



**BOARD REPORT**

**March 11, 2010**

Prepared on  
March 1, 2010

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**North Shore Workforce Investment Board  
Meeting Minutes**

**January 14, 2010**

**Those in attendance:** Brian Cranney, Mike McCarthy, Tom Lemons, Susan Jepson, Beth Hogan, Rich Viscay, Rosalina Sweeney, Mike Lynch, Nancy Stager, Arlene Greenstein, Steve Falvey, Stephanie Lee, Doris Murphy, Mike Fitzgerald, Laurie Roberto, Tim Doggett, Art Bowes, Kathy Duggan, Bill Tinti, Thelma Williams, Tony Dunn, Wayne Burton, and Jim Beauvais.

**Those not in attendance:** Rich Bane, Peter Beaudoin, Bob Bradford, Tom Daniel, Carolyn Miller, Carol Couch, Don Edwards, Catherine Latham, Althea Lyons, Brian Mulholland, Roger Pilotte.

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

**Special Guests:** Michaela Duffy of Congressman Tierney's Office and Diane Palter-Gill – NSCC.

The meeting begins at 8:13am.

Announcement: Mike Lynch, a longtime Board member, is retiring and was presented with a gift of appreciation for his many years of service and assistance to the North Shore WIB.

### **Chairman's Report**

#### **WIA Reauthorization**

The Workforce Investment Act is beginning to move. We've been told by Congressman Tierney they hope to have a bill on the floor of the House by June of this year. We've participated in different amendments all of which would strengthen the role of the regional WIBs and make it easier to utilize various funds for those objectives that the regional WIBs deem critical within their regions. We anticipate that things will be moving rapidly as we approach the spring.

There was an event at the Lynn Career Center. The Governor and Congressman Tierney were there to make an announcement in regard to training funds. The funds had been approved and distributed beforehand but this was the official announcement.

The Governor and the Congressman went through the Career Center and talked to a lot of people and heard their stories. There is a link on our website to the media coverage for the event.

All members have received an invitation to an event at the North Shore Community College's Cummings Center location. The Institute for Corporate Learning and Technology will be celebrating the beginning of the Building Analyst program that is a collaboration with the WIB. Congressman Tierney's Green Jobs Act allowed funding through the WIB. Thirteen WIA eligible people currently on unemployment began the four week training on Monday.

Mary testified yesterday in regard to two laws, one being reconsidered and the other being considered for the first time in the state legislature. The Youth Solutions Act is designed to bring programs that will help young people make solid career choices. The unemployment rate for people under 25 is the largest in the country. These kids are having a hard time making a transition into the primary labor market, which is basically jobs with benefits and career

pathways. This act will bring together the Department of Education, the Department of Labor and Workforce Development and some of the Health and Human Services agencies to work on this problem of youth unemployment and youth career choices.

The other law up for reconsideration is the Workforce Training Fund law that expires in December 2010.

## **Career Center Charter**

### Services to Businesses

The Charter Draft is completed and ready for your consideration. The Charter is essentially the Business Plan for the Career Center for the next couple of years. This is the driving document used to set goals and strategies and work towards full implementation. There are consistent themes from charters in the past that have continued into this charter. Jobs are with the employers, so we need to make sure we have solid relationships with them. We have job seekers who are in need of training and connection to where the jobs are. We have two sides to keep in mind as we go forward with our programs. We have to balance is the difference between doing training in groups and individually.

The WIB provides oversight to the Career Centers but doesn't run them directly. There are three Career Centers, one in Lynn, Gloucester, and in Salem. They employ about 24, 5, and 18 employees respectively which are spit about 50/50 between State and City of Salem Employees. Part of the success of our Career Centers is the ability to provide services seamlessly without any knowledge to the customers of where the funds are coming from to provide them with the services they seek. In order to get customer service feedback, we mystery shop all three Career Center locations.

The Business Services Unit was implemented about 4 years ago to help businesses better understand the services we can provide to them and to help us better understand the needs of our business customers.

