



BOARD REPORT

May 8, 2008

Prepared on
April 30, 2008

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North Shore Workforce Investment Board Meeting Minutes

March 13, 2008

Those in attendance: Kathy Duggan, Susan Jepson (attending for Joan Cirillo), Tom Daniel, David Laflamme, Bob Bradford, Althea Lyons, Arlene Greenstein, Carolyn Miller, Tim Doggett, John Boris, Mike McCarthy, Tom Lemons, Alex Lawn, Brian Mulholland, Carol Couch, Doris Murphy, Steve Falvey, Brad Gaige, Wayne Burton, Paula Roux (attending for Nancy Stager), and Bill Tinti.

Those not in attendance: Rich Bane, Jim Beauvais, Ann Marie Borgesi, Arthur Bowes, Tony Dunn, Don Edwards, Mike Fitzgerald, Leslie Gould, Beth Hogan, Tom Huber, Nick Kostan, Nancy Langevin, Stephanie Lee, Lynn Paulson, Bob Segal, and Rich Viscay.

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

Special Guest: Peter Jones, Future Management Systems

The meeting begins at 8:07am.

Chairman's Report

The Annual WIB Association meeting will be held in Salem on May 15-16, 2008 at the Hawthorne Hotel. There will be a lot of important events and issues discussed during this meeting in regards to workforce development. The entire Board of Directors is invited to join as many discussions during these two days as your schedule will allow. The meetings will begin on Thursday, May 15 around noon and will run until a dinner in the evening. Meetings will begin again first thing Friday morning and the meeting will wrap up around noon.

The governor has begun an initiative to hold four Education Summits throughout the state. The North Shore WIB was the first WIB approached to hold a summit in this region. The concept of these summits is to bring together 3 groups, the public higher education system (Salem State, North Shore Community College, and the vocational technical education folks), the workforce development folks, and business people. The governor's goal is to try to understand how the system is working and how it isn't working. As part of the workforce development system, the NSWIB is anxious to bring some of the issues that we recognize to the attention of the Governor, the Secretary of Labor, who will be running the event, and other members of the Governor's administration.

We have decided to hold the Education Summit on May 14, 2008, the day before the WIB Association Annual Meeting. The Summit will be held in the Community Room of Salem 5 which is located on Essex Street in Salem. Paul Harrington from the Center for Labor Market Studies at Northeastern University is scheduled to speak and present data on education and workforce development in the region. We are soliciting ideas for the Summit and requesting the attendance of all Board members at this event, as well.

- Kathy Duggan suggested that, during the summit, we talk about some of our projects that were successful, such as JAM², and in the spirit of improvement discuss what didn't work with those programs.
- Tom Lemons suggested that we take this opportunity to spread the word about WIBs and what they do by contacting as many business executives as possible, inviting them to this event and also spreading the word about F1rstJobs.

- Mike McCarthy suggested that there should be a moderator to capture ideas and create a rigid list to work from. He also noted that unless businesses are given incentives and made successful they will not hire anyone, no matter how educated or trained they are. So some focus should be put towards businesses not only training and education.

Secretary Suzanne Bump from the Executive Office of Labor and Workforce Development will be present during these meetings and very much involved in the planning process.

John Boris has been integral in setting up a meeting at the Cummings Center for businesses located there to explain who the WIB is, what we do, and the services we provide that could help them. This meeting is scheduled for Friday, April 4, 2008 from 8:00am to 10:00am at the Cummings Center.

Strategic Planning Process

We are deep in the Strategic Planning Process, which is an opportunity for the organization to look beyond the individual grant silos to the actual labor market. We can create a plan that does not consider what the individual grant sources are, but considers what we need. Then we can make the individual grants work for us.

We are receiving assistance on this project from Future Management Systems. Peter Jones, who is in attendance, and Susan Lovelace will be working with us on this project.

Future Management Systems is a north shore leadership company that focuses on strategic planning. They have a lot of experience and have been in the field for over 25 years and have done over 100 strategic plans for non-profits over the years. Working with the WIB represents a very interesting opportunity for FMS because of the complicated structure that it is set up under. This process is the next step to creating a meaningful, workable, distributable strategic plan that will help the WIB pull together what our vision is, what our goals are and specific strategies to get to those goals.

We are updating our mission,. Today we will do a S.W.O.T. analysis, and we are going to do some scenario planning. We will ask ourselves questions like “What’s the worst thing that could happen to us?” and really think about what we would do if there were another event like 9/11 or if the country went into a real recession. We will try to answer these sorts of things that we have not talked about as an organization. There will be an internal scan and external scan that will be part of the final plan. We hope to present the final draft or a draft of some sort to the BOD in May. The goal is to have the final product done by June so it will be ready when our fiscal year begins on July 1. The following is a detailed list of the steps we plan on going through.

