

BOARD REPORT

May 8, 2014

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North Shore Workforce Investment Board Meeting Minutes

March 13, 2014

Those in attendance: Joe Bourgeois, Arthur Bowes, Jim Boyle, Brian Cranney, Steve Falvey, Tim Doggett, Cathy Anderson (for Patricia Gentile), Linda Abbott (for Marcia Greisdorf), Joyce Kilroy, Stephanie Lee, Tom Lemons, Mary Churchill (for Patricia Meservey), Doris Murphy, Kristin Anderson (for Mickey Northcutt), Steve Shea, Nancy Stager, and Jocelyn Tiberii.

Those not in attendance: Bob Bradford, Bonnie Carr (attends for Catherine Latham), Tony Dunn, Peggy Hegarty-Steck, Susan Jepson, Paul Mahoney, David Manning, Mike McCarthy, Laurie Roberto, Andrew Shapiro, Sarah Stanton, Bill Tinti, Edward Tirrell, and Thelma Williams.

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

Guests: Tracey Sherman, Microline Surgical; David Comb, Cell Signaling Technology; Lauren Mezzetti, Lynn English High School; Maura Wash, Lynn English High School; and Darin Swimm, Congressman Tierney's office.

The meeting begins at 8:18 am.

A quorum is present.

Chair's Report

There has been a change in leadership at the Executive Office of Labor and Workforce Development. Joanne Goldstein, Secretary of Labor and Workforce Development has resigned and has been replaced by Rachel Kaprielian, formerly head of the Registry of Motor Vehicles.

In partnership with three other WIBs, the NSWIB has hired two former manufacturing executives as Manufacturing Market Managers to support the various manufacturing work we are doing in the Northeast part of the state.

- 1. Brian Norris Formerly ran a manufacturing company in Haverhill and is currently a consultant and instructor at Middlesex Community College.
- 2. Andrew Diamond Worked for many years in Manufacturing in the Western part of the state and has recently relocated to the North Shore.

Healthcare Planning Grant – This grant was received from the Healthcare Workforce Transformation Trust Fund, a new funding stream that is separate from, but similar to the Workforce Training Fund. This grant will be used to target hospitals and healthcare facilities with training dollars.

The WIB is working with Northeast Health Systems, Northeast Physicians Health Organization, Salem State University and North Shore Community College to develop curriculum to improve skills of Medical Assistants in 28 area physician practices. This grant is associated with article 224 of MA Legislature that has to do with cost containment. The healthcare industry has been mandated to cap cost increases at 3.6% per year.

SSU is giving out surveys to the Medical Assistants to help identify what can be done to help keep costs down.

Open Meeting Law was discussed and acknowledgement forms were handed out to all members of the board for signatures.

Youth Pipeline Committee

Amp it Up – a program funded through MassDevelopment and Salem State's Regional Readiness Center with the idea to increase student and teacher awareness of north shore manufacturing and to enthuse children in middle and high school to go into STEM fields, especially in manufacturing areas.

Teachers spend one day in a manufacturing or STEM field observing what it is like to work in the particular field and gain the real world experience. They take that experience and develop curriculum based on what they learned to bring back to the classroom. Before visiting the company, each teacher spends a half day at Salem State researching the company and putting thought into what they would like to gain for their curriculum. After the company visit, the teachers spend another half day at Salem State to begin developing their curriculum. 14 teachers were placed in companies this year. Five curriculum examples have been posted on the NSWIB website. The others are still in development and will be posted upon completion.

Today we have teachers and company representatives that were involved with the program here to share their experiences and views on how we can make changes to improve the program in the future.

Tracey Sherman – Micorline Surgical

Microline Surgical is a medical device manufacturer for laparoscopic and general surgery instruments.

When the teacher visited Microline, they had the teacher go through different functional areas of the company to see how math is used in so many different areas, not just manufacturing. The teacher worked with research and development on project plans, she worked with purchasing and the material review board to see how that works, and she worked on the assembly floor and participated in making some medical devices to see tolerances and why they are so important. Microline thought that a well-rounded experience would be more beneficial to understanding how math was used in all areas of the company.

Q. What made you want to do this?

A. Tracey attended a STEM meeting and wanted to get involved with the community. Tracey said the teacher was very enthusiastic and Microline would definitely do this again.

David Comb – Cell Signaling Technology

Cell Signaling Technology is a biotechnology company that uses molecular tools to understand at a cellular level.