In this Charter, we plan to bolster the BSU, to improve our website, we are looking to find ways to make it easier for employers to take advantage of the Career Center Services, we want to increase the number of businesses that we work with, and we want more companies to be able to take advantage of training grants.

### Services to Youth

Because we have youth coming to the Career Centers and some of their needs are different than the needs of our older workers or middle aged workers, we have a group called the Youth Career Center, based in Lynn that focuses on reaching out to and finding jobs for youth. They also focus on training for this population.

The set up of a stand alone Youth Career Center gave us a leg up last year when the \$1.1 million in ARRA funding came available for youth jobs. We had people in place who understood the needs of youth and the needs of businesses that provide jobs for this population. This enabled us to put 450 youth to work over the summer which was an increase of about 100-150 jobs compared to the year before.

### Services to Job Seekers

We also need to be sure we are constantly striving to improve the quality of services we provide to job seekers. We do outreach in the community through churches and other community organizations to find people out of work and connect them with the resources available.

#### Data Resource Management

Several years ago we realized the WIB had a lot of useful information such as our Blueprint and we needed to get this information out to people who could use it. So we have done a lot of studies and cross sections of the labor markets here on the North Shore. Will and Ed have done a tremendous job pulling together some really interesting labor statistics that have been helpful to people in legislative position who need backup information to push forward legislation and to companies when they are trying to plan what markets they want to go after. This information is all available on our website and we have provided it to local cities and towns and to state and federal legislators.

Tim Doggett motioned to accept the new Career Center Charter/Business Plan. The motion was seconded by Mike McCarthy and approved unanimously by all in attendance.

#### Skills Gap Committee

We have another vote to take today. We have been inundated with job seekers who want training. At a current rate of training in ITA accounts, we plan to be out of money any day now. The state is releasing some more money and we have used some of our high performing WIB money for training, but even that is not enough.

The question to discuss here is; given the pressure from job seekers to provide funding through ITA's on an individual basis, should the NSWIB use funds set aside to establish new training programs through group training for that purpose or should we use them for ITA's?

The group was given a handout defining Individual Training Accounts and Group Training.

It was decided, in March, to utilize group training funds to start new training programs that do not exist on the preferred vendor list. Last year, the Skills Gap Committee oversaw the process of going out to bid for group training programs. We received 8 responses and funded the following 5 programs:

Salem State College

1. Pharmacy Tech and Medical Assistant program
2. A program to teach people to use geographic information systems software

North Shore Community College

3. Certified Nurse Aide for limited English speakers
4. Building Analyst Program

Operations Bootstrap

5. an entry level Pre-Certified Nurse Aide program for limited English Speakers

A chart highlighting the pro's and con's of ITA's and Group Training was reviewed and discussed.

Because group training is fairly new, we don't have outcomes to compare to the outcomes of ITA's.

Mary has surveyed the WIBs across the state to see how they are handling the dilemma of running out of training money. Most of the WIBs are using their funds for ITA's and not continuing with group training at this time.

We have requests for other money out now that are primarily group training efforts. We have an RFP that we responded to the State for a Certified Nurse Aide/Medical Assistant training that we are working on with North Shore Community College and a request out for a part time Licensed Practical Nurse program. Also, we received money from Congressman Tierney to help support our Healthcare Learning Network™ and a huge grant from the Department of Labor for Green Jobs Training.

We did an informal survey to training providers to see what types of programs they could come up with if we had funding available for group training. Some responses we received showed interest in:

- Marine Lab Assistant training
- Medical Lab Assistant training
- Special Ed Para-Professional training
- Salem High said they could run a carpentry training program and
- Weatherization training

With this information in mind, do we do another RFP in the spring for group training or so we pass on that and move our money into ITA's? If we did this, the money would last into April. Our fiscal year begins on July 1<sup>st</sup> and we will receive new funds at that time.

A lengthy discussion on ITA's verses Group Training took place.

A vote was taken and the consensus of the group was to move a majority of the remaining funds into use for ITA's and maintain a small portion of the funds for group training.

The meeting adjourned at 9:45am.

