755	58.8%
WIA Formula Funds: Dislocated Workers	657,000	283,442	373,558	56.9%
WIA Formula Funds: Youth	675,318	532,777	142,541	21.1%
Total Federal Funds	\$3,272,664	\$1,550,816	\$1,721,848	52.6%
State & Local Funds				
Advanced Manufacturing Futures: Amp-It-Up	\$ 7,528	\$ 3,673	\$ 3,855	51.2%
DESE: Adult Education, Program 541	153,000	142,444	10,556	6.9%
DESE: Connecting Activities	100,365	54,746	45,619	45.5%
DTA FY14 Competitive Integrated Employment				
Services	137,050	80,065	56,985	41.6%
DUA FY13 Interest, Fines & Penalties	8,050	1,702	6,348	78.9%
DUA FY14 Interest, Fines & Penalties	42,145	15,939	26,206	62.2%
Earned Funds	24,911	8,911	16,000	64.2%
State One-Stop Career Centers	181,301	76,919	104,382	57.6%
STEM-Power	3,397	2,834	563	16.6%
Verizon Foundation Youth Grant	4,873	-	4,873	100.0%
WCTF: Middle Skills Gap	166,500	133,007	33,493	20.1%
Workforce Training Fund: WIB Support	95,000	36,467	58,533	61.6%
YouthWorks: Summer 2013	395,992	319,299	76,693	19.4%
YouthWorks: Year Round FY14	286,771	-	286,771	100.0%
Total State Funds	\$ 1,606,883	\$ 876,006	\$ 730,877	45.5%
TOTAL FUNDS	\$ 4,879,547	\$ 2,426,822	\$ 2,452,725	50.3%