



BOARD REPORT

March 12, 2009

Prepared on
February 26, 2009

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**North Shore Workforce Investment Board
Meeting Minutes**

January 8, 2009

Those in attendance: Laurie Roberto, Kathy Duggan, David LaFlamme, Brian Cranney, Susan Jepson, Mike Lynch, Mike Fitzgerald, Althea Lyons, Carolyn Miller, Stephanie Lee, Doris Murphy, Thelma Williams, Tom Daniel, Roger Pilotte, Andrea Swirka (attending for Alrene Greenstein), Nancy Stager, Brian Mulholland, Tom Lemons, Tim Doggett, Mike Whalen, Dianne Palter-Gill (attending for Wayne Burton), Steve Falvey, Carol Couch, Rich Viscay, Bill Tinti, and Bob Bradford.

Those not in attendance: Rich Bane, Peter Beaudoin, Jim Beauvais, Arthur Bowes, Tony Dunn, Don Edwards, Brad Gaige, Leslie Gould, Beth Hogan, Nick Kostan, and Mike McCarthy.

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

Special Guests: Helen Rush-Lloyd and Michaela Duffy of Congressman Tierney’s Office, Jess Torres of Representative McGee’s Office.

The meeting begins at 8:10am.

Chairman’s Report

National Business Learning Partnership – Pit Crew

We will begin this meeting with an update on the National Business Learning Partnership. As you know we’ve been paired with the State of Iowa in this program. We have a conference call with them next week and we are planning for them to visit, hopefully, in March for our next BOD meeting. When they do visit, we will have a luncheon for them and would love for as many Board members as possible to attend.

The Iowa folks are most interested in how we’ve integrated our Career Centers so services are provided seamlessly with no indication of where the funding for the services is coming from. Also, they have interest in how we run our WIB. We will keep you updated on the upcoming visit.

Federal Update

The Stimulus Bill has in it plans to put forward large amounts of money to go toward infrastructure construction with many other ideas being discussed. Working on infrastructure will not only improve our roads and bridges but put a large amount of people back to work. Governor Patrick believes that since the individual states are in their own state of financial woe, which will cause them to pull back financial support to education and local aid, that money should be given directly to the states to address their individual needs.

As you have heard, there has been a massive wave of layoffs leaving around 2.5 million Americans out of work. The number of Americans using unemployment benefits is climbing rapidly.

With the help of Congressman Tierney, we have been able to express our view that no economic stimulus is going to work unless you employ the unemployed and so we believe that money has to be provided for training.

A certain portion of the Congress has been pushing for a large portion of this money to go toward tax cuts. They believe that tax cuts, not programs is the answer to the financial situation.

- ***Helen Rush-Lloyd, Congressman Tierney's Office***
Congressman Tierney is on the Green Jobs Caucus, which is moving forward. The caucus is working to identify new technologies and infrastructure in this emerging industry. There will be hearings held to discuss the findings, but the President wants to move along and to begin funding in this area.

There will be funding released by the Federal Department of Labor through a competitive process to the states and WIBs to provide funding to train people to work in Green Jobs. The State of Massachusetts has release a small amount of money. They will give out 5 grants totaling \$1 million dollars for training in green area skills.

The State of Massachusetts has a task force across all agencies, which will identify a list of projects that are being developed and put them into a database. Once those projects are codified, we'll get a sense of what skills people will need and how those projects will be bid out across the state. Examples of some of these projects are widening of route 128, bridge and road repair among others.

A brief discussion on how the stimulus money should be spent ensued.

Career Center Update

There has been a 135% increase in the number of customers who walked into the career center for UI claims.

Fox news aired a story on Tuesday morning, January 6, 2009 that was completely inaccurate. They reported that the Lynn Career Center had closed its doors on Monday because of the increased traffic, which is not true. On occasion, the Career Center staff will ask the customers to come back the next day if they believe the lines are too long and think customers will wait long periods of time and possibly not be seen by the end of the day. This is what happened on this day.

Mark Whitmore

In the Lynn Career Center there are 2 full time unemployment claim takers and there is one full time and another 3 times a week in Salem. The career centers are trying some new ways in getting people helped than before. People with new simple claims have been seen in groups which gets a large amount of people set up in the same time it would take for one complicated claim. DCS has been terrific with help and leniency with trying new things.

Over the next few months we are planning to dedicate our large conference room in Lynn as a waiting room solely for unemployment claims and the adjacent office area will be changed to the UI claims office. Right now we are doing between 120 and 150 UI claims a day. These people are waiting in the resource area making it difficult for people to do actual job search.

A Board member expressed his frustration, as an employer, dealing with the automated UI claims hotline. He brought many valid points to the attention of Mark and Mike Lynch of DCS. Other members of the Board shared experiences, good and bad, dealing with UI claims on different levels and mentioned ideas on how to fix some problems with the system.