The next meeting is scheduled for March 11, 2010.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	Jan, 10				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	345	385	2,149	4,620	3,126
<b>Salem</b>	328	252	1,557	3,025	2,263
<b>Gloucester</b>	99	63	457	755	597
<b>Total</b>	772	700	4,163	8,400	5,986

*Total Customers Served*

	Jan, 10				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	1,267	642	4,486	7,700	5,157
<b>Salem</b>	874	420	2,672	5,040	3,413
<b>Gloucester</b>	348	105	1,082	1,260	1,037
<b>Total</b>	2,489	1,167	8,240	14,000	9,607

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

	Jan, 10				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	115/9%	83	856/19%	1,001	772
<b>Salem</b>	55/6%	55	384/14%	655	540
<b>Gloucester</b>	43/12%	14	174/16%	164	184
<b>Total</b>	213/9%	152/13%	1,414/17%	1,820/13%	1,496/16%

**1. Customer Satisfaction – Results for January 2010 – February 2010**

*Job Seeker*

<b>Gloucester (n = 57)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	46 (81%)	10 (17%)	1 (2%)	0 (0%)

<b>Lynn (n = 147)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	79 (54%)	51 (35%)	11 (7%)	6 (4%)

<b>Salem (n = 89)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	42 (47%)	40 (45%)	5 (6%)	2 (2%)

<b>System-Wide (n = 293)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	167 (57%)	101 (34%)	17 (6%)	8 (3%)

*Employer*

<b>System-Wide (n = 6)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Overall satisfaction with Career Center services.</b>	4 (67%)	2 (33%)	0 (0%)	0 (0%)

**Employer Services**

*New Accounts*

	<b>Jan, 10</b>		<b>Actual YTD</b>		<b>Jan, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/10</b>	<b>Actual</b>
<b>Lynn</b>	41	19	136	230	249
<b>Salem</b>	14	24	67	288	125
<b>Gloucester</b>	6	5	28	58	40
<b>Total</b>	61	48	231	575	414

*Total Employers Served*

	<b>Jan, 10</b>		<b>Actual YTD</b>		<b>Jan, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/10</b>	<b>Actual</b>
<b>Lynn</b>	92	41	310	490	523
<b>Salem</b>	24	51	181	613	234
<b>Gloucester</b>	14	10	56	123	91
<b>Total</b>	130	102	547	1,225	848

*Total Number of Employers Listing Job Orders*

	<b>Jan, 10</b>		<b>Actual YTD</b>		<b>Jan, 09 YTD</b>
	<b>Actual</b>	<b>Plan</b>	<b>Actual</b>	<b>Plan thru 6/30/10</b>	<b>Actual</b>
<b>Lynn</b>	30	15	246	180	284
<b>Salem</b>	8	28	66	336	90
<b>Gloucester</b>	6	7	35	84	69
<b>Total</b>	44	50	347	600	443



**TRAINING DIVISION / WORKFORCE INVESTMENT ACT**

**Overall WIA Activity**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Jan, 09 YTD</b>
<b>Adult</b>	250	235	135
<b>Dislocated Worker</b>	356	312	195

**Overall WIA Placement**

	<b>YTD Actual</b>	<b>Planned Thru End of Grant</b>	<b>Jan, 09 YTD</b>
<b>Adult</b>	44	66	27
<b>Dislocated Worker</b>	50	136	44

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

<b>Vendor</b>	<b>Number Served</b>	<b>Placement Rate</b>	<b>Average Wage</b>	<b>Number Served in 09</b>
<b>North Shore CC</b>	70	100%	\$29.67	30
<b>NSCAP</b>	37	100%	\$12.67	60
<b>Salem State College</b>	34	100%	\$24.04	11
<b>Northern Essex CC*</b>	24	100%	\$16.48	31
<b>Millennium</b>	20	100%	\$14.42	36
<b>American Red Cross</b>	16	100%	\$11.58	21

