



**BOARD REPORT**

**January 10, 2008**

Prepared on  
December 28, 2007

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**North Shore Workforce Investment Board  
Meeting Minutes**

**November 8, 2007**

**Those in attendance:** Rich Viscay, Kathy Winn, Tony Dunn, Tom Iarrabino (attending for Nick Kostan), Doris Murphy, Lisa Griffin (attending for Brian Mulholland), Carol Couch, Nancy Stager, Arlene Greenstein, Carolyn Miller, Steve Falvey, Beth Hogan, Tim Doggett, John Boris, Tom Lemons, Paul Frydrych (attending for Wayne Burton), Steve Crowder (attending for Bob Bradford), Alex Lawn, Nancy Langevin, Joan Cirillo and Bill Tinti.

**Those not in attendance:** Rich Bane, Jim Beauvais, Ann Marie Borgesi, Arthur Bowes, Kathy Duggan, Don Edwards, Mike Fitzgerald, Brad Gaige, Stephanie Lee, Mike McCarthy, Lynn Paulson and Bob Segal.

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

The meeting begins at 8:13am.

There was a terrible accident at the power plant in Salem. As a result of that accident, three employees died. This is a terrible tragedy for their families, the City of Salem, Dominion, Salem Harbor and our board member Mike Fitzgerald. In memory of those men, the group participated in a moment of silence.

**Chairman's Report – Bill Tinti**

There will be a very important meeting of the State WIB on December 17, 2007 in Cambridge. The meeting is important, not only because of the topic of life sciences, but we hope a vote will be taken for a designation for High Performance Workforce Investment Boards. Other states have done this before, but it will be the first time Massachusetts has. The public is invited. If any board members are interested in attending, please let us know.

We are hosting the Massachusetts WIB Association Annual Meeting the 15 and 16 of next May at the Hawthorne Hotel in Salem. It is usually held on the Cape or in the Berkshires, but Bill has convinced them to come to Salem.

Another meeting: NSCAP, along with North Shore Community College, is sponsoring a forum on housing, homelessness and its affects on economic development on the North Shore. Governor Patrick has pulled together a commission on homelessness, but there is really no one from the North Shore on this commission. We believe that we have very unique issues here on the North Shore. Homelessness is reaching crisis proportion. We know that there is not enough housing on the North Shore for employers to easily recruit people and would like businesses there to talk about the lack of housing and its effects, and its high price on our ability to maintain and expand our businesses. The meeting is on Friday, November 16 at North Shore Community College in Danvers. Please contact Beth Hogan if you are interested in attending.

## **Labor Market Blueprint**

This is a very interesting document. Some of the results are quite surprising. We live and work in this market everyday and think we know this market, but it is changing and has changed over the last four to five years.

In this document we identified critical industries. Some of these critical industries are different from the critical industries that were identified last time we issued a labor market blueprint. On page 14 are the critical industries of 2000 and what we thought were going to be the emerging industries. On page 15 you will see the results of this study. The results of this study show that the critical industries in this region include healthcare and financial services, which we are working on, but also include construction and manufacturing.

Everyone has in their minds that manufacturing is gone. The truth is that, statistically, the erosion in manufacturing basically ending between 2001 and the beginning of 2002. Since that time it has been stable and in some areas rising. In our region, manufacturing is a far more important employer and its signs are far healthier than anywhere else in Massachusetts.

The emerging industries include Biotechnology and Creative Economy.

Biotechnology seems somewhat futuristic, but the statistics show that is not true at all. We have a substantial amount of employment in biotechnology right now and the capacity for a tremendous expansion in terms of employment. What we have to look at is that as that industry grows, it will require a trained workforce. People's perception of this industry is that it employs only people with advanced graduate degrees, but that is not the case. As biotechnology grows it will require a tremendous amount of workers trained in technical fields that support biotechnology.

Another emerging industry is the Creative Economy. You will see on page 43 and 44 that there are 900 businesses employing 6000 people in the creative economy in the area north of Boston alone. Creative economy includes a wide range of businesses and is becoming more and more important in our area.

The WIB staff is available to speak to large and small groups about our Labor Market Blueprint. We will be speaking with the press next week. We would love to speak to school groups and anyone else who will find this information helpful. The Career Center staff is receiving intensive training on the findings and how to use them to better serve our clients.