Committee Reports:

Five goals of the North Shore WIB's committees are to build the capacity of the workforce system, to close the skills gap, to enhance the youth pipeline, to increase and strengthen relationships with federal, state & local partners/stakeholders, and to 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.

Meeting adjourned at 9:25am.

Updates: Nancy Stager

The committee did an on-line survey and heard from 22 agencies re: issues of concern with various workforce issues, etc. The results to date include:

- Immigration and the problem that children of illegal aliens have accessing post-secondary education at in-state tuition levels.
- The complexity of the recipients of Department of Transitional Assistance benefits who are candidates for Education and Training.
- The ever present issues of at-risk youth enrolled in alternative educational programs

The group decided that the issues however 'large in scope' could be dealt with in terms of a few basic action items:

1. The group suggested that the WIB and Career Center meet with the Department of Transitional Assistance staff to discuss issues – we are meeting with Brian Mullholland and others right after the WIB meeting to begin these discussions.
2. Utilize the work of the Youth Pipeline Committee to inform group of progress being made in school systems in the region to address the youth pipeline issues that are evident.

The Charter will be discussed during the next committee in February.

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.

Updates: Mary Sarris

- Has begun to review of the preferred vendor list and sees need for more training in manufacturing and construction, where we seem to have a large gap in training programs and many opportunities for employment.
- The committee is also interested to learn if WIA training customers actually become employed in the industry and occupation that were related to their training. Information will be presented to the committee in February
- Discussion of the older worker issues, especially regarding the low-skilled workers who have found it difficult to keep up with technology and basic workplace skills, will continue to be on the fore-front of the skills gap committee work. The US Department of Labor has released an RFP for funding for this type of activity and we are looking to apply with other partners like Operation ABLE.

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.

Updates: Steve Falvey

- We are going out for our bi-annual bid for services to disadvantaged youth through the Workforce Investment Act in February with a response date by March 19th. (currently we have four youth agencies who provide this service: Girls Inc., Catholic Charities, My Turn, and Action, Inc.) Several Youth Pipeline committee members will be a part of the review process – Stephanie Lee is one of them and she will keep us updated as things proceed. In this RFP we are requiring agencies to provide more structured computer literacy training for youth in their programs so that the youth leave the program with skills that make them more employable – as discussed in our Labor Market Blueprint and in the Strategic Plan.
- We are actively recruiting companies to hire teachers this summer as part of our Teacher Externships program with Salem State College. Teachers make GREAT, highly skilled temporary employees! AND, by hiring a teacher, you are touching at least 100 future employees! We ask all WIB members to consider participating with us in this project this summer.
- We are working with Lynn Housing, North Shore Community College, Operation Bootstrap, the Lynn Police and the Carpenters Union on a YouthBuild application to DOL, which will help at risk youth get the skills they need to get into the primary labor market.

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.

Updates: Doris Murphy

- Finalizing Marketing Plan and the committee is working on “Recommendations” that can be listed in the Plan. A few of them include:
 1. Use the slogan “We put the North Shore to Work” across all publications including letterhead and brochures etc.
 2. Continued Bi-monthly E-News letter
 3. Messaging in the Career Center as to the WIB and role in job seeker and business customer interaction
 4. Partners have WIB website link on their own webpage (including all city and town’s chambers etc.)
 5. Target campaign with professional organizations within our critical and emerging industries etc. (with a goal of 1 effort per quarter)
 6. Public Education...regular series of Op-ed pieces and articles on the Workforce system in our local area.

- The marketing plan will be shared with the full board after the February meeting. Reviewing website for long-term improvements including homepage design by Salem Cyberspace

The meeting adjourned at 9:25am.

The next meeting is scheduled for March 12, 2009.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Jan, 09				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
Lynn	388	340	3,126	4,074	2,541
Salem	333	222	2,263	2,667	2,428
Gloucester	122	55	597	666	525
Total	843	617	5,986	7,407	5,494

Total Customers Served

	Jan, 09				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
Lynn	1,169	566	5,157	6,790	4,575
Salem	709	370	3,413	4,444	3,930
Gloucester	326	92	1,037	1,111	964
Total	2,204	1,028	9,607	12,345	9,469

Customer Placements (#/% of total customers served)

	Jan, 09				Jan, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/09	Actual
Lynn	96/8%	73	772/15%	882	721/16%
Salem	64/9%	48	540/16%	578	631/16%
Gloucester	17/5%	12	184/18%	144	220/23%
Total	177/8%	133/13%	1,496/15%	1,604/13%	1,572/17%