- Finalize Scoping of Project and Perform Detailed Review and Analysis of Current Information/Data
- Update of Mission, Vision and Values
- Update of SWOT Development of Financial Forecasts
- Potential Scenario Planning
- Synthesis of All Information/Data and Updates into Initial Plan DRAFT with Elements:
Approach
 - Executive Overview
 - External Scan
 - Internal Scan
 - Mission, Vision and Values
 - Goals and Strategies
 - Plans for Implementation
 - Appendices
- Present Final Plan DRAFT to Board for Input/Comment hours

- Produce and Distribute Final Plan

Critical Issues Questionnaire

We sent out 397 surveys (via Zoomerang, an online survey development tool) to community and business leaders on the North Shore. 120 responses were received for a response rate of 28.4%. The Board reviewed the seven survey questions and discussed the results in depth.

The full survey and results were distributed to the full board and are available upon request.

S.W.O.T. Analysis

We would like to brainstorm, initially, on our Strengths, Weaknesses, Opportunities, and Threats. The WIB went through this process two years ago. The results from the last S.W.O.T Analysis were not given out, because we would like to start from scratch. The Board was asked to give honest responses to what they feel are the WIB’s Strengths, Weaknesses, Opportunities, and Threats.

The entire group took part in a lengthy interactive session that produced the following S.W.O.T. results.

<p>STRENGTHS: SUMMARY</p> <ul style="list-style-type: none"> • Wide range of expertise • Leadership • Method of organization – unique set-up relative to other WIB’s • Partnerships • Open enrollment/ no barriers to participation • Programs e.g. F1rstJobs, JAM • Understanding of State and Federal Regulations • Diverse Group (different business industry, non profits, education) • Using data to strive for goals • Culture of excellence • Blueprint • Engaging companies (GE, Bomco, Beverly Hospital.) 	<p>WEAKNESSES: SUMMARY</p> <ul style="list-style-type: none"> • Not enough funding for adult learners (voc schools focus on high school students) • Not enough private sector participants, need more • Lack of recognition of WIB • Not enough Public Relations for WIB • WIB does not engage all communities appropriately • Not enough outreach for fundraising • Better use of WIB resources • Lack of trust between companies and system • Roles of Community • Public Relations message • Lack of knowing how to allocate resources • Lack of knowing how to have PR person on staff • Upcoming recessions • Silo’s restrictions of laws • Lack of Prioritization
<p>OPPORTUNITIES: SUMMARY</p> <ul style="list-style-type: none"> • High Performance WIB process • Governors initiatives (education summit) • To position ourselves at the front of the new structure • Recession • Health care expansion • Low visibility in community • Changing Federal climate • Aging Workforce (using retirees/aging baby boomers as mentors/teachers) 	<p>THREATS: SUMMARY</p> <ul style="list-style-type: none"> • Lack of trust between business and government - not allowing cash to go directly to company • Funding • Lack of collaboration regionally • High performing WIB process • Potential casinos • Cut back in federal funds • Bureaucracy- so complicated to get funding • Businesses and students leaving the area

<ul style="list-style-type: none"> • Potential Casinos • Merge/clarify roles of various organizations • Influence re-structuring • Strategic Planning process -Map process, gap analysis/action items • F1rst Jobs • Online learning program • Consider this as life long learning progression in learning • Motivation of PR side of things • CQI • F1rstJobs • 3rd generation • Diverse employment base • Train companies in how to interact with new employees 	<ul style="list-style-type: none"> • Cost of living • Disconnect between high schools and secondary schools (60% are not prepared for college) • Org Structure - work vertically in a horizontal world • Companies not doing enough OJT • Training for new employers not done well- not enough time/training to orient, train, acclimate to training • Lack of career ladder • Cultural issues people think about work differently (career hopping) • Some people un employable -Won't show up for work -health issues, housing issues -require greater commitment to maintain employment (Won't be honest about how to apply resources) • Complicated Message Immigration issues • Younger – less skilled workforce • Lack of job readiness • Language skills (ESOL) • Lack of Regional Tech School that fulfills need • Failure to education system to converge with social services. Workforce Dev. Need to get a convergence initiatives • Mis-match of students and business needs • Retention with companies
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A PowerPoint presentation outlining our Strategic Planning process is available by request.

The meeting adjourned at 9:50am.

The next meeting will be May 8, 2008.