**YOUTH DIVISION**

**Workforce Investment Act Programs**

<b>Vendor</b>	<b>Number Served</b>	<b>Number Exited</b>	<b>Number placed/Average Wage</b>	<b>Number Served in 09</b>
<b>Action, Inc.</b>	24	6	5/\$8.15	30
<b>Catholic Charities</b>	44	22	6/\$8.58	48
<b>Girls, Inc.</b>	28	5	0	25
<b>My Turn, Inc.</b>	24	5	1/\$8.00	25

**School-to-Career**

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

	<b>Goal</b>	<b>Actual</b>
<b>Student Work and Learning Experiences</b>	295	385

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

- The Youth Career Center Staff (YCC) has begun the introduction to the Summer Jobs Program. This includes an up running Face Book page on the web for youth to gain updates on daily jobs, YCC workshops, and much more. The YCC is currently taking applications for the Summer Jobs Program.
- As of April 1, 2010 the YCC has begun scheduling the two workshops necessary for the Summer Jobs Program: Interviewing Skills and Take this Job and Keep It. Students now have the opportunity to come and sign up for these services here at the YCC. The workshops will be conducted Thursdays in Lynn. Services for the Career Center in Salem will be scheduled very soon.
- YCC Staff assisted the North Shore Technical High School Senior class by conducting mock job interviews in their classrooms. The senior shop classes received the real life experience of interviewing for different positions in the fields they are studying at North Shore Technical High School.
- Essex Agricultural and Technical Institute (Essex Aggie) invited the YCC staff to conduct interviewing skill services for their students. The students at Essex Aggie are learning about obtaining jobs in their fields and how to interview for specific jobs in the technical workforce. Essex Aggie was very pleased with the services the YCC had to offer and invited us to their annual job fair March 18, 2010.

Budget-Actual Summary by Expense Category  
As of January 31, 2010

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,335,661	\$ 1,105,046	\$ -	\$ 2,230,615	66.9%
Current Year Income	23,822	13,322	-	10,500	44.1%
Prior Year Carry-in	4,061,265	2,192,825	-	1,868,440	46.0%
<b>Total Revenue</b>	<b>\$ 7,420,748</b>	<b>\$ 3,311,193</b>	<b>\$ -</b>	<b>\$ 4,109,555</b>	<b>55.4%</b>
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 380,090	\$ 192,600	\$ 7,030	\$ 180,460	47.5%
Expenses	149,426	85,596	-	63,830	42.7%
<b>Total Admin Expenses</b>	<b>\$ 529,516</b>	<b>278,196</b>	<b>7,030</b>	<b>244,290</b>	<b>46.1%</b>
<u>Program Expenses</u>					
Personnel	\$ 1,700,276	\$ 876,186	\$ 51,280	\$ 772,810	45.5%
Individual Training Accounts	1,276,416	649,910	377,228	249,278	19.5%
Supportive Services	43,000	6,740	250	36,010	83.7%
Other Training	2,421,325	855,926	1,154,657	410,742	17.0%
Other Program Costs	796,663	212,458	102,079	482,126	60.5%
Business Services Costs	179,174	59,370	-	119,804	66.9%
<b>Total Program Expenses</b>	<b>\$ 6,416,854</b>	<b>\$ 2,660,590</b>	<b>\$ 1,685,494</b>	<b>\$ 2,070,770</b>	<b>32.3%</b>
<b>Total Expenses &amp; Obligations</b>	<b>\$ 6,946,370</b>	<b>\$ 2,938,786</b>	<b>\$ 1,692,524</b>	<b>\$ 2,315,060</b>	<b>33.3%</b>
<b>Planned Carry-Out</b>	<b>\$ 474,378</b>				