Customer Satisfaction – Results for January 2009 – February 2009

Job Seeker

Gloucester (n = 48)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	34 (70%)	14 (30%)	0 (0%)	0 (0%)

Lynn (n = 98)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	48 (49%)	35 (36%)	11 (11%)	4 (4%)

Salem (n = 45)	Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	20 (45%)	19 (42%)	5 (11%)	1 (2%)
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System-Wide (n = 191)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	102 (53%)	68 (36%)	16 (8%)	5 (3%)

Employer (n = 10)

System-Wide	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	5 (50%)	4 (40%)	1 (10%)	0 (0%)

Employer Services

New Accounts

	Jan, 09		Actual YTD		Jan, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	36	20	249	240	356
Salem	11	25	125	300	92
Gloucester	3	5	40	60	35
Total	50	50	414	600	483

Total Employers Served

	Jan, 09		Actual YTD		Jan, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	84	40	523	480	646
Salem	27	50	234	600	200
Gloucester	12	10	91	120	93
Total	123	100	848	1,200	939

Total Number of Employers Listing Job Orders

	Jan, 09		Actual YTD		Jan, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/09	Actual
Lynn	38	15	284	180	274
Salem	13	28	90	336	122
Gloucester	6	7	69	84	62
Total	57	50	443	600	458

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Jan, 08 YTD
Adult	135	152	105
Dislocated Worker	195	265	164

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Jan, 08 YTD
Adult	27	48	29
Dislocated Worker	44	88	64

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 08
NSCAP	29	NA	NA	25
North Shore CC	18	NA	NA	15
Millennium	13	NA	NA	21
Northern Essex CC*	13	100%	500/month	14
Rome	13	NA	NA	12
Spectrum	12	100%	11.75	15

*North Essex CC – customer completed Entrepreneurial Program and is self-employed

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 08
Action, Inc.	26	5	4/\$8.00	27
Catholic Charities	37	11	3/\$9.33	48
Girls, Inc.	25	7	1/\$8.50	16
My Turn, Inc.	18	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
Student Work and Learning Experiences	345	308

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.
- Staff is working with area employers to increase school year employment. Far less employers are hiring this year for seasonal positions due to the state of the economy. A year-round Youth works grant has allowed us to place a limited number of youth in positions at area nonprofits. Identification process in place for additional non-profit work sites that will offer a variety of job experiences and exposure.
- CA staff is working to increase employer interest/investment in the Work Based Learning Plan. Work Based Learning Plan is now a part of all of the Youth Career Center staff's vocabulary in order to promote its usage.
- New Student Career Specialist has been hired; Background with DYS system and DCF system; recently passed the Massachusetts LICSW; Introduction letters have been sent out to all of the liaisons and appointments to provide a meet and greet are underway.
- Employer Outreach Specialist attended the Business Exposition to promote youth employment and to make connections for internships and possible employment opportunities. Participates as a member of the 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. Additional workshop on transferable skills has been implemented for youth on how to transfer school activities into the work environment. Meetings have been set up with Salem High School staff to implement the workshop series and services within the next month for summer employment and internships

OTHER INITIATIVES

Employment Services Program (Department of Transitional Assistance)

Vendor	Current Enrollment	Co-enrolled WIA Adult Title I Training*	Terminations	Current Retentions	Number of Enrollments and Retentions in 08
Catholic Charities	17	n/a	5	5	13 (enrollments) 7 (retentions)
Training Resources of America - Salem	19	n/a	2	3	11 (enrollments) 3 (retentions)
DTA	-	4	-	-	-

Budget-Actual Summary by Expense Category

As of January 31, 2009

	Budget	Actual	Obligations	\$ Remaining	% Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 4,228,014	\$ 1,525,379	-	\$ 2,702,635	63.9%
Current Year Income	3,161	-	-	3,161	100.0%
Prior Year Carry-in	1,490,619	1,204,097	-	286,522	19.2%
Total Revenue	\$ 5,721,794	\$ 2,729,476	-	\$ 2,992,318	52.3%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 305,505	\$ 174,049	\$ -	\$ 131,456	43.0%
Expenses	92,955	60,475	3,340	29,140	31.3%
Total Admin Expenses	\$ 398,460	\$ 234,524	\$ 3,340	\$ 160,596	40.3%
<u>Program Expenses</u>					
Personnel	\$ 1,416,754	\$ 728,265	\$ 19,253	\$ 669,236	47.2%
ITA's	675,000	305,852	279,602	89,546	13.3%
Support Services	351,835	248,866	18,554	84,415	24.0%
Other Training	1,251,870	608,307	514,544	129,019	10.3%
Other Program Costs	639,598	247,178	78,587	313,833	49.1%
BSU Costs	159,277	55,960	-	103,317	64.9%
Total Program Expenses	\$ 4,494,334	\$ 2,194,428	\$ 910,540	\$ 1,389,366	30.9%
Total Expenses & Obligations	\$ 4,892,794	\$ 2,428,952	\$ 913,880	\$ 1,549,962	31.7%
Planned Carry-Out	\$ 829,000				

