



**BOARD REPORT**

**November 8, 2007**

Prepared on  
October 29, 2007

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**North Shore Workforce Investment Board  
Meeting Minutes**

**September 13, 2007**

**Those in attendance:** Carol Couch, Kathy Duggan, Beth Hogan, Alex Lawn, Tom Lemons, Mike McCarthy, Tim Doggett, Steve Falvey, Andrea Swirka (attending for Arlene Greenstein), John Boris, Don Edwards, Art Bowes, Brad Gaige, Tom Iarrobino (attending for Nick Kostan), Tom Franz (attending for Doris Murphy), Mike Fitzgerald, Tony Dunn, Nancy Stager, Tom Huber, Jim Beauvais, Wayne Burton, Martha Brophy (attending for Rich Bane), Rich Vicsay, Stephanie Lee and Bill Tinti.

**Those not in attendance:** Nancy Langevin, Lynn Paulson, Ann Marie Borgesi, Joan Cirillo, Bob Bradford, Brian Mulholland and Bob Segal

**Special guests:** Judy Bower – DCS, Roxanne Marshal – FirstJobs Student from E-team, Henry Bryson – Metro Southwest REB, Laurie Roberto – Ledgewood Rehabilitation and Skilled Nursing Facility

**Staff:** Mary Sarris, Maquisha Alleyne, David McDonald, Mike Medler, and Mark Whitmore.

The meeting begins at 8:10am.

**Chairman's Report – Bill Tinti**

The North Shore WIB will be issuing a labor market blueprint soon. It is a very important document because it provides a statistical basis for determining where we are today and where we will be tomorrow. Some items are well known, such as healthcare being an industry with tremendous workforce needs in our area. There are many other industry groups in our region that we can tell will have severe workforce and training problems in the future. This blueprint will be issued in a few weeks, but is online now for your viewing.

**First Jobs**

Roughly 220 teens were employed through F1rstJobs this summer. About \$65,000 was raised to employ teens in our area over the summer. Our goal was employment for 300 teens, which was not met. There were about 700 teens that were looking for jobs this summer. We will be calling on various folks to start planning for next summer, when we hope to meet the goal of employment for 300 teens.

Roxanne Marshal worked with Tony Dunn at the E-Team this summer through the F1rstJobs program. She helped with recruitments for the E-Team and brought in 95 candidates. She also helped with the interviewing process and an open house.

Verizon provided a grant to hire 10 teenagers through ICC, an adult education center, in Saugus. Stephanie Lee spent some time with the teenagers and was very impressed with their work. Stephanie stated that Verizon's contribution was \$10,000 well spent.

A discussion about other Board members personal experiences with F1rstJobs students ensued.

## **Career Center Charter Renewal**

The Career Center's two-year charter is up for renewal. During this process we contact various partners, including The City of Salem and DCS, to determine our goals for next two years. Some ideas for this charter are to triple our work in F1rstJobs and to improve, what we call, satisfied business customers. We are doing focus groups for career center customers and we did online surveys for businesses. We will have the charter completed by December 30, so we will have more information for you at the November meeting. Also, we are trying to raise awareness of our Data Academy to have our research recognized by the like of John Tierney, Ted Kennedy, and the Boston Business Journal. We would like to offer a tour of any of the three Career Centers to any interested Board member.

## **Workforce Competitiveness Trust Fund (WCTF)**

The Workforce Competitiveness Trust Fund was created by the State Legislature about a year ago. It provides funding that can be obtained on a grant application basis by Workforce Investment Boards and other organizations. We are going to talk in depth about one grant of ours in the healthcare field. There are two other projects that we are involves with through the trust fund.

- 1) JAM<sup>2</sup> – You may remember JAM (Jobs in Aerospace Manufacturing) from a few years ago. We have been able to expand on that project and bring it up to the Merrimack Valley with our partner WIB there who acts as the lead fiscal agent for the project. We have grown the project from 5 to 10 companies. That project is about to roll out.
- 2) North Shore Community College along with two other community colleges (Northern Essex and Middlesex), are working to study the hospitality industry in the northeast corner of Massachusetts. They have a planning grant, an initial \$25,000, to investigate what the hospitality industry is on the north shore and how we can better serve them. Once that study is done, they will put in for an implementation grant to actually provide training.