Budget-Actual Summary by Program  
As of January 31, 2010

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>Federal Funds</i>				
ARRA: Byrne Youth Grant	\$ 204,909	\$ 96,404	\$ 108,505	53.0%
ARRA: Re-employment Services (RES) - FY10	12,792	10,466	2,326	18.2%
ARRA: Supplemental Rapid Response - FY10	157,640	-	157,640	100.0%
ARRA: Wagner Peyser ES 10% - FY10	1,252	1,185	67	5.4%
ARRA: Wagner Peyser ES 90% - FY10	8,685	7,075	1,610	18.5%
ARRA: WIA Administration	187,782	97,425	90,357	48.1%
ARRA: WIA Adults	402,348	288,797	113,551	28.2%
ARRA: WIA Dislocated Worker	614,543	467,321	147,222	24.0%
ARRA: WIA Youth	879,349	736,168	143,181	16.3%
DESE Adult Educ. Career Ctrs: Fund 342 - FY09	5,715	557	5,158	90.3%
DESE Adult Educ. Career Ctrs: Fund 342 - FY10	25,414	4,977	20,437	80.4%
Disabled Veterans Outreach Program - FY10	6,517	4,533	1,984	30.4%
EOT - SETPNS – JARC	117,733	659	117,074	99.4%
EOT - SETPNS - New Freedom	116,715	7,134	109,581	93.9%
High Performing WIB Award	96,085	40,519	55,566	57.8%
Local Veterans Employment Rep - FY10	2,777	2,722	55	2.0%
Rapid Response - FY10	8,764	2,501	6,263	71.5%
Unemployment Insurance - FY10	18,349	16,701	1,648	9.0%
Wagner Peyser ES 10% - FY10	4,828	4,828	-	0.0%
Wagner Peyser ES 90% - FY10	39,510	19,099	20,411	51.7%
WIA Disabilities Navigator - FY10	28,125	26,016	2,109	7.5%
WIA Formula Funds: Administration	223,050	142,560	80,490	36.1%
WIA Formula Funds: Adults	835,699	617,940	217,759	26.1%
WIA Formula Funds: Dislocated Workers	668,552	371,056	297,496	44.5%
WIA Formula Funds: Youth	912,871	702,463	210,408	23.0%
WIA Incentive - FY09	12,967	6,586	6,381	49.2%
<i>Total Federal Funds</i>	<i>\$ 5,592,971</i>	<i>\$ 3,675,692</i>	<i>\$ 1,917,279</i>	<i>34.3%</i>

Budget-Actual Summary by Program  
As of January 31, 2010

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State &amp; Local Funds</i>				
Career Center Job Fair Revenue - FY08	\$ 5,240	\$ 3,236	\$ 2,004	38.2%
Career Center Job Fair Revenue - FY09	7,551	-	7,551	100.0%
DESE - ACLS Adult Basic Education: 345 - FY10	113,641	93,202	20,439	18.0%
DESE - Adult Educ. Career Ctrs: Fund 561 - FY10	1,338	-	1,338	100.0%
DESE - Connecting Activities - FY10	75,000	44,589	30,411	40.5%
DTA - CIES - FY10	85,570	29,812	55,758	65.2%
DTA - Employment Services Program - FY10	14,046	9,625	4,421	31.5%
Earned Funds	8,941	1,786	7,155	80.0%
Shannon Grant - Year 3, FY09	43,484	48,050	(4,566)	-10.5%
State One-Stop Career Centers - FY10	159,416	108,419	50,997	32.0%
WCTF - Financial Services	263,811	149,327	114,484	43.4%
WCTF - Financial Services Partners' Match	10,500	-	10,500	100.0%
WCTF - Health Care Learning Network	144,536	131,338	13,198	9.1%
WCTF - NSCC Hospitality Contract - FY09	24,649	3,678	20,971	85.1%
WCTF - NSCC Hospitality Contract - FY10	20,000	2,377	17,623	88.1%
Workforce Training Fund - FY10	95,000	46,036	48,964	51.5%
YouthWorks - Summer FY09-10	280,676	284,143	(3,467)	-1.2%
<i>Total State Funds</i>	<i>\$ 1,353,399</i>	<i>\$ 955,618</i>	<i>\$ 397,781</i>	<i>29.4%</i>
<b>TOTAL FEDERAL, STATE &amp; LOCAL FUNDS</b>	<b>\$ 6,946,370</b>	<b>\$ 4,631,310</b>	<b>\$ 2,315,060</b>	<b>33.3%</b>