Budget-Actual Summary by Program
As of January 31, 2009

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>Federal Funds</i>				
Career Center Job Fair Revenue - FY08	\$ 1,048	\$ 1,048	\$ -	0.0%
Disabled Veterans Outreach Program - FY09	6,765	4,556	2,209	32.7%
DOE Adult Education Career Centers - FY08	29,796	23,877	5,919	19.9%
DOE Adult Education Career Centers - FY09	26,752	20,520	6,232	23.3%
EOT - Transportation Project #3	74,288	65,234	9,054	12.2%
Local Veterans Employment Rep - FY09	1,553	1,553	-	0.0%
Pathways to Success by 21 (P-21), Part D	18,726	10,923	7,803	41.7%
Pathways to Success by 21 (P-21), Part E	82,134	68,445	13,689	16.7%
Rapid Response - FY09	6,765	4,325	2,440	36.1%
State Staff - FY09	524	524	-	0.0%
UMASS Boston - MI-CEO	15,309	10,726	4,583	29.9%
Unemployment Insurance - FY09	16,390	11,318	5,072	30.9%
Wagner Peyser ES 10% - FY09	6,910	4,255	2,655	38.4%
Wagner Peyser ES 90% - FY09	54,898	31,527	23,371	42.6%
WIA Administration	268,706	166,831	101,875	37.9%
WIA Adults	867,908	530,393	337,515	38.9%
WIA Disabilities Navigator - FY09	57,200	32,235	24,965	43.6%
WIA Dislocated Workers	840,071	556,740	283,331	33.7%
WIA Incentive - FY08	20,000	13,929	6,071	30.4%
WIA Youth	957,095	805,825	151,270	15.8%
<i>Total Federal Funds</i>	<i>\$ 3,352,838</i>	<i>\$ 2,364,784</i>	<i>\$ 988,054</i>	<i>29.5%</i>

Budget-Actual Summary by Program
As of January 31, 2009

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State & Local Funds</i>				
Career Center Job Fair Revenue - FY07	\$ 227	\$ 227	\$ -	0.0%
Career Center Job Fair Revenue - FY08	6,639	1,120	5,519	83.1%
Career Center Job Fair Revenue - FY09	3,161	-	3,161	100.0%
DOE ACLS Adult Basic Education: 345 - FY09	114,788	106,879	7,909	6.9%
DOE Connecting Activities - FY09	90,498	50,660	39,838	44.0%
Earned Funds	3,987	3,987	-	0.0%
Employment Services Program - FY09	173,210	139,550	33,660	19.4%
Metro SW REB ECCLI - FY08	5,748	619	5,129	89.2%
Northeast STEM Partnership	779	779	-	0.0%
NSCC Hospitality Contract	15,600	2,875	12,725	81.6%
Shannon Grant - Year 2, FY08	42,452	39,151	3,301	7.8%
Shannon Grant - Year 3, FY09	45,953	-	45,953	100.0%
State One-Stop Career Centers - FY09	182,233	49,582	132,651	72.8%
Verizon Grant - #3	9,830	9,830	-	0.0%
WCTF - Financial Services	129,425	23,700	105,725	81.7%
WCTF – Health Care Learning Network	323,311	226,957	96,354	29.8%
Workforce Training Fund - FY09	68,320	43,072	25,248	37.0%
Youthworks Summer FY08-09	236,313	229,502	6,811	2.9%
Youthworks At-Risk Youth, Year-Round, FY09	63,269	31,357	31,912	50.4%
Youthworks At Risk Youth, Year-Round, FY08	24,213	18,201	6,012	24.8%
<i>Total State Funds</i>	<i>\$ 1,539,956</i>	<i>\$ 978,048</i>	<i>\$ 561,908</i>	<i>36.5%</i>
TOTAL FEDERAL + STATE FUNDS	\$ 4,892,794	\$ 3,342,832	\$ 1,549,962	31.7%

FEE FOR SERVICE DIVISION

Sources of Fee Revenue

	Jan 09		YTD 09	
	Budget	Actual	Budget	Actual
Employer as customer		\$0		\$0
Job Fairs		\$3161		\$3161
UMass STEM		\$999		\$999
Total Revenue	\$0	\$4160	\$0	\$4160

Related Expenses

	Jan 09		YTD 09	
	Budget	Actual	Budget	Actual
Employer as customer		\$0		\$0
Job Fairs		\$0		\$0
UMass STEM		\$0		\$0
Total Expenses		\$0		\$0