We at the North Shore WIB are doing the labor market research for that project. We sent out over 700 surveys to restaurants, lodging organizations and something broadly defined as tourism, which is a huge labor market area. Tourism includes things such as The Lowell Spinners, Plum Island and The Witch Museum. We have received many responses including responses from major hotels in the area. Once we compile that data, the colleges will use it to create training for this industry.

## **Health Care Learning Network™**

There is a growing vacancy in health care for nurses and allied health professionals which require highly skilled people. These professional careers bring workers out of poverty and into economic self sufficiency. Often, low skilled workers already in health care are good candidates for upgrade to these careers, but need unique learning environments to make it happen and existing structures do not meet the needs of these employees most of whom are full time working adults with children and other obligations.

Health care is the second largest employer in the North Shore and has grown significantly over the last five years mostly due to increased demand for technical skills and the aging of the population.

The Health Care Learning Network is funded by a WCTF grant of \$500,000 to be used over two years and will address the need for critical post-secondary preparation courses that are customized for the long-term care health care industry. These courses will create the reality of a career ladder for CNAs and other entry level workers to become practical nurses or other allied health professionals. In order to do this, the HCLN will develop and implement a customized online and face-to-face system through which incumbent front line health care workers will gain the academic skills necessary to enter college and fill a growing industry need for LPNs and other advanced allied health occupations.

The HCLN is a partnership of nursing homes (Kindred Health Care, Ledgewood Rehab & Skilled Nursing Center, and Seacoast Nursing and Rehab Center), World Education, Inc. (educational provider), Essex County Community Organization (ECCO), North Shore Career Centers, NSWIB, MVWIB, GLWIB, MSWREB, North Shore Community College and others.

A detailed PowerPoint presentation was shown and discussed. The PowerPoint presentation is available upon request.

The meeting adjourned at 9:30am.

The next meeting will be November 8, 2007.

Respectfully submitted by Maquisha Alleyne

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	September, 07				Sept, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	331	323	1186	3878	1057
<b>Salem</b>	331	211	1081	2538	1026
<b>Gloucester</b>	66	53	234	634	262
<b>Total</b>	728	587	2501	7050	2345

*Total Customers Served*

	September, 07				Sept, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	1055	539	2618	6463	2201
<b>Salem</b>	854	352	2109	4230	1879
<b>Gloucester</b>	262	88	544	1057	605
<b>Total</b>	2171	979	5271	11750	4685

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

	September, 07				Sept, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	84/8%	70	370/14%	840	314/14%
<b>Salem</b>	91/11%	46	293/14%	550	287/15%
<b>Gloucester</b>	34/13%	11	94/17%	137	109/18%
<b>Total</b>	209/10%	127/13%	757/14%	1527/13%	710/15%

**1. Customer Satisfaction – Results for July 2007 – September 2007**

*Job Seeker*

<b>Gloucester (n = 94)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	83 (88%)	11 (12%)	0 (0%)	0 (0%)

<b>Lynn (n = 278)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	178 (64%)	89 (32%)	8 (3%)	3 (1%)

<b>Salem (n = 142)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	94 (66%)	41 (29%)	6 (4%)	1 (1%)

<b>System-Wide (n = 514)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
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<b>Were you satisfied with the results of your visit?</b>	355 (69%)	141 (27%)	14 (3%)	4 (1%)
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*Employer (n = 9)*

<b>System-Wide</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Overall satisfaction with Career Center services.</b>	4 (44%)	5 (56%)	0 (0%)	0 (0%)

**Interactions (# of job seeker customers seen/FTE)**

	<b>September, 07</b>		<b>Actual YTD</b>		<b>Sept, 06 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/07</b>	<b>Actual</b>
<b>Lynn - 8</b>	132		327		275
<b>Salem - 7</b>	122		301		268
<b>Gloucester - 3</b>	87		181		202
<b>Total</b>	121		293		260

**Employer Services**

*New Accounts*

	<b>September, 07</b>		<b>Actual YTD</b>		<b>Sept, 06 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/07</b>	<b>Actual</b>
<b>Lynn</b>	18	8	108	94	30
<b>Salem</b>	10	10	23	115	26
<b>Gloucester</b>	2	1	7	16	20
<b>Total</b>	30	19	138	225	76

