



**BOARD REPORT**

**November 13, 2008**

Prepared on  
October 28, 2008

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## **North Shore Workforce Investment Board Meeting Minutes**

**September 11, 2008**

**Those in attendance:** Peter Beaudoin, Art Bowes, Bob Bradford, Carol Couch, Tom Daniel, Kathy Duggan, Tony Dunn, Steve Falvey, Arlene Greenstein, Beth Hogan, Susan Jepson, Tom Lemons, Althea Lyons, Mike McCarthy Carolyn Miller, Doris Murphy, Laurie Roberto, Mike Whelan, Bill Tinit.

**Those not in attendance:** Rich Bane, Jim Beauvias, Wayne Burton, Brian Cranney, Tim Doggett, Don Edwards, Mike Fitzgerald, Brad Gaige, Leslie Gould, Nick Kostan, David LaFlamme, Stephanie Lee, Mike Lynch, Brian Mulholland, Roger Pilotte, Nancy Stager, Rich Viscay, Thelma Williams.

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

**Special Guest:** Nancy Langevin, Former Board Member

The meeting begins at 8:08am.

### **Chairman's Report**

Peter Beaudoin was given a special welcome to the Board and gave a brief description of his company, Groom Construction.

Nancy Langevin was presented with a clock in recognition of her many years of service on the WIB.

The group participated in a moment of silence in remembrance of September 11, 2001.

Welcome to Fiscal Year 2009. We have an exciting year ahead. Over the past 6 or 7 months we have been doing our Strategic Plan and have found it a very introspective period where we were able to take a good look at who we are and where we're going and think about how we should be structured and how we should be operating. We are going to quickly go over the strategic plan, which was given out today.

### Strategic Plan

The Strategic Plan is part of a long process the state started this year were they certifying WIBs as High Performing. The application for High Performing WIB status was due in yesterday at 5:00 and was hand delivered to the powers that be. Nine of the sixteen WIBs applied for this status in September. The full application was handed in yesterday and you can find a copy of that application on our web site. The application includes the Strategic Plan, our Blueprint, and a revenue plan for the next three years, information about the board itself, committee structures, membership, by-laws and many other things.

The state has announced that the review process should be completed by October 17. The paper review, where they check the application for rules and regulations, will be completed by September 12. The application will be scored by September 29<sup>th</sup> and will have some sort of preliminary outcome to us by phone by September 30<sup>th</sup>. A site visit has been established and

scheduled for the first week in October. We are in the process of putting together, based on those dates and the schedules of people needed to be in attendance, a date for them to come out and visit with us and review, in detail, what we said we do and how we actually do it. They claim that by October 17 they will announce whether or not we made it. If we do not make it, we can re-submit in December and again in June. If something is missing we will have the opportunity to apply again.

The state has put aside \$1.6 million, which is \$100,000 for the 16 WIBs across the state. We are not competing against the other WIBs and each WIB has the opportunity to become High Performing.

When that \$100,000 comes in we can all sit around and decide how to spend it because, as you will see, in our revenue plan there is a hope for an additional \$2 million for various projects. We will need to use the additional money for the High Performing Status to figure out how to get the necessary \$2 million.

Our focus over the next year is to implement our Strategic Plan. A PowerPoint presentation was given to highlight the key points of our Strategic Plan which includes our new committee structure.

Mission: We put the North Shore to work

Through collaborative leadership, the North Shore WIB 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.

Vision:

- The North Shore Workforce Investment Board is an integrative force, bringing together business, education, economic development and other public entities striving to ensure that our region has skilled workers to meet the demand of employers in the region.
  - Companies (i.e. employers) and Workers together make the North Shore a economically viable place to live and prosper
  - Companies come to and remain on the North Shore because the workers are here
  - Companies can find and keep the employees they need
  - Workers and Companies have options for training that are easily accessible and meet their specific needs based on their backgrounds, interests, and capabilities.

Governor Patrick's Priorities:

- Raise the overall capacity for the workforce system to respond to the labor market needs of our economy
- Close the skill gap that exists between available workers and employers through a strategic use of resources and full engagement of business sectors
- Enhance the youth pipeline by increasing and aligning youth education, training and employment programs in order to tap this critical source of workers.