The person, the teacher (Lauren) shadowed is a scientist. She just followed him in his daily routine and was able to ask questions of him and his colleagues. The teacher and the scientist she followed both had a very positive experience. Cell Signaling has a great internship program for college and high school students every summer and many of the interns that have participated have been hired as full time employees.

Lauren Mezzetti – Lynn English High School

Lauren discussed her experience at Cell Signaling Technology shadowing a scientist. She described how she plans to introduce what she learned when she introduces the immune system in her classroom. She plans to use many of the things she picked up on her visit during the year in her science labs.

Maura Walsh – Lynn English High School

Maura described two issues she sees with students in the schools. One is relevance; a lot of students don't see the relevance in what they are learning. Programs like this provide the

opportunity to show these students what they are learning is used every day in many different ways in the workplace. The second issue she described is awareness; many students come from households where their parents hold low wage jobs and they don't understand the opportunities available to hold high wage careers, as they have no experience with them.

Joe Bourgeois – GE Aviation

The teacher that went to GE spent half the day with a mechanical engineer and half the day with an electrical engineer. The teacher got to see all the different things it takes to keep the site running. He took many notes and will hopefully bring loads of information back to his classroom.

The group discussed the importance of creating pipelines into STEM careers and what the WIB and local companies can do to make this happen.

The next project will be focused on the guidance counselors. The WIB along with North Shore Technology Council and SSU will be hosting a "speed dating event" at the beginning of May where five companies from five different fields will discuss their jobs and the opportunities available in these fields.

Partnership Committee

The WIB is starting research for the next Blueprint which will hopefully be published by the end of 2014. We have contracted with Steve Quimby to do some research, but Will Sinatra will be responsible for a lot of the research. The plan is to identify new skill sets that companies are looking for along with disappearing and emerging occupations so we can counsel our youth and adults making career changes in the sorts of jobs for which they should be looking. The plan is the do a brief to summarize the document along with a youth specific brief, an economic snapshot and a workforce development snapshot.

If any members have any issues you would like for the WIB to delve into, please let us know so we can include it in the document.

The group was given written updates on all the other committees that can be viewed on our website.

In the minutes of the January meeting, Brian Cranney was marked as not in attendance when he was in attendance. Those minutes will be amended. Tim Doggett moved to accept the minutes as amended. Steve Falvey seconded the motion. All members in attendance voted in favor of accepting the minutes as amended. No members in attendance apposed or abstained.

The next meeting is scheduled for May 8, 2014.

Respectfully Submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Marc	March, 14 Ac		al YTD	Mar, 13 YTD
	Actual	Plan	Actual Plan thru YTD 6/30/14		Actual
Lynn	313	385	2,850	4,623	4,523
Salem	281	252	2,838	3,022	4,527
Gloucester	32	63	391	755	361
Total	626	700	6,079	8,400	9,411

Total Customers Served

	March, 14		Actua	Mar, 13 YTD	
	Actual	Plan	Actual Plan thru YTD 6/30/14		Actual
Lynn	958	642	5,343	7,704	7,688
Salem	769	420	4,661	5,037	7,154
Gloucester	109	105	660	1,259	695
Total	1,836	1,167	10,664	14,000	15,537

Customer Placements (#/% of total customers served)

	March, 14		Actua	Mar, 13 YTD	
	Actual	Plan	Actual Plan thru YTD 6/30/14		Actual
Lynn	74	83	722	1,002	993
Salem	48	55	612	655	891
Gloucester	9	14	95	164	146
Total	131/7%	152/13%	1429/13%	1,820/13%	2030/13%

Customer Satisfaction – Results for February to March 2014

Job Seeker*

Were you satisfied with the results of your visit?	Excellent	Good	Fair	Poor
Lynn (n = 51)	26 (51%)	17 (33%)	6 (11%)	2 (4%)
Salem $(n = 75)$	38 (51%)	27 (36%)	5 (6.5%)	5(6.5%)
Gloucester (n =12)	9 (75%)	2 (17%)	1 (8%)	0 (0%)
System-Wide (n = 138)	73 (53%)	46 (33%)	12 (9%)	7 (5%)

Employer

	Overall satisfaction with Career Center services.	Excellent	Good	Fair	Poor
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System-Wide $(n = 5)$	3 (60%)	2 (40%)	0(0%)	0 (0%)