*Total Employers Served*

	<b>September, 07</b>		<b>Actual YTD</b>		<b>Sept 06 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/08</b>	<b>Actual</b>
<b>Lynn</b>	69	20	453	236	142
<b>Salem</b>	41	29	113	351	130
<b>Gloucester</b>	30	7	56	88	79
<b>Total</b>	140	56	622	675	351

*Total Number of Employers Listing Job Orders*

	<b>September, 07</b>		<b>Actual YTD</b>		<b>Sept, 06 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/08</b>	<b>Actual</b>
<b>Lynn</b>	36	12	184	150	114
<b>Salem</b>	30	23	74	275	80
<b>Gloucester</b>	18	7	38	75	50
<b>Total</b>	84	42	296	500	244

**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	YTD Actual	Planned Thru End of Grant	Sept, 06 YTD
Adult	85	140	89
Dislocated Worker	132	265	163

**Overall WIA Placement**

	YTD Actual	Planned Thru End of Grant	Sept, 06 YTD
Adult	9	48	8
Dislocated Worker	25	88	20

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 07
ICC	9	100%	15.00	52
American Red Cross	8	100%	11.43	14
NSCAP	6	NA	NA	3
Spectrum	6	NA	NA	2
North Shore CC	4	NA	NA	10
Northern Essex CC	3	100%	13.00	20
Rome Learning Institute	3	NA	NA	14

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 07
Action, Inc.	12	5	3/8.94	19
Catholic Charities	16	3	2/7.75	21
Girls, Inc.	8	0	NA	5
My Turn, Inc.	16	2	2/11.75	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	51

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



- Connecting Activities saw significant decrease in budget which led to revision of contracts and goals. This year’s contract focuses on the three main high schools in Lynn.
- The Student Career Specialist has incorporated new ideas in the classroom, expanding the workshops and allowing more input from students. More specifically, we will be working with younger students on a regular basis to ensure that they are more prepared to enter the world of work.
- Employer Outreach Specialist meeting with area employers to increase available job opportunities and compiling information to refer students to positions related to their interests.
- F1rstJobs summer employment initiative assisted 224 youth to obtain summer jobs, many of these youth will be added to 2<sup>nd</sup> quarter report as we obtain MCAS scores.
  - North Shore Connecting Activities staff has recently become a vital part of the Salem Teen Academic Initiative. This group of local agencies in collaboration with Salem high school teachers and administrators focuses on issues that are specific to Salem teens. Job readiness and employment are a crucial part of this initiative, and Connecting Activities staff will continue to work on this to better serve this population. This includes job readiness workshops in the school, as well as the Student Career Specialist having office time in the high school on a biweekly basis to offer services to youth on a one on one basis.

**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 07</b>
<b>Catholic Charities</b>	7	n/a	0	2	16 (enrollments) 9 (retentions)
<b>Mass. Job Training - Salem</b>	4	n/a	2	1	19 (enrollments) 9 (retentions)
<b>DTA</b>	-	4	-	-	19

Budget-Actual Summary by Expense Category  
As of September 30, 2007

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,450,729	\$ 65,980	-	\$ 3,384,749	98.1%
Current Year Income	28,343	1,372	-	26,971	95.2%
Prior Year Carry-in	1,598,604	787,777	-	810,827	50.7%
<b>Total Revenue</b>	<b>\$ 5,077,676</b>	<b>\$ 855,129</b>	<b>-</b>	<b>\$ 4,222,547</b>	<b>83.2%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 267,855	\$ 51,861	-	\$ 215,994	80.6%
Expenses	100,540	52,288	3,241	45,011	44.8%
<b>Total WIB Expenses</b>	<b>\$ 368,395</b>	<b>\$ 104,149</b>	<b>\$ 3,241</b>	<b>\$ 261,005</b>	<b>70.8%</b>
<u>Program Expenses</u>					
Personnel	\$ 1,376,681	\$ 280,679	-	\$ 1,096,002	79.6%
ITA's	539,200	60,521	150,409	328,270	60.9%
Support Services	74,839	16,121	1,500	57,218	76.5%
Other Training	915,523	107,472	546,654	261,397	28.6%
Other Program Costs	876,280	217,538	61,036	597,706	68.2%
BSU Costs	122,990	30,657	-	92,333	75.1%
<b>Total Program Expenses</b>	<b>\$ 3,905,513</b>	<b>\$ 712,988</b>	<b>\$ 759,599</b>	<b>\$ 2,432,926</b>	<b>62.3%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,273,908</b>	<b>\$ 817,137</b>	<b>\$ 762,840</b>	<b>\$ 2,693,931</b>	<b>63.0%</b>
<b>Planned Carry-Out</b>	<b>\$ 803,768</b>				