North Shore WIB Strategic Plan: Five Goals

- Build the capacity of the workforce system
- Close the skills gap
- Enhance the youth pipeline
- Increase and strengthen relationships with federal, state & local partners/stakeholders

- Strategically manage and enhance available resources to support and grow operations

Workforce Systems Committee:

*The North Shore WIB will build the capacity of the North Shore workforce system to respond to labor market needs.*

**Objective #1:** Increase coordination and collaboration with educational and human service organizations on regional economic development initiatives and advocate for policy changes at the federal and state level that will help local partners increase the capacity of the workforce system.

**Objective #2:** Build on existing strengths in identifying current scale and scope of worker and employer needs while being responsive and forward thinking on changing workforce trends and gaps that may arise.

Workforce Systems Committee Members:

Nancy Stager, Rich Bane/Martha Brophy, Brian Cranney, Tim Doggett, Kathy Duggan, Arlene Greenstein, Tom Lemons, Mike Lynch, and Mike McCarthy

Skills Gap Committee:

*The North Shore WIB will strategically utilize resources and fully engage the business sector to close the skills gap that exists between available workers and employers.*

**Objective #1:** Collaborate with educational and training partners to increase available resources and align policies so available programs meet employer and worker needs.

**Objective #2:** Facilitate alignment of education, training, workforce and economic development activities so North Shore critical and emerging industries are supported and entry level workers can transition into available, higher skilled job vacancies.

Skills Gap Committee Members:

Art Bowes, Wayne Burton, Don Edwards, Tony Dunn, Beth Hogan, David LaFlamme, Roger Pilotte, Laurie Roberto, Thelma Williams

Youth Pipeline Committee:

*The North Shore WIB will enhance the youth pipeline by increasing and aligning education, training and employment programs.*

**Objective #1:** Facilitate stronger connections between secondary schools, vocational education, workforce development (including CBO's) and all higher education.

**Objective #2:** Improve and expand programs for immigrant youth and youth who have dropped out of school and/or are under/un-employed.

Youth Pipeline Committee members:

Steve Falvey, Peter Beaudoin, Carol Couch, Michael Fitzgerald, Nick Kostan, Stephanie Lee, Althea Lyons

Partnership Committee:

*The North Shore WIB will increase, strengthen and strategically align relationships with federal, state and local partners/stakeholders.*

**Objective #1:** Create a marketing plan to educate and increase public understanding of the benefits of the NSWIB and increase interest and desire of stakeholders to partner with and support the work of the NSWIB.

Partnership Committee members:

Jim Beauvais, Bob Bradford, Susan Jepson, Tom Daniel, Brad Gaige, Carolyn Miller, Brian Mulholland, Doris Murphy, Michael Whelan

Resource/Executive Committee:

*The North Shore WIB will strategically manage and enhance available resources to support and grow operations.*

**Objective #1:** Ensure that the WIB's internal organizational structure and resources in terms of finances, staffing, technology, facilities, and relationships, etc.; are at the proper levels of capacity, and alignment to grow resources that support the WIB's strategic goals

**Objective #2:** Building on its existing strengths, fully engage the WIB's Board of Directors in participating and promoting the work of the WIB as an integrative force for the North Shore, and in adding capacity to the WIB's leadership resources.

Resource/Executive Committee members:

Bill Tinti, Art Bowes, Jim Beauvais, Kathy Duggan, Steve Falvey, Beth Hogan, Nancy Stager, Rich Viscay

Pathways to Financial Careers

- \$300,000 Workforce Competitiveness Trust Fund Grant
- Goals:
  - To improve assessment protocols for entrance into teller positions at local banks
  - To train individuals with these entrance requirements in mind

Partners

- Four banking institutions:
  - Eastern Bank
  - Salem Five
  - Danvers Bank
  - North Shore Bank
- Two Educational Providers
  - Operation Bootstrap
  - North Shore Community College
- North Shore WIB
- North Shore Career Center
  - Business Services Unit taking the lead

Status

- Developed and agreed upon a profile of a high functioning teller
- Currently accepting bids from researchers interested in providing consulting services around the assessment activities

Health Care Learning Network

- Four courses are developed and available
- All support services are in place
- Over 40 employees have enrolled
- Approximately 15 have begun college course work

The FY2009 Board of Directors meeting schedule is as follows:

- November 13, 2008

- January 8, 2009
- March 12, 2009
- May 7, 2009

This PowerPoint presentation is available by request.