Respectfully submitted by Maquisha Alleyne

CENTERS DIVISION

CAREER Customer Count

New Customers

	March, 08				March, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	376	323	3287	3878	3171
Salem	344	211	3110	2538	2942
Gloucester	89	53	679	634	733
Total	809	587	7076	7050	6846

Total Customers Served

	March, 08				March, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	1201	539	5546	6463	5067
Salem	934	352	4732	4230	4492
Gloucester	290	88	1155	1057	1227
Total	2425	979	11433	11750	10786

Customer Placements (#/% of total customers served)

	March, 08				March, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
Lynn	105/9%	70	906/16%	840	914/18%
Salem	75/8%	46	786/17%	550	837/19%
Gloucester	32/11%	11	268/23%	137	47/4%
Total	212/9%	127/13%	1960/17%	1527/13%	1798/17%

Customer Satisfaction – Results for March 2008 – April 2008

Job Seeker

Gloucester (n = 48)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	33 (68%)	13 (28%)	2 (4%)	0 (0%)

Lynn (n = 203)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	126 (62%)	59 (29%)	14 (7%)	4 (2%)

Salem (n = 79)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	47 (60%)	25 (31%)	6 (8%)	1 (1%)

System-Wide (n = 330)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	206 (62%)	97 (29%)	22 (7%)	5 (2%)

Employer (n = 6)

System-Wide	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	3 (50%)	3 (50%)	0 (0%)	0 (0%)

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

	March, 08		Actual YTD		March, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/07	Actual
Lynn	54	8	409	94	214
Salem	23	10	115	115	86
Gloucester	6	1	44	16	43
Total	83	19	568	225	343

Total Employers Served

	March, 08		Actual YTD		March, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/08	Actual
Lynn	104	20	723	236	643
Salem	43	29	230	351	307
Gloucester	21	7	105	88	136
Total	168	56	1058	675	1086

Total Number of Employers Listing Job Orders

	March, 08		Actual YTD		March, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/08	Actual
Lynn	30	12	307	150	268
Salem	25	23	144	275	160
Gloucester	13	7	75	75	87
Total	68	42	526	500	515

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	March, 07 YTD

Adult	119	140	139
Dislocated Worker	187	265	214

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	March , 07 YTD
Adult	41	48	42
Dislocated Worker	79	88	84

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 07
ICC	27	33%	15.00	52
NSCAP	17	100%	15.41	3
Millennium	13	50%	17.00	23
Northern Essex CC	12	100%	15.50	20
Spectrum Health Care	12	100%	13.88	2
North Shore CC	11	50%	12.00	10
American Red Cross	11	71%	11.77	14

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 07
Action, Inc.	22	8	6/8.64	19
Catholic Charities	37	12	7/9.99	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	315

Work and Learning Experiences for High School Youth

- Student Career Specialists visiting schools and community based organizations to present Job Readiness workshops, in addition to weekly workshops in North Shore Career Centers in Lynn and Salem. Also, meeting with a number of students from alternative programs to prepare students for summer employment.

- Employer Outreach Specialist position is currently posted and interview process will begin in early May.
- Schools and employers are showing increased interest in utilizing the Work Based Learning Plan.
- This summer, the goal is to hold four job fairs, with one large fair in Lynn and three “mini job fairs” in Beverly, Salem and Gloucester. This will hopefully be beneficial to the employers as they will see a more localized pool of teens to fit their needs; and benefit the teens, as they can meet with employers whose locations are more accessible.
- Connecting Activities staff working on a one on one basis with teens that have not passed MCAS to assist with summer employment needs.
- Staff collaborated with Junior Achievement of Eastern MA to set up a successful job shadow day with students from Lynn Vocational Technical Institute at Best Buy in Saugus.
- Student Career Specialist meeting with a number of students from alternative programs to prepare students for summer employment
- CA staff remains active in P-21, Youth Council, North Shore Tech Prep, F1rstJobs, Salem Teen Academic Initiative and with high schools on the North Shore.

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	15	n/a	2	7	12 (enrollments) 7 (retentions)
Training Resources of America - Salem	14	n/a	4	3	22 (enrollments) 10 (retentions)
DTA	-	4	-	-	-

