



BOARD REPORT

March 13, 2008

Prepared on
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TABLE OF CONTENTS

	Page
Minutes of Board Meeting of January, 2008	3
Career Centers Division	6
Training Division / Workforce Investment Act	7
Youth Services Division	8
Financial Reports	10
Fee for Service Division	13

North Shore Workforce Investment Board Meeting Minutes

January 10, 2008

Those in attendance: Rich Viscay, Tony Dunn, Arthur Bowes, Nancy Stager, Dave LaFlamme, Bob Bradford, Tom Daniel, Alex Lawn, Arlene Greenstein, Beth Hogan, Steve Falvey, Tracey Beauregard (attending for Carolyn Miller), Susan Jepson (attending for Joan Cirillo), Mike McCarthy, Stephanie Lee, Doris Murphy, John Boris, Tim Doggett, Leslie Gould, Tom Iarrabino (attending for Nick Kostan), Ann Marie Borgesi, Brian Mulholland and Bill Tinti.

Those not in attendance: Rich Bane, Jim Beauvais, Wayne Burton, Carol Couch, Kathy Duggan, Don Edwards, Mike Fitzgerald, Brad Gaige, Tom Huber, Nancy Langevin, Tom Lemons, Lynn Paulson, and Bob Segal.

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

The meeting begins at 8:07am.

Welcome to the first North Shore Workforce Investment Board meeting of 2008.

Chairman's Report

One of the vital aspects of the NSWIB is its relationship with and it's chartering of the Career Centers. The NSWIB is involved with Career Centers in Lynn, Salem, and Gloucester.

Career Center Charter Renewal

One primary function of the WIB is the chartering of the Career Centers. During this process, WIBs are required, by law, to choose their career center operators and provide charters or strategic plans which outline goals and responsibilities. Our chartering is done every two years. The oversight of this process is provided by the Career Center Committee which consists of seven Board members and two non-members. This committee has been meeting monthly over the last six months to review the previous charter and develop the new charter.

The review process was comprised of three basic parts. 1. We spoke to career center customers. We did focus groups with job seekers and email surveys with companies and community organizations to get feedback on what works and doesn't work for them. We also interviewed career center staff. The results and information compiled from these surveys is available in chart format for review. 2. Performance data on the Career Centers to date and whether the goals set in the previous charter were met was reviewed. 3. Finally, the goals of the last charter were compared to the goals of all the various grants under which we operate. The challenge of running the Career Centers is to take the 40-45 different funding sources and make the process look seamless to the customer.

Through the review process, we have come up with 4 key objectives.

1. The first is to improve the quality of service to businesses by increasing the number of companies served to 1200, providing enhanced services to companies (e.g. access to training services, tax incentive information, etc.), enhancing web based services, and defining what we mean by a "high quality business relationship".
2. Second is to improve services to youth by increasing the number of youth served to 2500, increasing the number of youth served in F1rstJobs to 350, making youth services available in the evening hours, and enhancing relationships with local schools and other youth serving organizations.

3. Third is to improve services to adult job seekers by improving customer service scores using mystery shoppers and Opinionmeter, which is a kiosk the customer can use to input their information on their way out of the center, increasing the consistency of services provided to the job seeker, and increasing the overall customers served through the Career Centers.
4. The last is to improve data management by improving data entry by staff, continuing attainment of all performance goals, increasing the capacity of staff to use data, and enhancing the reputation of WIB/Career Centers as labor market data experts.

The Career Centers attained all of their performance goals set in the previous charter. The attainment of these goals is a tremendous achievement that puts the NSWIB in the upper echelon of WIBs across the state because most WIBs do not attain all their goals. Also, one of the ways the NSWIB can improve its visibility is by providing labor market studies. No one else is creating these studies or providing this information for our region which is filling an important niche and enhancing our visibility in the process.

The WIB and the Mayor of Salem have responsibilities attached to the charter, as well. They establish policies and provide oversight, lead Data Academy work by providing labor market and other related data, oversee and participate in customer satisfaction and CQI processes, manage through committee structure, and work to increase resources of the Career Centers so they can better do their work.

Nancy Stager motioned to approve the Career Center Charter which covers the period from January, 2008 to December, 2009. The motion was seconded by Tony Dunn and approved unanimously by the board members in attendance.