Budget-Actual Summary by Program  
As of September 30, 2007

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i><u>Federal Funds</u></i>				
Disabled Veterans Outreach Program - FY08	\$ 6,964	\$ 4,182	\$ 2,782	39.9%
DOE Adult Education Career Centers - FY07	17,238	578	16,660	96.6%
DOE Adult Education Career Centers - FY08	-	-	-	
EOT - Transportation Project #3	69,750	-	69,750	100.0%
Jobs First Career Day - FY08	1,500	-	1,500	-
Local Veterans Employment Rep - FY08	1,000	-	1,000	100.0%
Pathways to Success by 21 (P-21), Part A	14,780	7,541	7,239	49.0%
Pathways to Success by 21 (P-21), Part B	39,740	38,898	842	2.1%
Rapid Response - FY08	6,964	-	6,964	100.0%
State Staff - FY08	500	-	500	100.0%
Unemployment Insurance - FY08	11,275	2,984	8,291	73.5%
Wagner Peyser ES 10% - FY08	9,901	2,417	7,484	75.6%
Wagner Peyser ES 90% - FY08	274,883	14,403	260,480	94.8%
WIA Administration	278,400	74,434	203,966	73.3%
WIA Adults	802,794	188,839	613,955	76.5%
WIA Disabilities Navigator - FY08	54,000	12,269	41,731	77.3%
WIA Dislocated Workers	759,979	216,084	543,895	71.6%
WIA Youth	863,980	502,920	361,060	41.8%
<i>Total Federal Funds</i>	<i>\$ 3,213,648</i>	<i>\$ 1,065,549</i>	<i>\$ 2,148,099</i>	<i>66.8%</i>
<i><u>State &amp; Local Funds</u></i>				
DOE ACLS Adult Basic Education: 345 - FY08	\$ 114,788	\$ 105,259	\$ 9,529	8.3%
DOE Connecting Activities - FY08	90,498	16,274	74,224	82.0%
Earned Funds	1,655	1,655	-	0.0%
Employment Services Program - FY08	188,483	112,213	76,270	40.5%
Job Fair Earnings - FY07	1,200	1,200	-	0.0%
NE STEM Partnership	2,000	1,035	965	48.3%
Shannon Grant	44,649	45,280	(631)	-1.4%
State One-Stop Career Center - FY08	83,934	21,028	62,906	74.9%
Verizon Grant	19,400	16,282	3,118	16.1%
Workforce Competitiveness Trust Fund	249,892	7,998	241,894	96.8%
Workforce Training Fund - FY08	94,249	22,379	71,870	76.3%
YouthWorks	169,512	163,825	5,687	3.4%
<i>Total State Funds</i>	<i>\$ 1,060,260</i>	<i>\$ 514,428</i>	<i>\$ 545,832</i>	<i>51.5%</i>
<b>TOTAL FUNDS</b>	<b>\$ 4,273,908</b>	<b>\$ 1,579,977</b>	<b>\$ 2,693,931</b>	<b>63.0%</b>

## FEE FOR SERVICE DIVISION

### Sources of Fee Revenue

	September 08		YTD 08		FY 07	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>Employer as customer</b>	\$0	\$0	\$0	\$0	\$0	\$0
Salem Harbor CDC (space rental)		\$2538		\$2538		
<b>Employee as customer</b>						
<b>Job Fairs</b>	0	\$2780	0	\$2780	0	0
<b>Total Revenue</b>	\$0	\$5318	\$0	\$5318	\$0	\$0

### Related Expenses

	September 08		YTD 08		FY 07	
	Budget	Actual	Budget	Actual	Budget	Actual
<b>Employer as customer</b>	\$0	\$0	\$0	\$0	\$0	\$0
Salem Harbor CDC (space rental)		\$2538		\$2538		
<b>Employee as customer</b>			\$0			
<b>Job Fairs</b>	0	\$2780	0	\$2780	0	
<b>Total Expenses</b>	\$0	\$5318	\$0	\$5318	\$0	\$0

<b>Net Gain / (Loss)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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