

North Shore Workforce Investment Board

Executive Summary – FY 2011 Workforce Development Plan

The North Shore Workforce Investment Board in partnership with our Chief Elected Official (CEO), Mayor Kimberley Driscoll of Salem, is required to prepare a Fiscal Year 2011 “Workforce Development Business Plan” for North Shore region for submission to the Massachusetts Department of Workforce Development. This year no program narrative (except for youth programming) is required by the state; however planning charts and budgets will be updated.

In planning for how the Workforce Investment Act (WIA) system on the North Shore will be coordinated with other systems providing employment and training services to improve services for both job seekers and employers, our region’s priorities and strategies in workforce development will continue to include an emphasis on our strategic plan as follows:

GOAL 1: The North Shore WIB will build the capacity of the North Shore workforce system to respond to labor market needs.

- alignment of program design with labor market trends and the characteristics of the labor force to create a demand-driven delivery system,
- continuous improvement of the One-Stop Career Center system as the primary vehicle for delivering services to both job seekers and employers

GOAL 2: 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.

- Continuous improvement of the One-Stop Career Center system as the primary vehicle for delivering services to employers as well as through industry led sector initiatives

GOAL 3: The North Shore WIB will enhance the youth pipeline by increasing and aligning education, training and employment programs.

GOAL 4: The North Shore WIB will increase, strengthen and strategically align relationships with federal, state and local partners/stakeholders.

- Minimize duplication of effort and improving performance and accountability, and increasing the labor force participation rate of underemployed and vulnerable target populations.

GOAL 5: The North Shore WIB will strategically manage and enhance available resources to support and grow operations.

- Integration and leveraging of multiple funding streams, including remaining American Recovery and Reinvestment Act (“stimulus funds” funds), as well as other funding at the NSWIB

The NSWIB seeks public comment on the plan and have prepared this document to highlight how the regional Workforce Development system proposes to allocate local resources for FY 2011, what the major priorities and service strategies of the system are and to summarize the new key performance goals for adults, dislocated workers and the youth who will be served through the WIA funded system.

Interested parties may submit written comments on this document to the WIB by June 21, 2010. The complete required FY 2011 “Workforce Development Business Plan” will be available on the NSWIB website <http://www.northshorewib.com> by close of business no later than July 2, 2010.

Copies of the plan may also be obtained at the offices of the North Shore WIB, 70 Washington Street, Suite 315, Salem, MA 01970. Questions may be directed to the NSWIB’s Director of Programs and Operations, Ed O’Sullivan, at (978) 741.3815 or by e-mail at ed@northshorewib.com

II. WIA Allocations

The Commonwealth of Massachusetts experienced an overall decrease in its federal WIA funding for FY 2011, particularly in Adult and Youth funding. Fortunately, the North Shore WIB was not significantly impacted by the reduction - due to a shift in the way the allocation methodology was calculated, based on a head count of unemployed verses a percentage of unemployed, as used in previous years. The table below provides a comparison of FY' 10 and FY' 11 allocations.

	National	MA	North Shore
WIA Dislocated Worker	-3.67%	+11.84%	+8%
WIA Adult	0%	-10%	-3.4 %
WIA Youth	0%	-10%	-2.1 %
Wagner Peyser	0%	-.4%	-.1%

III. WIA Adult, Dislocated Worker, Youth and Wagner-Peyser Programs

Training will continue to be a priority of the REB and the workforce development system will continue to spend at least 60% of all WIA Adult and Dislocated Worker Program funds on training/education.

Adults

Through the North Shore Career Center One-Stop, adult job seekers will have access to a broad array of services from a comprehensive assortment of employment programs. WIA provides for basic core services, which are available to all job seekers, and additional intensive and training services are available to persons predicated on meeting certain eligibility criteria. *Examples of core services include:*

- Orientation to the information and services available through the OSCC system.
- Career counseling as required, based on customer need.
- Initial assessment of skill levels, aptitudes, abilities, and supportive service needs.
- Job search and placement assistance, including interview preparation, resume preparation, job listings, resume listings, job clubs, and various job search workshops.
- Provision of information on employment and labor market statistics.
- Information and referral to job openings (including those posted on on-line job banks) and the hiring requirements of local firms.

- Program performance and cost information on eligible providers of training services.
- Assistance in establishing eligibility for obtaining financial assistance for training and other services.

Additional intensive and training services may be available, based on eligibility for various federally funded programs targeted to certain groups. For example, recipients of transitional assistance and certain economically disadvantaged adults may be eligible for occupational training and other specialized employment assistance programs. Low-income adults receive priority for WIA funded intensive and training services. *Training* opportunities for adults include a customer-choice driven form of training vouchers, called "Individual Training Accounts" or "ITAs" that will help pay for the costs of approved training programs. ITAs may only be used to pay for approved Occupational Skills Training course that are approved for our local area on the Training Pro database. Based on funding availability, eligible individuals may receive up to \$5,000 in funding assistance for Occupational Skills Training.

Case management staff at the Career Centers assist in determining a job seeker's eligibility for training and guide them in the process of selecting a program from an approved list of providers. Also, the North Shore will allow a limited number of "On-the-Job Training (OJT)" opportunities for adults with the anticipation that the state will receive additional funds specifically for this purpose. OJT is occupation specific training provided by an employer for a limited duration. The employer will pay the WIA trainee a wage while engaged in productive work in a job that provides knowledge or skills essential to the full and adequate performance of the job. WIA will reimburse the employer up to 50% of the wage rate for the extraordinary costs of providing the training and for the related additional supervision that is required.