The meeting adjourned at 9:10am.

The next meeting will be November 13, 2008.

Respectfully submitted by Maquisha Alleyne

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Sept, 08				Sept, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
<b>Lynn</b>	1032	340	1801	4074	1186
<b>Salem</b>	425	222	1196	2667	1081
<b>Gloucester</b>	80	55	250	666	234
<b>Total</b>	1,537	617	3,247	7,407	2501

*Total Customers Served*

	Sept, 08				Sept, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
<b>Lynn</b>	1920	566	3303	6,790	2618
<b>Salem</b>	976	370	2041	4,444	2109
<b>Gloucester</b>	269	92	561	1,111	544
<b>Total</b>	3,165	1,028	5,905	12,345	5271

**Customer Placements (#/% of total customers served)**

	Sept, 08				Sept, 07 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
<b>Lynn</b>	93/5%	73	387	882	370
<b>Salem</b>	91/9%	48	273	578	293
<b>Gloucester</b>	29/11%	12	104	144	94
<b>Total</b>	213/7%	133/13%	764/13%	1,604/13%	757/14%

**Customer Satisfaction – Results for August & September, 2008**

*Job Seeker*

<b>Gloucester (n = 52)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	44 (85%)	7 (13%)	1 (2%)	0 (0%)

<b>Lynn (n = 198)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	129 (65%)	59 (30%)	8 (4%)	2 (1%)

<b>Salem (n = 127)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
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Were you satisfied with the results of your visit?	53 (42%)	62 (49%)	8 (6%)	4 (3%)
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<b>System-Wide (n = 377)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Were you satisfied with the results of your visit?	226 (60%)	128 (34%)	17 (4%)	6 (2%)

*Employer (n = 6)*

<b>System-Wide</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Overall satisfaction with Career Center services.	2 (33%)	3 (50%)	1 (17%)	0 (0%)

**Employer Services**

*New Accounts*

	Sept, 08		Actual YTD		Sept, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	69	20	144	240	108
Salem	51	25	80	300	23
Gloucester	6	5	18	60	7
<b>Total</b>	126	50	242	600	138

*Total Employers Served*

	Sept, 08		Actual YTD		Sept, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	139	40	358	480	453
Salem	95	50	162	600	113
Gloucester	22	10	52	120	56
<b>Total</b>	256	100	572	1,200	622

*Total Number of Employers Listing Job Orders*

	Sept, 08		Actual YTD		Sept, 07 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	50	15	179	180	184
Salem	15	28	56	336	74
Gloucester	11	7	39	84	38
<b>Total</b>	76	50	274	600	296

**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	YTD Actual	Planned Thru End of Grant	Sept, 07 YTD
<b>Adult</b>	85	140	85
<b>Dislocated Worker</b>	129	265	132

**Overall WIA Placement**

	YTD Actual	Planned Thru End of Grant	Sept, 07 YTD
<b>Adult</b>	9	48	9
<b>Dislocated Worker</b>	13	88	25

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 08
<b>NSCAP</b>	15	NA	NA	25
<b>North Shore CC</b>	8	NA	NA	15
<b>Rome Learning Institute</b>	6	NA	NA	12
<b>Northern Essex CC</b>	5	NA	NA	14
<b>Peterson</b>	5	NA	NA	6
<b>ICC</b>	4	NA	NA	34
<b>LARE</b>	4	NA	NA	8
<b>Millennium</b>	4	NA	NA	21

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 08
<b>Action, Inc.</b>	20	2	1/\$9.00	27
<b>Catholic Charities</b>	30	2	NA	48
<b>Girls, Inc.</b>	18	7	1/\$8.50	16
<b>My Turn, Inc.</b>	12	3	1/\$9.00	26