## **Career Center Charter**

Every two years the WIB reviews the performance, the activities, the goals and the strategies of the Career Center and we work with them to create another two year Charter. The charter is really a strategic plan for what we want to have happen at the career center level. It does provide a very good guide for us to help drive continuous quality. In the process of the review we have surveyed employers, community organizations and education providers. We will be doing focus groups with job seekers from the career centers. We randomly selected about 300 job seekers and have received an enormous response. All of this will inform what we decide will be our goals for the next two years.

Some ideas that have been floated by the Career Center Committee include greatly increasing the size of the FirstJobs program, increasing the number of companies in our region that receive training grants, enhancing the website so employers can list jobs online, and continuing the work that is done with the data academy.

In the January meeting we will bring you the complete charter.

### **Workforce Accountability Task Force**

The Workforce Accountability Task Force was created by state legislation. It was created to attempt to make some sense on how the workforce system works and how it doesn't work. Right now our workforce system is a patchwork quilt of state, local, and federal programs. There are 13 different state agencies involved in workforce in one way or another. There are 16 different workforce boards in the state, some of which are called Private Industry Councils or Regional Employment Boards. The state legislature created a taskforce to explain how workforce works in Massachusetts.

A question arose on whether or not the Task Force will make decisions entirely on data or if real situations or scenarios will come into play when making these very important decisions. While we use data frequently, the WIB feels numbers will only tell half the story and more facts will be needed to make truly informed decisions on this matter.

### **High Performance Workforce Investment Boards**

This process is very similar to the ISO process that manufacturing plants have gone through. Basically they are asking us to prove to them that we are a High Performing WIB. WIBs are unique creations: We are local entities answering to state and federal agencies while trying to address local issues. The questions that have not been answered are: What makes a strong WIB, How does one become a strong WIB, and how does one stay a strong WIB in this environment. This whole process is dedicated to answering the question "Are we a strong WIB?" and if not how do we become one.

Several states have begun to define and designate WIBs that meet strong criteria. Those states include Pennsylvania, Washington, Missouri with Massachusetts to join the group.

Members were given a survey of sorts to rate the WIB in different areas that will be taken into consideration during the High Performance WIB designation process. The results will be used as somewhat of a starting point for addressing certain issues.

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

The meeting adjourned at 9:10am.

The next meeting will be January 10, 2008.

Respectfully submitted by Maquisha Alleyne

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	November, 07				Nov, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	343	323	1912	3878	1758
<b>Salem</b>	374	211	1787	2538	1629
<b>Gloucester</b>	73	53	375	634	404
<b>Total</b>	790	587	4074	7050	3791

*Total Customers Served*

	November, 07				Nov, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	1073	539	3703	6463	3216
<b>Salem</b>	903	352	3121	4230	2816
<b>Gloucester</b>	271	88	760	1057	823
<b>Total</b>	2247	979	7584	11750	6855

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

	November, 07				Nov, 06 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/07	Actual
<b>Lynn</b>	95/9%	70	566/15%	840	573/18%
<b>Salem</b>	104/11%	46	484/15%	550	517/18%
<b>Gloucester</b>	33/12%	11	167/22%	137	184/22%
<b>Total</b>	232/10%	127/13%	1217/16%	1527/13%	1274/18%

**1. Customer Satisfaction – Results for October 2007 – December 2007**

*Job Seeker*

<b>Gloucester (n = 76)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	66 (87%)	9 (12%)	1 (1%)	0 (0%)

<b>Lynn (n = 264)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	164 (62%)	92 (35%)	5 (2%)	3 (1%)

<b>Salem (n = 160)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	96 (60%)	58 (36%)	4 (3%)	2 (1%)

<b>System-Wide (n = 500)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	326 (65%)	159 (32%)	10 (2%)	5 (1%)

*Employer (n = 10)*

<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 (40%)	6 (60%)	0 (0%)	0 (0%)

**Employer Services**

*New Accounts*

	<b>November, 07</b>		<b>Actual YTD</b>		<b>Nov, 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>	21	8	137	94	99
<b>Salem</b>	11	10	39	115	49
<b>Gloucester</b>	1	1	9	16	28
<b>Total</b>	33	19	185	225	176