Employer Services

New Accounts

	March, 14		Actual	Mar, 13 YTD	
	Actual	Plan	Actual	Plan thru 6/30/14	Actual
Lynn	13	18	167	220	333
Salem	19	23	111	275	170
Gloucester	0	5	7	55	30
Total	32	46	285	550	533

Total Employers Served

	March, 14		Actual YTD		Mar, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/14	Actual
Lynn	44	43	388	520	687
Salem	38	54	294	650	290
Gloucester	1	11	15	130	48
Total	83	108	697	1,300	1,025

Total Number of Employers Listing Job Orders

Total Number of Employers Listing 500 Oracis							
	March, 14		Actual YTD		Mar, 13 YTD		
	Actual	Plan	Actual	Plan thru 6/30/14	Actual		
Lynn	32	17	302	210	437		
Salem	24	32	125	381	125		
Gloucester*	0	8	3	98	23		
Total	56	58	430	700	585		

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Mar, 13 YTD
Adult	132	170	175
Dislocated Worker	198	206	276

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Mar, 13 YTD
Adult	40	86	31
Dislocated Worker	56	104	60

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 13
North Shore CC	44	100%	18.67	62
Millennium	11	100%	26.74	14
American Red Cross	9	100%	12.36	20
New England Tractor Trailer	6	100%	22.00	9
New Horizons Computer Learning Center	4	100%	18.00	3
Salem University	4	100%	14.43	9

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number	Number	Number	Number	
	Served	Exited	placed/Average	Served in FY	
			Wage	12	
Action, Inc.	36	15	11/8.55	34	
Catholic	35	12	6/9.38	40	
Charities					
Girls, Inc.	25	8	1/1500* per	29	
			month		

^{*}Youth entered Marines

School-to-Career

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

	Goal	Actual
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Student Work and Learning Experiences 135 353

Work and Learning Experiences for High School Youth

- Three-hundred-fifty-three (353) students, for FY2014, have obtained student work and learning experiences during the summer and the school year. This includes private placements as well as subsidized Youth Works placements. Youth Career Center (YCC) staff continues to work collaboratively with schools and businesses to facilitate students and work supervisors' participation in the work based learning plan process.
- Connecting Activities (CA) staff, together with school liaisons, continue to work with 100+ students at Peabody Learning Academy, Fecteau Leary Alternative High School in Lynn and seniors at Salem Vocational High School. CA staff meets with these students on a regular basis to provide Career Awareness and Career Exploration workshops to assist students with work readiness development and job search activities. Students, with the assistance of their teachers and Student Career Specialist, have been developing a personal Career Portfolio (resume, cover letter and reference page) with the goal of completion by the end of this school year.
- Along with job search activities, the CA staff partnered with Diana Morenco from Metro West Credit Union. Diana provided Financial Literacy Workshops at both Peabody Learning Academy and Fecteau Leary High School. The discussions included credit scores, budgeting and how to set up a bank account. Metro Credit extended an offer of \$25.00 to those students who open an account at their credit union. The workshops were well received by the students.
- YCC staff provided weekly training (December through March) to the LVTI juniors and seniors on how to be successful in a career fair, dressing for success and interviewing skills in preparation for their Career Fair. The YCC staff in conjunction with Bonnie Carr from LVTI contacted local businesses related to each shop at LVTI to invite them to participate in the Career Fair with the goal students will obtain future employment and/or internships. The Career Fair was rescheduled from February 13th, due to snow and actually held on March 13, 2014. Thirty-five businesses hosted booths at the fair where the junior and senior classes were well prepared for and fully engaged at the event. This second year event was another success.
- The YCC staff facilitated workshops on job readiness as well as participated in Job/Careers Fairs at the following schools/organizations. YCC staff hosted resource/information booths with YCC Membership forms/process, social media links to website/FACEBOOK, and Year- Round/Summer Employment applications/process/guidelines.

