



BOARD REPORT

November 13, 2014

Prepared on
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North Shore Workforce Investment Board Meeting Minutes

September 11, 2014

Those in attendance: Joe Bourgeois, Arthur Bowes, Robert Bradford, Brian Cranney, Tim Doggett, Tony Dunn, Steve Falvey, Patricia Gentile, Susan Jepson, Joyce Kilroy, Bonnie Carr (for Catherine Latham), Tom Lemons, David Manning, Mike McCarthy, Lauren Hubacheck (for Patricia Meservey), Doris Murphy, Mickey Northcutt, Paula Reynolds, Steve Shea, Andrew Shapiro, Sarah Stanton, Bill Tinti, and Edward Tirrell.

Those not in attendance: Marcia Griesdorf, Peggy Hegarty-Steck, Paul Mahoney, Laurie Roberto, Tracey Sherman, Nancy Stager, Jocelyn Tiberii, Stan Usovicz, and Thelma Williams.

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

Guests: Helen Rush-Lloyd of Congressman Tierney's office, Dianne Palter Gill of North Shore Community College, and Andy Diamond of Northeast Advanced Manufacturing Consortium.

The meeting begins at 8:10 am.

A quorum is present.

Nancy Stager was not able to attend the meeting, so Art Bowes, Vice Chair, headed the meeting.

After all members settled in for the meeting, a moment of silence was observed in remembrance of the events of September 11, 2001.

Officer Elections

Officers for 2014 through 2016 have been nominated. The Board was given the names for the nominated officers that had formally accepted their nominations in the meeting package delivered by mail and email before the meeting. The nominated officers are:

Chair – Nancy Stager

Vice Chair – Arthur Bowes

Treasurer – Steve Falvey

Secretary/Clerk – Sarah Stanton

Art entertained a motion to elect the nominated officers. Tom Lemons moved to accept the nominations and elect the officers. Tim Doggett seconded the motion. All members in attendance voted in favor of accepting the nominations and electing the officers. No member in attendance was opposed.

Workforce Innovations and Opportunities Act

The staff has been sitting in on webinars to learn what has changed and what has not changed in the law. Through Congressman Tierney's office, the NSWIB was able to have input into what the law ended up looking like. Bill Tinti has worked on this law with the National Association of Workforce Boards for the last seven years.

The new law goes into effect in 2016 and gives WIBs a lot of authority and a lot more responsibility over the operation of programs within their region. Under the new law, the WIB will be given money to serve low-income adults and people who have been dislocated from their jobs. The WIB can make a decision on how to spend this money. We can decide to spend all the

money on Adults, spend all the money on Dislocated Workers, or separate the money between the two as the WIB sees fit. Also, under the new law, WIBs can spend 20% of money serving incumbent workers.

The new law also maintains a business majority on the WIB, promotes regional collaboration and sector initiatives, reaffirms the role of the One-Stop Career Centers, improves services to companies, and targets workforce services. An interesting change is the increase in services to out-of-school youth. The current law requires us to spend 30% of our youth funds on out-of-school youth. We are in the vicinity of spending 60%-65%, where the new law requires us to spend 75%.

The timeline for implementation for WIOA is as follows:

- January 18, 2015 – Published notices of proposed rulemaking
- July 1, 2015 – Some of the provisions in the law take effect
- January 22, 2016 – Departments of Labor, Education, and Health and Human Services publish final rules to implement WIOA
- March 3, 2016 – Deadline for stat plans to be submitted
- July 1, 2016 – Full implementation of WIOA

Bill Tinti noted the role that Mary Sarris and the NSWIB played in the new law and how many of the provisions within the law relate to initiatives that she began. Bill mentioned the loss of Congressman Tierney in the Democratic Primary, the major role he had in the Workforce Innovations and Opportunities Act, and the debt we owe to him for his impact on workforce development in our region and across the country.

Bill suggested that the Board vote to thank Congressman Tierney for all that he has done for the North Shore WIB and workforce development as a whole. Art Bowes agreed and Bill formally made a motion for the WIB to send a thank you to Congressman Tierney. Steve Falvey seconded the motion. All members in attendance voted in favor of sending a thank you to Congressman Tierney. No members in attendance opposed.

Strategic Planning Activities

The WIB is in the middle of the planning process for 2015 through 2017. Below is an overview of the activities to date and future activities.

At the last WIB meeting, the board participated in a SWOT analysis activity resulting in great information concerning our Strengths, Weaknesses, Opportunities, and Threats. The Board was given detailed results in their meeting packages. A short summary of those results (below) were presented and discussed.