Approximately 152 adults will be served in FY' 11.

Proposed WIA Performance Goals for Adults (Based on Current Goals, subject to change):

- Entered Employment Rate 79%
- Employment Retention Rate 78%
- Employment and Certificate/Credential Rate 68%
- Average Earnings \$8,875

The WIA system also coordinates with several non-WIA funding sources providing services to adults. Just a few of the examples include Department of Element and Secondary Education funded adult education, post-secondary vocational education and vocational education activities; Mass Rehabilitation Commission and Commission for the Blind funded vocational rehabilitation for persons with disabilities; Department of Transitional Assistance funded education and training services to public assistance and food stamp recipients; and Title V services to older workers.

Dislocated Workers

Dislocated workers are those individuals who have been permanently laid off, or have received a notice of termination or layoff from employment. Dislocated Workers may receive the same WIA core, intensive and training services as those available through the WIA adult grant. Based on funding availability, eligible individuals may receive up to \$3,000 in funding assistance for Occupational Skills Training. The option for additional OJT funds under Dislocated Workers may also be possible given funding availability through additional funds requested by the state.

Approximately 265 Dislocated Workers will be served in FY'11.

Proposed WIA Performance Goals for Dislocated Workers (**Based on Current Goals, subject to change**):

- Entered Employment Rate 86%
- Employment Retention Rate 88%
- Employment and Certificate/Credential Rate 74%
- Average Earnings \$14,950

There are also several other WIA and non-WIA funding sources assisting dislocated workers in addition to the “formula” funding and when possible case management staff seek out these funding opportunities for customers. Additional opportunities include ‘Sector-Based Trainings’ in the areas of Financial Services, Health Care and Clean Energy. Currently, the NSWIB has grants in these areas that can facilitate training opportunities for individuals who have an interest in entering one of these specific industry sectors and developing a set of skills that are needed within various occupations. These grants provide excellent in-roads for career center BSU staff to learn and make connections with employers.

WIA Youth

Service providers for FY’ 11 WIA Youth program vendors were selected through a 2-year competitive Request for Proposals process. Providers will target either low income, at-risk youth that are entering their junior or senior year of high school in the fall of 2009, or low income, out-of-school youth 16-21 years of age that are dropouts. Consistent with the national and state emphasis on serving the growing population of out-of-school youth that are neither in school or working, ***approximately 70%*** of the youth funds will be targeted to serve out-of-school youth.

Key services to ***in-school youth*** are dropout prevention; academic support; career and leadership development; work experience; and case management services that link youth to other community resources and youth partnering agencies. Primary outcomes for in-school youth are successful completion of high school and transition to employment and/or post secondary education.

Key services to *out-of-school youth* include programs that raise educational attainment levels and provide academic support; occupational skills development; career and leadership development; work experience; and case management services that link youth to other community resources and youth partnering agencies. The primary outcomes for out-of school youth are transition to employment, attainment of a degree or certificate/credential and literacy/numeracy gains.

Approximately 106 youth will be served in WIA FY 2011 and about 60 in summer jobs with remaining American Recovery and Reinvestment Act (aka “Stimulus”) funds.

Proposed WIA Performance Goals for Youth (Based on Current Goals, subject to change):

Older Youth (19-21 years of age):

- Entered Employment Rate 75%
- Employment Retention Rate 79%
- Earnings Gain \$2,675
- Employed-with-Credential Rate 48%

Younger Youth (14-18 years of age):

- Skill Attainment Rate 85%
- Diploma or Equivalent Attainment Rate 60%
- Employment or Education Retention Rate 68%

The WIB will closely coordinate WIA activities with other youth programs and projects to leverage additional non-WIA funds and better align services. The NSWIB will play a lead role in organizing community partners, including schools to better coordinate services for youth at risk of dropping out of high school and those older youth that have left school without a diploma.

Key partners in workforce development include the School-to-Career "Connecting Activities" partnerships, encompassing 7 school systems and providing Massachusetts Work-Based Learning Plans and jobs to high school students. In addition, the North Shore WIB's "FirstJobs" program which is privately funded help to link teens with their first jobs – either at a private sector or non-profit employer.

Another important youth initiative for the NSWIB will be the state funded YouthWorks project which will place approximately 82 low-income, at-risk youth from Lynn (67) and Salem (15) into summer jobs. Other emerging programs/partnerships include the development of a YouthBuild pilot program with the Lynn Housing Authority.

Wagner Peysner Services

During FY2011, the North Shore WIB will provide self directed and core services to companies and job seekers from the North Shore region. These services include:

For job seekers:

- Universal access to core services as delivered through our One-Stop Career Center as outlined above (including career counseling, workshops, career assessment services etc.)

For companies:

- Job Postings
- Job Matching
- Recruitments on-site at Career Centers and Job Fairs
- Labor Market Information
- Assistance with downsizing/layoffs
- Assistance in accessing other federal and state workforce development programs (including Workforce Training Fund, Hiring Incentive Training Grant, Work Opportunity Tax Credit, etc.)

During this time period the NSWIB anticipates serving 14000 jobseekers and 1200 companies in our region.