

Skills Committee Agenda–October 18, 2022

Agenda:

1. Introductions
2. Updates from WB and Committee Members
3. Review of SWOT analysis and potential new mission statement
4. Gloucester Marine Genomics Institute (GMGI) presentation
5. Review of stipend funds for customers while in training (new!)
6. Review of new Behavioral Health grant received
7. Review new Offshore Wind planning grant received
8. Next meeting – December 13th

Updates

Goals and Objectives for the Skills Committee

MAJOR THEMES FOR FY2022 - 2026

- *Identify and develop strategies to help employers and job seekers to reskill and grow post-COVID 19 – in particular those who have permanently lost employment*
- *Analyze and document academic skills necessary to be successful in post-secondary environment*
- *Use performance data for more discussion and promote future research and program enhancements*
- *Seek out private grant funds for regional/intra-agency programs*
- *Career Pathway development and translation for staff of all partner agencies*

SWOT – Board Exercise, May 2022

Strengths

- Board knowledge and commitment
- Teamwork:
 - Strong engagement with partners
- Collaboration between Career Center and the Workforce Board
- Outreach and collaboration with business partners
- Business partner willingness to engage and provide resources/input
- Relationship and support of City and Mayor

Weaknesses

- We should make board meetings more dynamic
- Being remote is difficult
- Info flow from sub-committees to Board
- We need “bench depth”
- We need new voices
- We need expanded industry engagement
- Marketing, information sharing is not strong enough
- Everyone needs to know who we are and what we do!

SWOT – Board Exercise, May 2022

Opportunities

- Enhance marketing:
Instagram/LinkedIn/TikTok and
Community Outreach
What is the secret sauce to all of
this?
- Incorporate an ongoing
marketing strategy for all
partners
- Catalog of partners
- What is MassHire – What do
customers want to know?

Threats

- The way people work and/or
want to work is changing so fast
and is unpredictable
- Immigration has slowed down
almost completely
- We may lose our very supportive
Mayor to a new office
- We cannot be sure of our
external sources of funding
- Bureaucracy could stifle
innovation

Mission Statement

What should we focus on based on the SWOT – how do we best deliver services in the current economy and work circumstances?

Current mission statement:

We put the North Shore to work. Through collaborative leadership, the North Shore WB ensures that programming across multiple organizations and educational institutions meets evidence-based business and worker needs for highly valued skills in our very competitive labor market.

Small group discussion:

- What five words should be included in our mission statement?

Words can include nouns, verbs, adjectives, etc.

Words can relate back to the findings on our SWOT Analysis

- What should be our primary goal(s) for the next three years?

Words for Mission Statement

Innovation/be creative when funding is available
Relevant, provide educational support
Expanding/Empowering/Enabling the workforce
The WB to be flexible as things change
Expanding eligibility for training
Providing entrepreneurial opportunities
Good idea to redefine the mission statement every 2-3 years
Challenge: brand awareness

Changeability, Flexible, Dynamic - flexible with changes
Highlight the Board - making connections, make individuals employable
Offering and providing an opportunity to advance
Business-driven programs, creative
Mobile (go where individuals are)
Evolving, Advanced Skill Level, Requirement/ Measurement

Resourceful/ resources
Solution-driven
Collaborative/ partner/ pathways/ connector
Supportive
Effective and efficient
Alignment

empower equity
innovation
marketing our brand
and what we offer
transparency
attainable – encouraging collaboration
connections
potential
opportunity
helping hand to people
who need us
building blocks
building steps

Informed
Grow
Quality of Life
Work Life Balance
Sustainable
Health/wellness
Inclusive
Diversity/Diverse
Accepting
Equitable

Goals

- Use current model to develop and expand opportunities outside of manufacturing into other high-need occupation areas.
- Deeper engagement in business community and workforce-related non-profits.
- Increasing awareness of Workforce Development – highlighting marketing efforts and strategies
- "Expanding the labor force in the North Shore to meet the needs of the employers." Not just reaching out to existing people but actually finding ways to increase the number of people in the workforce in general.

Presentation

Gloucester Marine Genomics Institute (GMGI) Presentation

Stipend Funds

Currently in the final Design Phase

- A stipend is a fixed amount paid to an individual to offset expenses
- We will utilize WIOA and One-Stop funding from our local area budget
- Customers who are in an occupational skills training program will be eligible. Current eligible MassHire North Shore training programs will include WIOA Adult, Dislocated Worker, and Youth, AMTEP, and Healthcare Hub. Other training programs will be deemed eligible as funding for such programs becomes available.
- Customers could receive a range of stipend totals depending on the # of weeks they are in training (ranging from \$500 - \$3000)

Behavioral Health Training Grant

- We are partnering with Salem Hospital, Beverly Hospital and North Shore Community College. The MassHire North Shore Career Center will participate by providing recruitment, case management, and support services assistance.
- The program will train a total of 40 people, half incumbent workers and half unemployed or underemployed participants over the course of 3 years.
- The target occupations are Mental Health Counselor/Mental Health Specialist jobs.
- The training program will begin with a one-credit course developed by North Shore Community College specifically for this program.
- Following completion of this course, students will complete six three-credit courses. These courses are all part of NSCC's Associate Degree in Human Services program. The courses will be delivered online (synchronously).

Offshore Wind Planning Grant

- MassCEC has funding to support workforce development for the Offshore Wind Industry as this becomes established across the State, including on the North Shore and in Salem
- Successfully received a Planning Grant that will lead to a Plan and a series of Programs that meet company talent needs
- Working with UMass Amherst Gloucester Marine Biology Station, Essex County Community Foundation, the City of Salem and others to develop these products along with a series of contractors (i.e. SAFE and others)
- These grants are particularly focused to benefit those that live in Environmental Justice Communities
- This is a 6-month grant that could potentially result in an implementation grant with significant planning dollars

Workforce Skills Committee

- Other Updates from Committee Members
- Next Meeting – December 13, 2022

Thank you! 😊

Offshore Wind Planning Grant – What is a EJ Neighborhood?

“Environmental Justice (EJ) Neighborhood” means a census block group where twenty-five percent (25%) of the households have an annual median household income that is equal to or less than sixty-five percent (65%) of the statewide median income, or twenty-five (25%) of its population is Minority or identifies as household that has English Isolation.

- “Minority” refers to individuals who identify themselves as Latino/Hispanic, Black/African American, Asian, Indigenous people, and people who otherwise identify as non-white.
- “Low-income” means median household income at or below sixty-five percent (65%) of the statewide median income for Massachusetts, according to federal census data.
- “English isolation” refers to households that are English Language Isolated according to federal census forms, or do not have an adult over the age of fourteen (14) that speaks only English or English very well.
- To see census block groups that meet the Environmental Justice definition, see Environmental Justice Map Viewer.