**School-to-Career**

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

	Goal	Actual
<b>Student Work and Learning Experiences</b>	345	139

**Work and Learning Experiences for High School Youth**

- FY2009 contract, starting July 1 2008, includes Lynn Vocational Technical Institute, Lynn Classical High School, Lynn English High School, and Salem High School.
- New Employer Outreach Specialist was hired in June. He has been working with Student Career Specialist as well as Business Services Unit to better serve the North Shore Youth.
- CA staff presenting a variety of year round workshops in the schools. Presenters on a variety of topics have been scheduled at Lynn Tech- presentations include Child Labor Laws, CORI issues, Interviewing Skills, Applications, Dress for Success, and Keeping a job. Partnerships with other agencies have been vital for this collaboration.
- 357 youth obtained employment over the summer with assistance from the North Shore Youth Career Center/Connecting Activities staff.
- Staff is working with area employers to increase school year employment. Many employers are hiring at the moment for seasonal labor.
- CA staff is working to increase employer interest/investment in the Work Based Learning Plan.
- Student Career Specialist and Director of Youth Workforce Initiatives attended the Youth Health and Safety conference in Worcester this past month. Partners from DOE, the Attorney General’s Office and various WIB and Career Centers met to discuss the concerns of youth worker safety, and plans to improve in this area.
- Youth Career Center, Connecting Activities and Workforce Investment Board staff held an Employer Appreciation Luncheon in September at the Peabody YMCA. Area businesses were invited to discuss the successes of the past summer, and ideas for next year.

**OTHER INITIATIVES**

**Employment Services Program (Department of Transitional Assistance)**

<b>Vendor</b>	<b>Current Enrollment</b>	<b>Co-enrolled WIA Adult Title I Training*</b>	<b>Terminations</b>	<b>Current Retentions</b>	<b>Number of Enrollments and Retentions in 06</b>
<b>Catholic Charities</b>	17	n/a	1	1	12 (enrollments) 7 (retentions)
<b>Training Resources of America - Salem</b>	19	n/a	2	1	22 (enrollments) 10 (retentions)
<b>DTA</b>	-	4	-	-	-

Budget-Actual Summary by Expense Category  
As of September 30, 2008

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,781,644	\$ 155,500	\$ -	\$ 3,626,144	95.9%
Current Year Income	332,275	96,313	-	235,962	71.0%
Prior Year Carry-in	1,459,356	928,569	-	530,787	36.4%
<b>Total Revenue</b>	<b>\$ 5,573,275</b>	<b>\$ 1,180,382</b>	<b>\$ -</b>	<b>\$ 4,392,893</b>	<b>78.8%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 295,198	\$ 65,383	\$ -	\$ 229,815	77.9%
Expenses	90,276	40,677	3,461	46,138	51.1%
<b>Total Admin Expenses</b>	<b>\$ 385,474</b>	<b>\$ 106,060</b>	<b>\$ 3,461</b>	<b>\$ 275,953</b>	<b>71.6%</b>
<u>Program Expenses</u>					
Personnel	\$ 1,439,959	\$ 277,399	\$ 17,264	\$ 1,145,296	79.5%
ITA's	555,000	68,776	197,975	288,249	51.9%
Support Services	39,816	20,720	3,225	15,871	39.9%
Other Training	1,071,576	214,731	611,107	245,738	22.9%
Other Program Costs	866,516	206,224	73,319	586,973	67.7%
BSU Costs	184,277	25,832	-	158,445	86.0%
<b>Total Program Expenses</b>	<b>\$ 4,157,144</b>	<b>\$ 813,682</b>	<b>\$ 902,890</b>	<b>\$ 2,440,572</b>	<b>58.7%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,542,618</b>	<b>\$ 919,742</b>	<b>\$ 906,351</b>	<b>\$ 2,716,525</b>	<b>59.8%</b>
<b>Planned Carry-Out</b>	<b>\$ 1,030,657</b>				