Other Updates

Support for the new Voc. Tech. School

There is a new Vocational Technical School currently on the drawing board. The new school will merge North Shore Regional Vocational Technical School in Middleton, Essex Agricultural and Technical School in Danvers, and Peabody Vocational and Technical School into one school to be built on the Essex Aggie campus. The new facility will be scheduled to open in 2012 and will cost an estimated \$140 million. The project needs the support of the 17 communities to be serviced by the school. The creation of a new and expanded educational facility of this kind will support the efforts of the WIB to advocate for job training and career development in this region.

Steve Falvey motioned to support this project. The motion was seconded by Nancy Stager and was approved unanimously by all members present.

Blueprint Dissemination

There has been a major training for the Career Center staff on the contents of the Blueprint. The staff was fascinated by the information in the blueprint. The blueprint was sent out to all the Superintendents in our area. The Superintendent from Beverly met with Mary to discuss the blueprint at length. He is working to help Mary meet with the superintendent's round table, which is a meeting of all the superintendents in the area. Mary met with the Northeast Coalition of Mayors and has set up a meeting in Bill Tinti's office with all the Economic Development folks in the region so they will get a chance to hear what is included in this document. Also, Mary met with the president of Salem State College to discuss the blueprint with her. Mary and the staff are available to speak with any group, large or small, to discuss the implications of the blueprint.

Trust Fund Programs

Health Care Learning Network™ is going great. There are 20 folks enrolled in the program right now. Money is being raised from other sources. \$50,000 has been received from the Boston Foundation to support this effort.

Manufacturing partnership is meeting on January 22, 2008. Several responses to programs have been received. This project is really taking off with companies like G.E. and Bomco involved.

Youth Assets Survey

About a year ago, a survey was presented to the WIB. Board members were asked to answer questions as a 16 year old and give us some feedback on what it feels like to be a 16 year old. A similar survey has been given to 10 youth serving agencies. These agencies received training on administering the survey to the youth that they serve. The survey asks the kids what they think their strengths are and not their weaknesses. There are 750 surveys out that are due back in the month of January. The surveys then go to the Search Institute where they are analyzed and a report is issued. When the results are back they will be shared with the Board. The information will be used in the most positive ways. This is not meant to be any sort of negative condemnation of any system or approach that we use, but a better way to understand our youth and how we can help them.

High Performance WIB

The state has finalized the four key areas they will evaluate us on in order to receive a High Performing WIB designation. They are: 1. strategic planning and implementation, 2. measuring success, 3. managing the work of the Board, and 4. resource development and fiscal oversight. That process will begin in the spring. We will be able to submit applications some time in June to get this designation.

The actual measurements to determine whether each WIB has met these goals will be decided upon by the end of January and announced in February. A response from the WIBs will be due in by May with a decision reached on the first round of entries by June. All 16 WIBs in the state will not apply for the High Performing designation in the first round.

There is a state wide committee heading this process of which Mary and Bill are both participants. Some items are still being determined, such as who will be the official approval authority. The money that will be given out to high performing WIBs is part of the Governor's Discretionary Fund and presumably the Governor through the Secretary of Labor will make the final decision.

As an organization, we have never formally put together a 3 or 5 year Strategic Plan, which the executive committee has voted on doing this spring. A strategic plan is needed for the High Performance WIB certification. The NSWIBs Strategic Plan will be based on the Labor Market Blueprint findings and will facilitate a more established and long-term plan by which the Career Center planning process can follow and support.

A timeline for this process is as follows:

- Identify critical issues – through February 2008
- Identify program goals – through March 2008
- Identify Management goals – through April 2008
- Prepare final draft for board review in May 2008

A brief discussion ensued.

A PowerPoint presentation outlining the entire January 10, 2008 meeting is available upon request.

The meeting adjourned at 9:13am.

The next meeting will be March 13, 2008.

Respectfully submitted by Maquisha Alleyne

CENTERS DIVISION

CAREER Customer Count

New Customers

	January, 08				Jan, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	381	323	2541	3878	2449
Salem	390	211	2428	2538	2245
Gloucester	80	53	525	634	569
Total	851	587	5494	7050	5263

Total Customers Served

	January, 08				Jan, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	1211	539	4575	6463	4172
Salem	930	352	3930	4230	3633
Gloucester	305	88	964	1057	1025
Total	2446	979	9469	11750	8830

Customer Placements (#/% of total customers served)

	January, 08				Jan, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	97/8%	70	721/16%	840	756/18%
Salem	94/10%	46	631/16%	550	679/19%
Gloucester	37/12%	11	220/23%	137	248/24%
Total	228/9%	127/13%	1572/17%	1527/13%	1683/19%