*Total Employers Served*

	<b>November, 07</b>		<b>Actual YTD</b>		<b>Nov, 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>	73	20	527	236	439
<b>Salem</b>	43	29	156	351	214
<b>Gloucester</b>	18	7	76	88	103
<b>Total</b>	134	56	759	675	756

*Total Number of Employers Listing Job Orders*

	<b>November, 07</b>		<b>Actual YTD</b>		<b>Nov, 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>	34	12	228	150	179
<b>Salem</b>	21	23	100	275	111
<b>Gloucester</b>	9	7	51	75	63
<b>Total</b>	64	42	379	500	353

**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Nov, 06 YTD</b>
<b>Adult</b>	88	140	103
<b>Dislocated Worker</b>	141	265	174

**Overall WIA Placement**

	YTD Actual	Planned Thru End of Grant	Nov, 06 YTD
Adult	29	48	16
Dislocated Worker	42	88	34

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 07
ICC	13	100%	15.00	52
Millennium	11	NA	NA	23
American Red Cross	9	100%	11.43	14
NSCAP	8	NA	NA	3
Spectrum	6	NA	NA	2
North Shore CC	5	NA	NA	10
Northern Essex CC	5	100%	14.50	20

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 07
Action, Inc.	15	7	5/8.77	19
Catholic Charities	21	9	4/7.94	21
Girls, Inc.	10	0	NA	5
My Turn, Inc.	17	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	118

**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.
- Student Career Specialist visiting schools to present Job Readiness workshops on a more regular basis this year. While the Connecting Activities contracts focus is on the schools in Lynn, services have also been increased this year in Swampscott, Salem, Beverly, Gloucester, and Peabody schools.



- Employer Outreach Specialist meeting with area employers to increase available job opportunities
- CA staff collaborating with other agencies in addition to high schools, to better service youth on the North Shore. Agencies include Salem Teen Academic Initiative, Salem YMCA, local area P-21, Youth Council, North Shore Tech Prep, and more.
- Plan to begin working with pool of candidates for summer employment starting in February this year, to ensure that youth are more prepared in the spring and early summer to start working right away.
- Connecting Activities staff and liaisons attended the Connecting Activities conference in November at Holy Cross. This conference reiterated the importance of creating quality work and learning models and better utilizing the Work Based Learning Plan.
- In September, Connecting Activities and Youth Career Center staff attended training for new software called Workplace Mentor. This software is designed to assist staff in job matching and job readiness procedures with students. This software allows users to break down job descriptions as well as student skills and qualifications, and helps students to better understand the tasks and responsibilities required for specific jobs. The incorporation of this software will hopefully be a great addition to the Connecting Activities program and will allow us to better prepare the students for employment.

### **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>	8	n/a	2	1	12 (enrollments) 7 (retentions)
<b>Mass. Job Training - Salem</b>	8	n/a	0	2	22 (enrollments) 10 (retentions)
<b>DTA</b>	-	4	-	-	-

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

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,483,254	\$ 521,671	-	\$ 2,961,583	85.0%
Current Year Income	39,993	34,843	-	5,150	12.9%
Prior Year Carry-in	1,598,604	1,085,210	-	513,394	32.1%
<b>Total Revenue</b>	<b>\$ 5,121,851</b>	<b>\$ 1,641,724</b>	<b>-</b>	<b>\$ 3,480,127</b>	<b>67.9%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 275,850	\$ 89,452	\$ -	\$ 186,398	67.6%
Expenses	102,265	69,458	151	32,656	31.9%
<b>Total Admin Expenses</b>	<b>\$ 378,115</b>	<b>\$ 158,910</b>	<b>\$ 151</b>	<b>\$ 219,054</b>	<b>57.9%</b>
<u>Program Expenses</u>					
Personnel	\$ 1,386,485	\$ 490,562	\$ 13,250	\$ 882,673	63.7%
ITA's	539,200	153,250	99,320	286,630	53.2%
Support Services	76,694	24,265	400	52,029	67.8%
Other Training	938,523	244,558	637,632	56,333	6.0%
Other Program Costs	880,557	309,956	39,723	530,878	60.3%
BSU Costs	122,990	51,233	-	71,757	58.3%
<b>Total Program Expenses</b>	<b>\$ 3,944,449</b>	<b>\$ 1,273,824</b>	<b>\$ 790,325</b>	<b>\$ 1,880,300</b>	<b>47.7%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 4,322,564</b>	<b>\$ 1,432,734</b>	<b>\$ 790,476</b>	<b>\$ 2,099,354</b>	<b>48.6%</b>
<b>Planned Carry-Out</b>	<b>\$ 799,287</b>				