Budget-Actual Summary by Program  
As of September 30, 2008

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>Federal Funds</i>				
Career Center Job Fair Revenue - FY08	\$ 1,048	\$ 596	\$ 452	43.1%
Disabled Veterans Outreach Program - FY09	6,765	2,550	4,215	62.3%
DESE Adult Education Career Centers - FY08	29,796	18,886	10,910	36.6%
DESE Adult Education Career Centers - FY09	26,752	212	26,540	99.2%
Mass EOT - Transportation Project #3	74,288	43,826	30,462	41.0%
Local Veterans Employment Rep - FY09	1,553	1,311	242	15.6%
Pathways to Success by 21, Part D	18,726	9,114	9,612	51.3%
Pathways to Success by 21, Part E	81,692	442	81,250	99.5%
Rapid Response - FY09	6,765	2,355	4,410	65.2%
State Staff - FY09	524	524	-	0.0%
Unemployment Insurance - FY09	16,390	3,252	13,138	80.2%
Wagner Peyser Employment Services 10% - FY09	6,910	2,093	4,817	69.7%
Wagner Peyser Employment Services 90% - FY09	54,898	11,045	43,853	79.9%
WIA Administration	268,706	73,813	194,893	72.5%
WIA Adults	817,908	232,433	585,475	71.6%
WIA Disabilities Navigator - FY09	57,200	13,032	44,168	77.2%
WIA Dislocated Workers	815,071	247,104	567,967	69.7%
WIA Incentive Award - FY08	20,000	6,590	13,410	67.1%
WIA Youth	831,095	513,985	317,110	38.2%
<i>Total Federal Funds</i>	<i>\$ 3,136,087</i>	<i>\$ 1,183,163</i>	<i>\$ 1,952,924</i>	<i>62.3%</i>

Budget-Actual Summary by Program  
As of September 30, 2008

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State &amp; Local Funds</i>				
Career Center Job Fair Revenue - FY07	\$ 227	\$ 227	\$ -	0.0%
Career Center Job Fair Revenue - FY08	6,639	200	6,439	97.0%
DESE ACLS Adult Basic Education: 345 - FY09	114,788	104,862	9,926	8.6%
DESE Connecting Activities - FY09	90,498	13,234	77,264	85.4%
Earned Funds	2,161	2,161	-	0.0%
DTA Employment Services Program - FY09	173,210	114,429	58,781	33.9%
Metro SouthWest REB ECCLI - FY08	5,748	1,069	4,679	81.4%
Northeast STEM Partnership	1,778	179	1,599	89.9%
Shannon Grant - Year 2, FY08	42,452	17,635	24,817	58.5%
State One-Stop Career Centers - FY09	182,233	20,971	161,262	88.5%
Verizon Grant - #3	10,000	10,144	(144)	-1.4%
WCTF - Financial Services	129,425	649	128,776	99.5%
WCTF - HCLN	323,311	188,277	135,034	41.8%
Workforce Training Fund - FY09	94,450	22,576	71,874	76.1%
Youthworks - Summer FY08-09	142,129	127,621	14,508	10.2%
Youthworks At-Risk Youth: Year-Round - FY09	63,269	349	62,920	99.4%
Youthworks At-Risk Youth: Year-Round - FY08	24,213	18,347	5,866	24.2%
<i>Total State Funds</i>	<i>\$ 1,406,531</i>	<i>\$ 642,930</i>	<i>\$ 763,601</i>	<i>54.3%</i>
<b>TOTAL FUNDS</b>	<b>\$ 4,542,618</b>	<b>\$ 1,826,093</b>	<b>\$ 2,716,525</b>	<b>59.8%</b>

## FEE FOR SERVICE DIVISION

### Sources of Fee Revenue

	September 08	
	Budget	Actual
Employer as customer		\$0
Space Rental		\$0
Job Fairs		\$7914
Labor Market Studies		\$0
<b>Total Revenue</b>	\$0	\$7914

### Related Expenses

	September 08	
	Budget	Actual
Employer as customer		\$0
Space Rental		\$0
Job Fairs		\$1023
Labor Market Studies		\$0
<b>Total Expenses</b>		\$1023