1. Customer Satisfaction – Results for January 2008 & February 2008

Job Seeker

Gloucester (n = 52)		Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?		43 (84%)	8 (15%)	1 (1%)	0 (0%)

Lynn (n = 171)		Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?		109 (64%)	55 (32%)	5 (3%)	2 (1%)

Salem (n = 94)		Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?		54 (58%)	37 (39%)	3 (3%)	0 (0%)

System-Wide (n = 317)		Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	206 (65%)	100 (31%)	9 (3%)	2 (1%)
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Employer (n = 7)

System-Wide	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	2 (29%)	4 (57%)	1 (14%)	0 (0%)

Employer Services

New Accounts

	January, 08		Actual YTD		Jan, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/07	Actual
Lynn	95	8	356	94	169
Salem	15	10	92	115	68
Gloucester	8	1	35	16	34
Total	118	19	483	225	271

Total Employers Served

	January, 08		Actual YTD		Jan, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/08	Actual
Lynn	154	20	646	236	557
Salem	58	29	200	351	258
Gloucester	27	7	93	88	114
Total	239	56	939	675	929

Total Number of Employers Listing Job Orders

	January, 08		Actual YTD		Jan, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/08	Actual
Lynn	45	12	274	150	225
Salem	23	23	122	275	134
Gloucester	11	7	62	75	73
Total	79	42	458	500	432

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Jan, 07 YTD
Adult	105	140	118
Dislocated Worker	164	265	190

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Jan, 07 YTD
Adult	29	48	33
Dislocated Worker	64	88	51

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 07
ICC	25	33%	15.00	52
NSCAP	14	100%	13.50	3
Millennium	12	0%	0	23
North Shore CC	11	NA	NA	10
Northern Essex CC	11	100%	15.00	20
American Red Cross	10	100%	12.09	14

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 07
Action, Inc.	17	8	6/8.64	19
Catholic Charities	29	11	6/10.29	21
Girls, Inc.	15	0	NA	5
My Turn, Inc.	22	7	4/9.88	26

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	345	245

Work and Learning Experiences for High School Youth

- Workshops for summer employment (FirstJobs) began in February. The earlier start will hopefully lead to more youth obtaining employment, as some businesses choose to hire earlier in the spring.
- CA staff facilitating workshops in schools and Career Centers to prepare youth for summer employment.
- Employer Outreach Specialist meeting with area employers to increase available job opportunities; also attended North Shore Chamber of Commerce Business Expo and met with local business executives.
- Job development increased in Cape Ann area to promote a job fair in early spring. This came about with more collaboration between the Career Centers, local businesses, Gloucester High School, and Chamber of Commerce members.

- Connecting Activities staff participated in Career Fairs at Beverly High School and North Shore Community College.
- Met with staff from Junior Achievement of Eastern MA to set up job shadow opportunities this spring.
- CA staff remain active in Youth Council, P-21, Tech Prep.

OTHER INITIATIVES

Employment Services Program (Department of Transitional Assistance)

Vendor	Current Enrollment	Co-enrolled WIA Adult Title I Training*	Terminations	Current Retentions	Number of Enrollments and Retentions in 06
Catholic Charities	11	n/a	1	7	12 (enrollments) 7 (retentions)
Mass. Job Training - Salem	13	n/a	2	3	22 (enrollments) 10 (retentions)
DTA	-	4	-	-	-

Budget-Actual Summary by Expense Category
As of January 31, 2008

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,600,035	\$ 921,002	-	\$ 2,679,033	74.4%
Current Year Income	42,476	40,476	-	2,000	4.7%
Prior Year Carry-in	1,599,256	1,152,950	-	446,306	27.9%
Total Revenue	\$ 5,241,767	\$ 2,114,428	-	\$ 3,127,339	59.7%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 280,280	\$ 128,858	-	\$ 151,422	54.0%
Expenses	104,066	76,456	-	27,610	26.5%
Total Admin Expenses	\$ 384,346	\$ 205,314	-	\$ 179,032	46.6%
<u>Program Expenses</u>					
Personnel	\$ 1,413,947	\$ 718,995	-	\$ 694,952	49.1%
ITA's	539,200	216,752	150,289	172,159	31.9%
Support Services	82,831	27,977	150	54,704	66.0%
Other Training	966,923	361,463	521,513	83,947	8.7%
Other Program Costs	964,570	390,466	34,208	539,896	56.0%
BSU Costs	122,990	62,372	-	60,618	49.3%
Total Program Expenses	\$ 4,090,461	\$ 1,778,025	\$ 706,160	\$ 1,606,276	39.3%
Total Expenses & Obligations	\$ 4,474,807	\$ 1,983,339	\$ 706,160	\$ 1,785,308	39.9%
Planned Carry-Out	\$ 766,960				