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

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,725,276	\$ 1,650,290	-	\$ 2,074,986	55.7%
Current Year Income	42,476	42,476	-	-	0.0%
Prior Year Carry-in	1,586,954	1,227,431	-	359,523	22.7%
Total Revenue	\$ 5,354,706	\$ 2,920,197	-	\$ 2,434,509	45.5%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 286,771	\$ 179,745	-	\$ 107,026	37.3%
Expenses	107,698	89,086	-	18,612	17.3%
Total Admin Expenses	\$ 394,469	\$ 268,831	-	\$ 125,638	31.8%
<u>Program Expenses</u>					
Personnel	\$ 1,391,447	\$ 936,520	-	\$ 454,927	32.7%
ITA's	569,200	298,639	168,082	102,479	18.0%
Support Services	68,974	29,870	-	39,104	56.7%
Other Training	925,461	495,841	389,417	40,203	4.3%
Other Program Costs	1,069,536	435,923	94,808	538,805	50.4%
Business Services Unit Costs	120,990	80,928	-	40,062	33.1%
Total Program Expenses	\$ 4,145,607	\$ 2,277,721	\$ 652,307	\$ 1,215,580	29.3%
Total Expenses & Obligations	\$ 4,540,076	\$ 2,546,552	\$ 652,307	\$ 1,341,218	29.5%
Planned Carry-Out	\$ 814,630				

Budget-Actual Summary by Program (Federal)
As of March 31, 2008

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>Federal Funds</i>				
Disabled Veterans Outreach Program - FY08	\$ 6,964	\$ 5,288	\$ 1,676	24.1%
DOE Adult Education Career Centers - FY07	17,238	578	16,660	96.6%
DOE Adult Education Career Centers - FY08	31,752	19,513	12,239	38.5%
EOT - Transportation Project #3	69,750	44,510	25,240	36.2%
Jobs First Career Day - FY08	1,500	1,500	-	0.0%
Local Veterans Employment Rep - FY08	1,000	788	212	21.2%
Pathways to Success by 21 (P-21), Part A	14,780	16,339	(1,559)	-10.5%
Pathways to Success by 21 (P-21), Part B	39,740	39,494	246	0.6%
Pathways to Success by 21 (P-21), Part D	5,000	-	5,000	100.0%
Pathways to Success by 21 (P-21), Part E	21,000	-	21,000	100.0%
Rapid Response - FY08	6,964	5,288	1,676	24.1%
Skill Start (EAS) - FY08	723	659	64	8.9%
State Staff - FY08	500	394	106	21.2%
Unemployment Insurance - FY08	11,275	8,235	3,040	27.0%
Wagner Peyser ES 10% - FY08	9,901	6,352	3,549	35.8%
Wagner Peyser ES 90% - FY08	277,683	51,437	226,246	81.5%
WIA Administration	278,400	195,565	82,835	29.8%
WIA Adults	767,794	497,529	270,265	35.2%
WIA Disabilities Navigator - FY08	56,550	40,268	16,282	28.8%
WIA Dislocated Workers	769,979	576,162	193,817	25.2%
WIA Incentive - FY08	15,000	-	15,000	100.0%
WIA Youth	863,980	749,586	114,394	13.2%
<i>Total Federal Funds</i>	<i>\$ 3,267,473</i>	<i>\$ 2,259,485</i>	<i>\$ 1,007,988</i>	<i>30.8%</i>

Budget-Actual Summary by Program (State & Local)
As of March 31, 2008

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State & Local Funds</i>				
DOE ACLS Adult Basic Education: 345 - FY08	\$ 114,788	\$ 110,249	\$ 4,539	4.0%
DOE Connecting Activities - FY08	90,498	67,917	22,581	25.0%
Earned Funds	9,503	9,503	-	0.0%
Employment Services Program - FY08	188,483	154,495	33,988	18.0%
FY08 Metro SW REB ECCLI	6,660	403	6,257	93.9%
FY08 Shannon Grant – Year 2	45,853	724	45,129	
Job Fair Earnings - FY07	6,281	5,886	395	6.3%
JSJR - FY08	2,500	371	2,129	85.2%
NE STEM Partnership	2,000	1,237	763	38.2%
Shannon Grant – Year 1	45,300	45,300	-	98.4%
State One-Stop Career Centers - FY08	177,684	85,217	92,467	52.0%
Verizon Grant	19,400	19,400	-	0.0%
Workforce Competitiveness Trust Fund – HCLN	249,892	195,392	54,501	21.8%
Workforce Training Fund - FY08	94,249	69,093	25,156	26.7%
YouthWorks - FY07-08	169,512	169,512	-	0.0%
YouthWorks: ARY Year-Round	50,000	4,675	45,325	90.7%
<i>Total State Funds</i>	<i>\$ 1,272,603</i>	<i>\$ 939,374</i>	<i>\$ 333,230</i>	<i>26.2%</i>
TOTAL FUNDS	\$ 4,540,076	\$ 3,198,859	\$ 1,341,218	29.5%

FEE FOR SERVICE DIVISION

Sources of Fee Revenue

	March 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

	March 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		