Strengths –

- The NSWIB is led by a strong board – wide range of industries – connected career centers – committed to training

Weaknesses—

- We do not have a clear brand or marketing image/plan – not always fast enough – uncertain transition in our future.

Opportunities—

- Our board is stable and strong – access point options – workforce development seen as public priority

Threats—

- Skill gap issues due to technology and other issues – transportation difficult – political change challenging.

Comments:

- Bill Tinti included funding as an issue.
- Bob Bradford included that the North Shore Chamber is committed to help with marketing by getting the word out to members.

This summer, a Critical Issues Survey went out to the community. We asked the community what they thought were the primary issues that we're facing. 117 responses were received from a diverse group of people. Below is a summary of what the WIB believes to be the primary workforce-related challenges facing the North Shore based upon the survey results.

- **Occupational Skills** – not having them, not knowing how to get them, not having resources to teach them
- **Lack Of Coordination Among Stakeholders** – particularly in economic development
- **Lack Of Relationships With Businesses** – particularly by non-profits
- **Pressing Issues Facing WIB** – intermediary between education and business; skill training

Comments:

- Steve Falvey mentioned that lack of apprenticeships is an issue.
- Pat Gentile advised that when creating training and educational programs there needs to be more focus on the pipeline between employers and workers seeking new skills. We also need to be more strategic when identifying what the jobs are now and in the near future.
- Representing the business industry, Joyce Kilroy included that the focus should be on short term goals in regard to skills training, which she doesn't see being met. Companies buy into the long with internships and changing programs, especially at the college level but businesses need someone tomorrow.
- Tony Dunn mentioned that the WIB should have a member representing returning veterans who can speak for their needs. In response: Mary mentioned that there are Vet. Reps. at both the Lynn and Salem Career Centers and there is a large amount of outreach to veterans, including job fairs.

A discussion about the disconnect between educational programs and business needs, as well as the need for internships and apprenticeships ensued.

Will and Ed have been working with Gary Barrett and Steve Quimby on an updated Labor Market Blueprint that should be published in October. Some findings and recommendations are: **Emphasis on increasing levels of skill and education needed in work world...importance of supporting industry clusters**

- Develop partnerships for each of the critical industries/cluster.
- Develop a comprehensive marketing and public relations plan.
- Reach out to companies with new or changing occupational demand.
- Training and education program should include foundational skills.

Work with all industry clusters to pursue *apprenticeship training* and external funding opportunities.

Based on these findings, a list of steps for the WIB to take is below.

- LMI is critically needed and valued by all partners....we need a huge communication plan to get that data out.
- Intermediary role is also needed and valued, in particular with cluster/sector initiatives.
- Training should be our primary response and service to both job seekers and companies.

- Job seekers need to understand and obtain new skills as part of job match process.
- Much will change over the next two years. Political and legislative change, Career Center consolidation etc.
- WIB has to strengthen its ability to communicate at all levels and to increase positive impact of our programs.

An outline of the work to be tackled by each sub-committee was included in the PowerPoint presentation and gone over briefly. These will be discussed in-depth at the October Committee meetings.

Steve Shea motioned to approve the minutes of the May 8, 2014 meeting. Steve Falvey seconded the motion. All members in attendance voted in favor of accepting the minutes, none opposed.

Bob Bradford moved to adjourn the meeting. Tony Dunn seconded the motion. All members in attendance voted to adjourn the meeting at 9:06am.

The next meeting is scheduled for November 13, 2014.

Respectfully Submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	382	254	1,168	3,048	1,048
Salem	304	167	827	2,004	1,020
Gloucester	44	42	132	504	153
Total	730	463	2,127	5,556	2,221

Total Customers Served

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	1,025	425	2,348	5,097	2,562
Salem	837	278	1,677	3,332	2,122
Gloucester	153	69	299	833	328
Total	2,015	772	4,324	9,262	5,012

Customer Placements (#/% of total customers served)

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/15	Actual
Lynn	89	55	247	663	300
Salem	74	36	188	433	257
Gloucester	12	9	32	108	39
Total	175/9%	100/13%	467/11%	1,204/13%	596/12%