Budget-Actual Summary by Program

As of November 30, 2007

<u>Program Name</u>	<u>FY Budget</u>	<u>FYTD Spent + Obligated</u>	<u>Amount Remaining</u>	<u>Percent Remaining</u>
<i>Federal Funds</i>				
Disabled Veterans Outreach Program - FY08	\$ 6,964	\$ 3,078	\$ 3,886	55.8%
DOE Adult Education Career Centers - FY07	17,238	578	16,660	96.6%
DOE Adult Education Career Centers - FY08	31,752	-	31,752	100.0%
EOT - Transportation Project #3	69,750	-	69,750	100.0%
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	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	3,078	3,886	55.8%
Skill Start (EAS) - FY08	723	-	723	100.0%
State Staff - FY08	500	-	500	100.0%
Unemployment Insurance - FY08	11,275	4,393	6,882	61.0%
Wagner Peyser ES 10% - FY08	9,901	3,503	6,398	64.6%
Wagner Peyser ES 90% - FY08	277,533	33,443	244,090	87.9%
WIA Administration	278,400	122,786	155,614	55.9%
WIA Adults	802,794	271,380	531,414	66.2%
WIA Disabilities Navigator - FY08	56,550	21,433	35,117	62.1%
WIA Dislocated Workers	759,979	320,812	439,167	57.8%
WIA Youth	863,980	652,143	211,837	24.5%
<i>Total Federal Funds</i>	<i>\$ 3,251,323</i>	<i>\$ 1,484,566</i>	<i>\$ 1,766,757</i>	<i>54.3%</i>
<i>State &amp; Local Funds</i>				
DOE ACLS Adult Basic Education: 345 - FY08	\$ 114,788	\$ 106,465	\$ 8,323	7.3%
DOE Connecting Activities - FY08	90,498	27,081	63,417	70.1%
Earned Funds	5,055	5,055	-	0.0%
Employment Services Program - FY08	188,483	124,708	63,775	33.8%
Job Fair Earnings - FY07	6,281	1,417	4,864	77.4%
JSJR - FY08	2,500	-	2,500	100.0%
NE STEM Partnership	2,000	926	1,074	53.7%
Shannon Grant	44,649	44,855	(206)	-0.5%
State One-Stop Career Center - FY08	83,934	33,886	50,048	59.6%
Verizon Grant	19,400	17,821	1,579	8.1%
Workforce Competitiveness Trust Fund	249,892	163,732	86,160	34.5%
Workforce Training Fund - FY08	94,249	40,525	53,724	57.0%
YouthWorks	169,512	172,173	(2,661)	-1.6%
<i>Total State Funds</i>	<i>\$ 1,071,241</i>	<i>\$ 738,644</i>	<i>\$ 332,597</i>	<i>31.0%</i>
<b>TOTAL FUNDS</b>	<b>\$ 4,322,564</b>	<b>\$ 2,223,210</b>	<b>\$ 2,099,354</b>	<b>48.6%</b>

## FEE FOR SERVICE DIVISION

### Sources of Fee Revenue

	November 07		YTD 07		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	\$6281	0	\$6281	0	0
<b>Hospitality Study</b>		\$4300		\$4300		
<b>Total Revenue</b>	\$0	\$13119	\$0	\$13119	\$0	\$0

### Related Expenses

	November 07		YTD 07		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	\$1417	0	\$1417	0	
<b>Hospitality Study</b>		\$4300		\$4300		
<b>Total Expenses</b>	\$0	\$8255	\$0	\$8255	\$0	\$0

<b>Net Gain / (Loss)</b>	<b>\$0</b>	<b>\$4864</b>	<b>\$0</b>	<b>\$4864</b>	<b>\$0</b>	<b>\$0</b>
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