School	YCC Activity	Date
North Shore Consortium	Facilitated Keep this Job and	January 21 and March 5,
Embark (SSU Enterprise	Dress for Success Workshops	2014
Center)	for 15 students	

Salem High School Special	Facilitated ten Workshops to	January 28 through
Education Department	five different classes, some 20	April 2, 2014
	students on Interviewing Skills,	
	Dress for Success and Find it,	
	Get it, Keep it	
Marblehead High School	Hosted information booth at	February 26, 2014
	Career/Job Fair	
Gloucester High School	Facilitated Online Application	March 11, 2014
	Workshop for 40 students	
North Shore Recovery &	Hosted information booth at	March 25, 2014
North Shore Academy	combined Career/Job Fair	
Beverly		
Swampscott High School	Hosted information booth at	April 9, 2014
	Career/Job Fair	
North Shore Community	Hosted information booth at	April 10, 2014
Development Coalition	Youth Get To The Point Day	
Salem		
Peabody Veterans	Hosted information booth at	April 11, 2014
Memorial High School	Career/Job Fair	
Lynn Classical High School	Hosted information booth at	April 15, 2014
	Career/Job Fair	
Salem High School	Hosted information booth at	April 17, 2014
	Teen Health Fair	
Lynn English High School	Hosted information booth at	April 30, 2014
	Career/Job Fair	

- The YCC staff, in conjunction with the cities of Lynn, Peabody and Salem, have been working with 'In-School and Out-of-School youth on year-round Youth Works funding for placement in year-round jobs. Some youth starting working in February 2014 and placements have been staggered throughout March and April and will continue through May. Some 160+ youth completed applications and are deemed eligible for the program.
- F1rst Jobs 2014 RFP has been issued and response from businesses are due the first week of May. The Bidders Conference was held on April 15th. The Summer Youth Application has been issued and youth have begun completing the applications and meeting with YCC staff to determine eligibility. Those youth eligible as part of the year-round program will be considered eligible for summer employment opportunities. The Youth Employment workshop requirement has been expanded this year to include 15 hours. YCC staff attended regional planning meetings to review workshop curriculum, discuss challenges and roll-out schedules. Plans are in place for additional staffing to assist with these workshops which requires some workshops prior to employment with the remaining during and at the end of the summer. We began facilitating workshops the first week of April.

- The second phase of Amp It Up, a Massachusetts Grant awarded to the North Shore to introduce Advanced Manufacturing to middle and high school students, rolled out in the fall 2013. Nine teachers, from eight area schools, participated in two professional development (PD) workshops in November and March respectively. The workshops were facilitated by Christine Shaw Executive Director Northeast Regional Readiness Center at Salem State University. The teachers have been partnered with manufacturing businesses and have combined the knowledge of their business site visit along with the PD workshops to create a school 'lesson plan' to introduce at their school. Several of the schools are also scheduling a student trip to the businesses this spring.
- The North Shore WIB, North Shore Regional Readiness Center, North Shore Technology Council and Northeast STEM Network have coordinated a workshop for Guidance, Career Counselors, Science, Mathematics and Technology Educators. The event will take place at Analogic in Peabody on May 7, 2014 and is designed to educate counselors and curriculum directors on STEM jobs and the skills and education needed to qualify for such jobs. Human Resource staff from five difference industry sectors will facilitate the round tables.

Budget-Actual Summary by Expense Category <u>As of March 31, 2014</u>

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 4,128,671	\$ 1,340,983	\$ -	\$ 2,787,688	67.5%
Current Year Income	77,727	77,529	-	198	0.3%
Prior Year Carry-in	2,138,141	1,734,717	-	403,424	18.9%
Total Revenue	\$ 6,344,539	\$ 3,153,229	\$ -	\$ 3,191,310	50.3%
EXPENSES + OBLIGATIONS					
<u>Admin Expenses</u>					
Personnel	\$ 253,426	\$ 187,717	\$ 3,000	\$ 62,709	24.7%
Expenses	105,556	59,590		45,966	43.5%
Total Admin Expenses	\$ 358,982	\$ 247,307	\$ 3,000	\$ 108,675	30.3%
<u>Program Expenses</u>					
Personnel	\$ 1,473,700	\$ 943,907	\$ 115,385	\$ 414,408	28.1%
Individual Training Accounts	707,877	197,439	159,217	351,221	49.6%
Supportive Services	16,747	63	-	16,684	99.6%
Youth Jobs	456,553	217,936	116,951	121,666	26.6%
Other Training	720,974	370,764	322,330	27,880	3.9%
Other Program Costs	1,112,761	744,276	117,119	251,366	22.6%
Business Services Costs	90,350	56,294	-	34,056	37.7%
Total Program Expenses	\$ 4,578,962	\$ 2,530,679	\$ 831,002	\$ 1,217,281	26.6%
Total Expenses & Obligations	\$ 4,937,944	\$ 2,777,986	\$ 834,002	\$ 1,325,956	26.9%
Planned Carry-Out	\$ 1,406,595				