Customer Satisfaction – Results for August & September 2014

*Job Seeker**

Were you satisfied with the results of your visit?	Excellent	Good	Fair	Poor
Lynn (n = 62)	25 (40%)	29 (47%)	6 (10%)	2 (3%)
Salem (n = 137)	75 (55%)	50 (37%)	6 (4%)	6 (4%)
Gloucester (n = 15)	12 (80%)	2 (13%)	1 (7%)	0 (0%)
System-Wide (n = 215)	112 (52%)	81 (38%)	14 (6%)	8 (4%)

Employer

Overall satisfaction with Career Center services.	Excellent	Good	Fair	Poor
System-Wide (n = 13)	5 (38%)	7 (54%)	1(8%)	0 (0%)

Employer Services
New Accounts

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	40	22	104	260	88
Salem	25	27	58	325	34
Gloucester	1	5	8	65	4
Total	66	54	170	650	126

Total Employers Served

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	80	47	187	560	214
Salem	43	58	114	700	79
Gloucester	1	12	8	140	7
Total	124	117	309	1,400	300

Total Number of Employers Listing Job Orders

	Sept, 14		Actual YTD		Sept, 13 YTD
	Actual	Plan	Actual	Plan thru 6/30/15	Actual
Lynn	22	18	90	213	154
Salem	27	32	67	387	49
Gloucester	1	8	4	100	1
Total	50	58	161	700	204

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Sept, 13 YTD
Adult	91	160	108
Dislocated Worker	112	210	159

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Sept, 13 YTD
Adult	0	72	2
Dislocated Worker	0	99	2

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in FY 14
North Shore CC	26	0	0	53
Millennium	6	0	0	14
American Red Cross	3	0	0	11
New England Tractor Trailer	3	100%	20.00	8
Bay State School of Technology	1	0	0	0
Clean Edison	1	0	0	1
Construction Training LLC	1	0	0	0
Northern Essex CC	1	0	0	2
Peterson	1	0	0	2
Production Line Support	1	0	0	3
Salem State University	1	0	0	4

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in FY 14
Action, Inc.	21	4	3/9.75	37
Catholic Charities	22	4	1/9.00	41
Girls, Inc.	21	3	NA	27

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 Learning Experiences	225	326

Work and Learning Experiences for High School Youth

We have started our new 2014/2015 school year and Connecting Activities (CA) staff, together with school liaisons, has been busy working with 40+ students at the Peabody Learning Academy and Fecteau Leary Alternative High School in Lynn. Planning meetings are in place to start our other programs by November with Lynn Vocational Technical Institute and Salem Vocational High School. CA staff meets with high schools and alternative high schools on a regular basis providing Career Awareness, Career Exploration and Career Immersion workshops to assist students with their work readiness development and job search activities.

During the summer months of July and August, the CA Staff focused on the Signaling Success Workshop series for our Summer F1rst Jobs Program. Some 20+ workshops were conducted at Job Sites and/or at the Youth Career Center covering subjects such as Learning Strengths, Workplace Safety, Professionalism, Communication Skills, Resume Writing, and Mock Interviews.

The Youth Career Center Staff participated in community activities on the North Shore such as Lynn’s Shannon steering committee meetings, the First Lynn Youth NonViolence Conference, North Shore Community Development Center’s end of summer presentations to the City of Peabody and City of Salem, and the Youth Career Center staff presented “*Creating a Successful Relationship with your local WIB/Youth Career Center*” at the Statewide Vocational Co-Op Coordinator meeting held at Lynn Vocational Technical Institute.

Our F1rst Jobs Summer Employment Program was very successful this year, with 597 youth obtaining employment. The Youth Career Center Staff provided intake for area Youth, of which 660 of 740 applicants met the low-income eligibility criteria for Youth Works placements. There were approximately 50+ summer job sites on the North Shore with 279 Youth placed at Youth Works subsidized jobs and these Youth resided in 18 different cities and towns on the North Shore. The employed Youth attended Signaling Success workshops to enhance the summer work experience to include additional job readiness training.