Budget-Actual Summary by Program
As of January 31, 2008

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i><u>Federal Funds</u></i>				
Disabled Veterans Outreach Program - FY08	\$ 6,964	\$ 4,201	\$ 2,763	39.7%
DOE Adult Education Career Centers - FY07	17,238	578	16,660	96.6%
DOE Adult Education Career Centers - FY08	31,752	681	31,071	97.9%
EOT - Transportation Project #3	69,750	978	68,772	98.6%
Jobs First Career Day - FY08	1,500	1,500	-	0.0%
Local Veterans Employment Rep - FY08	1,000	-	1,000	100.0%
Pathways to Success by 21 (P-21), Part A	14,780	9,835	4,945	33.5%
Pathways to Success by 21 (P-21), Part B	39,740	38,961	779	2.0%
Rapid Response - FY08	6,964	4,201	2,763	39.7%
Skill Start (EAS) - FY08	723	-	723	100.0%
State Staff - FY08	500	-	500	100.0%
Unemployment Insurance - FY08	11,275	6,073	5,202	46.1%
Wagner Peyser ES 10% - FY08	9,901	5,362	4,539	45.8%
Wagner Peyser ES 90% - FY08	277,683	44,437	233,246	84.0%
WIA Administration	278,400	154,432	123,968	44.5%
WIA Adults	802,794	391,207	411,587	51.3%
WIA Disabilities Navigator - FY08	56,550	30,439	26,111	46.2%
WIA Dislocated Workers	759,979	440,374	319,605	42.1%
WIA Youth	863,980	710,555	153,425	17.8%
<i>Total Federal Funds</i>	<i>\$ 3,251,473</i>	<i>\$ 1,843,814</i>	<i>\$ 1,407,659</i>	<i>43.3%</i>

<i><u>State & Local Funds</u></i>				
DOE ACLS Adult Basic Education: 345 - FY08	\$ 114,788	\$ 108,269	\$ 6,519	5.7%
DOE Connecting Activities - FY08	90,498	55,480	35,018	38.7%
Earned Funds	6,087	6,087	-	0.0%
Employment Services Program - FY08	188,483	139,832	48,651	25.8%
FY08 Metro SW REB ECCLI	6,660	-	6,660	100.0%
FY08 Shannon Grant	-	-	-	
Job Fair Earnings - FY07	6,281	5,886	395	6.3%
JSJR - FY08	2,500	-	2,500	100.0%
NE STEM Partnership	2,000	1,012	988	49.4%
Shannon Grant	45,300	45,300	-	0.0%
State One-Stop Career Center - FY08	177,684	49,009	128,675	72.4%

Verizon Grant	19,400	19,400	-	0.0%
Workforce Competitiveness Trust Fund	249,892	185,290	64,602	25.9%
Workforce Training Fund - FY08	94,249	54,118	40,131	42.6%
YouthWorks - FY07	169,512	176,002	(6,490)	-3.8%
YouthWorks: ARY Year-Round	50,000	-	50,000	100.0%
<i>Total State & Local Funds</i>	<i>\$ 1,223,334</i>	<i>\$ 845,685</i>	<i>\$ 377,649</i>	<i>30.9%</i>
TOTAL FUNDS	\$ 4,474,807	\$ 2,689,499	\$ 1,785,308	39.9%

FEE FOR SERVICE DIVISION

Sources of Fee Revenue

	January 08		YTD 08		FY 07	
	Budget	Actual	Budget	Actual	Budget	Actual
Employer as customer		\$0		\$0		
Salem Harbor CDC (space Rental)		\$2538		\$2538		
Employee as customer		\$0		\$0		
Job Fairs		\$6281		\$6281		
Veterans Job Fair		\$2800		\$2800		
Hospitality Study		\$4300		\$4300		
Total Revenue	\$0	\$15919	\$0	\$15919	\$0	\$0

Related Expenses

	January 08		YTD 08		FY 07	
	Budget	Actual	Budget	Actual	Budget	Actual
Employer as customer		\$0		\$0		
Salem Harbor CDC (space Rental)		\$2538		\$2538		
Employee as customer		\$0		\$0		
Job Fairs		\$5886		\$5886		
Veterans Job Fair		\$1733		\$1733		
Hospitality Study		\$4300		\$4300		
Total Expenses		\$14457		\$14457		