Budget-Actual Summary by Program As of March 31, 2014

	FYTD				
	Spent plus Amoun		Amount	Percent	
Program Name	FY Budget	Obligated	Remaining	Remaining	
<u>Federal Funds</u>					
Disability Employment Initiative (DEI), FY13	\$ 314,728	\$ 57,765	\$ 256,963	81.6%	
Dislocated Worker Training NEG	29,347	2,804	26,543	90.4%	
DOT Transportation Grant - FY13 JARC	122,844	119,943	2,901	2.4%	
DOT Transportation Grant - FY13 New Freedom	126,188	124,116	2,072	1.6%	
DOT Transportation Grant - FY14 JARC	185,682	185,811	(129)	-0.1%	
Emergency Unemployment Compensation - REA: FY12	6,903	6,903	-	0.0%	
Emergency Unemployment Compensation - REA: FY13	60,816	36,009	24,807	40.8%	
Emergency Unemployment Compensation - REA: FY14	3,207	-	3,207	100.0%	
Rapid Response - State Staff, FY14	10,813	8,194	2,619	24.2%	
Re-employment Eligibility Assessments, FY14	18,934	19,195	(261)	-1.4%	
Trade Adjustment Assistance Case Management, FY14	12,168	3,235	8,933	73.4%	
UMass Lowell Regional Readiness Center: Amp-It-Up	10,000	2,466	7,534	75.3%	
Vets: Disabled Veterans Outreach Program, FY14	14,043	8,113	5,930	42.2%	
Wagner Peyser ES 10%, FY14	16,425	14,810	1,615	9.8%	
Wagner Peyser ES 90%, FY13 Carry-Over	21,882	20,765	1,117	5.1%	
Wagner Peyser ES 90%, FY14	110,763	48,487	62,276	56.2%	
WIA Formula Funds: Administration	192,600	132,606	59,994	31.1%	
WIA Formula Funds: Adults	686,300	473,432	212,868	31.0%	
WIA Formula Funds: Dislocated Workers	657,000	490,714	166,286	25.3%	
WIA Formula Funds: Youth	675,318	597,607	77,711	11.5%	
Total Federal Funds	\$3,275,961	\$2,352,975	\$ 922,986	28.2%	

Budget-Actual Summary by Program As of March 31, 2014

	FYTD							
	FY Budget		Spent plus Obligated		Amount Remaining		Perc	ent
Program Name							Remaining	
State & Local Funds								
Advanced Manufacturing Futures: Amp-It-Up	\$	7,528	\$	5,456	\$	2,072	27	7.5%
DESE: Adult Education, Program 541	15	3,000		146,884		6,116	4	4.0%
DESE: Connecting Activities	10	0,365		73,616		26,749	2ϵ	5.7%
DTA FY14 Competitive Integrated Employment								
Services	14	2,650		91,278		51,372	36	5.0%
DUA FY13 Interest, Fines & Penalties		8,050		8,060		(10)	-(0.1%
DUA FY14 Interest, Fines & Penalties	4	2,145		34,539		7,606	18	3.0%
Earned Funds		4,911		4,911		-	(0.0%
Eastern Bank Foundation Grant	2	0,000		16,055		3,945	19	9.7%
Future City Expansion Project		6,200		3,882		2,318	37	7.4%
Health Care Workforce Transformation - Planning	3	8,800		31,390		7,410	19	9.1%
State One-Stop Career Centers	18	31,301		137,376		43,925	24	1.2%
STEM-Power		3,397		3,217		180	4	5.3%
UMass Lowell Regional Readiness Center: Amp-It-Up		4,500		962		3,538	78	3.6%
Verizon Foundation Youth Grant		4,873		3,415		1,458	29	9.9%
WCTF: Middle Skills Gap	16	6,500		149,816		16,684	10	0.0%
Workforce Training Fund: WIB Support	9	5,000		62,273		32,727	34	1.4%
YouthWorks: Summer 2013	39	5,992		317,929		78,063	19	9.7%
YouthWorks: Year Round FY14	28	6,771		167,954		118,817	41	1.4%
Total State Funds	\$1,66	1,983	\$1,	259,013	\$	402,970	24	4.2%
TOTAL FUNDS	\$4,93	7,944	\$3,	,611,988	\$1	,325,956	2ϵ	5.9%