Budget-Actual Summary by Expense Category
As of September 30, 2014

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,123,205	\$ 75,677	\$ -	\$ 3,047,528	97.6%
Current Year Income	94,630	15,891	-	78,739	83.2%
Prior Year Carry-in	2,821,860	1,268,580	-	1,553,280	55.0%
Total Revenue	\$ 6,039,695	\$ 1,360,148	\$ -	\$ 4,679,547	77.5%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 254,715	\$ 61,733	\$ 3,491	\$ 189,491	74.4%
Expenses	100,499	17,861	-	82,638	82.2%
Total Admin Expenses	\$ 355,214	\$ 79,594	\$ 3,491	\$ 272,129	76.6%
<u>Program Expenses</u>					
Personnel	\$ 1,748,543	\$ 336,608	\$ 107,848	\$ 1,304,087	74.6%
Individual Training Accounts	790,490	59,251	217,258	513,981	65.0%
Supportive Services	28,453	-	8,132	20,321	71.4%
Youth Jobs	332,370	19,428	275,582	37,360	11.2%
Other Training	954,088	55,872	756,765	141,451	14.8%
Other Program Costs	1,082,926	262,433	198,329	622,164	57.5%
Business Services Costs	91,051	18,026	-	73,025	80.2%
Total Program Expenses	\$ 5,027,921	\$ 751,618	\$ 1,563,914	\$ 2,712,389	53.9%
Total Expenses & Obligations	\$ 5,383,135	\$ 831,212	\$ 1,567,405	\$ 2,984,518	55.4%
Planned Carry-Out	\$ 656,560				

Budget-Actual Summary by Program

As of September 30, 2014

Program Name	FY Budget	FYTD		
		Spent + Obligated	Amount Remaining	Percent Remaining
<u>Federal Funds</u>				
Disability Employment Initiative (DEI), FY13	\$ 436,256	\$ 55,645	\$ 380,611	87.2%
Dislocated Worker Training NEG, FY14	53,551	1,784	51,767	96.7%
DOT Transportation Grant - FY14 JARC	262,923	249,500	13,423	5.1%
Emergency Unemployment Compensation - REA: FY13	23,806	-	23,806	100.0%
Emergency Unemployment Compensation - REA: FY14	3,207	-	3,207	100.0%
Rapid Response - State Staff, FY15	10,992	1,713	9,279	84.4%
Re-employment Eligibility Assessments, FY15	26,330	3,359	22,971	87.2%
Trade Adjustment Assistance Case Management, FY14	7,229	991	6,238	86.3%
Trade Adjustment Assistance Case Management, FY15	3,314	-	3,314	100.0%
Vets: Disabled Veterans Outreach Program, FY14	2,834	2,834	-	0.0%
Vets: Disabled Veterans Outreach Program, FY15	16,561	-	16,561	100.0%
Wagner Peyser ES 10%, FY15	11,507	3,860	7,647	66.5%
Wagner Peyser ES 90%, FY14	76,740	34,011	42,729	55.7%
Wagner Peyser ES 90%, FY15	17,564	1,409	16,155	92.0%
WIA Formula Funds: Administration	204,900	44,619	160,281	78.2%
WIA Formula Funds: Adults	866,375	232,543	633,832	73.2%
WIA Formula Funds: Dislocated Workers	789,245	244,850	544,395	69.0%
WIA Formula Funds: Youth	775,206	540,530	234,676	30.3%
WIA Incentive, FY15	20,000	-	20,000	100.0%
<i>Total Federal Funds</i>	<i>\$3,608,540</i>	<i>\$1,417,648</i>	<i>\$2,190,892</i>	<i>60.7%</i>
<u>State & Local Funds</u>				
DESE: Adult Career Pathways, Program 541, FY15	\$ 153,000	\$ 140,272	\$ 12,728	8.3%
DESE: Connecting Activities, FY15	100,365	49,797	50,568	50.4%
DTA FY14 Competitive Integrated Employment Services	67,557	10,913	56,644	83.8%
DTA FY15 Competitive Integrated Employment Services	145,698	25,671	120,027	82.4%
Earned Funds	1,238	1,238	-	0.0%
Eastern Bank Foundation Grant	11,914	8,000	3,914	32.9%
Health Care Workforce Transformation - Planning	42,011	34,456	7,555	18.0%
State One-Stop Career Centers, FY15	268,584	41,686	226,898	84.5%
UI Walk-in, FY15	44,645	9,488	35,157	78.7%
Verizon Foundation Youth Grant	3,068	1,500	1,568	51.1%
WCTF: Middle Skills Gap	309,205	215,569	93,636	30.3%
Workforce Training Fund: WIB Support, FY15	95,000	33,871	61,129	64.3%
Working Cities, FY15	65,000	-	65,000	100.0%
YouthWorks: Summer 2014	467,310	408,508	58,802	12.6%
<i>Total State Funds</i>	<i>\$1,774,595</i>	<i>\$ 980,969</i>	<i>\$ 793,626</i>	<i>44.7%</i>
TOTAL FUNDS	\$5,383,135	\$2,398,617	\$2,984,518	55.4%