



BOARD REPORT

May 13, 2010

Prepared on
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TABLE OF CONTENTS

	Page
Minutes of Board Meeting of March 11, 2010	3
Career Centers Division	7
Training Division / Workforce Investment Act	9
Youth Services Division	9
Financial Reports	11

**North Shore Workforce Investment Board
Meeting Minutes**

March 11, 2010

Those in attendance: Tony Dunn, Susan Jepson, Bonnie Carr (for Catherine Latham), Mike Fitzgerald, Tom Lemons, Art Bowes, Kathy Duggan, Rich Viscay, Bob Bradford, Jim Beauvais, Tom Daniel, Arlene Greenstein, Steve Falvey, Rosalina Sweeney, Doris Murphy, Laurie Roberto, Nancy Stager, Thelma Williams, Dianne Palter-Gill (for Wayne Burton), Tim Doggett, and Bill Tinti.

Those not in attendance: Rich Bane, Peter Beaudoin, Carolyn Miller, Carol Couch, Don Edwards, Althea Lyons, Roger Pilotte, Brian Cranney, Stephanie Lee and Beth Hogan.

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

Special Guests: Michaela Duffy of Congressman Tierney's Office, Deborah Smith-Pressley, DCS Quality Assurance, Tom Williams, DCS Quality Assurance, Cynthia Zafft, World Ed/HCLNtm, Anne Cantrill, Mass Commission for the Blind, Joey Buizon, Mass Commission for the Blind.

The meeting begins at 8:10am.

Chairman's Report

The National Association of Workforce Boards (NAWB) conference was held over the weekend in D.C. Mary and Bill both attended the 4 day conference. Bill is now a member of the NAWB board of directors. 1500 people representing all 50 states were in attendance. The focus of the conference was: best practices, what's happening in various states and what's happening in Washington, D.C., such as WIA reauthorization and continual federal support for jobs. Mary and Bill attended a series of meetings with Congressman John Tierney, Senator Scott Brown, Senator John Kerry and Senator Murray, who is chair of the subcommittee that has responsibility over WIA reauthorization in the Senate.

A bill was making its way through the senate while the NAWB convention was under way. An amendment was introduced by Senator Murray to provide \$1.3 billion for youth jobs in an effort to refund the youth jobs money given through the ARRA stimulus bill. The democrats had 59 votes but because this was an amendment to a revenue measure, it required 60 votes to pass. There was a lot of focus on our new Senator Scott Brown.

Bill and Mary, along with Neil Sullivan of the Boston PIC, Don Gillis, Mass. WIB Association, and Bill Ward, Springfield/Holyoke WIB met with Senator Brown and his chief legislative assistant. Arguments were made on why this bill is critical to us. On the North Shore it would mean around 400 jobs for youth and 330,000 jobs for youth across the country. Senator Brown's assistant indicated that there is a huge deficit in this country and can we afford a continuation of these types of programs while in this great a deficit. Democrats proposed two offsets in the amendment that would discontinue some programs and reduce others, but they did believe the democrats. Brown and his assistant also asked if this was the best way to spend money with so

many people out of work. Senator Brown received calls from all the Mayors in Massachusetts and still left the meeting undecided. Not one republican voted for this amendment and so it was not passed. This will mean the North Shore will see 400 less jobs for youth, Massachusetts will see 7000 fewer and nationwide there will be 330,000 fewer jobs for youth this summer. There were many different views on whether WIA would be reauthorized in the current environment on Capital Hill. Senator Murray's staff believed that WIA reauthorization would be passed through the senate by the summer. Senator Kerry's staff did not share that opinion. In the House, it will be a problem to get focused on WIA reauthorization when there are so many other controversial issues on the agenda.

Last summer we had quite a bit of money for summer jobs but this year we don't so we are asking for jobs or contributions from our Board members and from anyone in the private sector.

Thelma Williams - MA Commission for the Blind

The commission has been in existence for 104 years. Helen Keller was the first commissioner of the MCB. The commission is one of 15 agencies under the Executive Office of Health and Human Services. Our Commissioner is Janet Labreque and her Deputy Commissioner is Lynn Paulson. There are currently 35,000 legally blind residents registered in MA across 6 regions. The MGL chapter 6, section 36 says that eye care providers must file a report of legal blindness within 30 days to the MCB and the Registry of Motor Vehicles. A lot of doctors are reluctant to do that because it means pulling individuals licenses, but by law they are required to report. A person is legally blind when their visual acuity is, with correction, 20/200 or less in their better eye, or if, regardless of visual acuity, their peripheral field of vision is reduced to a radius of 10 degrees or less. MCB reviews the report received by the provider and makes a determination of services.

Annie Cantrell, Vocational Rehabilitation Specialist, MCB

Vocational Rehabilitation services help people between the ages of 14 and roughly 70 become independent in their home and community and help them become gainfully employed. MCB partners with Career Centers and their partners to find successful job matches for job seekers. When a successful job match is found it gives MCB an opportunity to create long term partnerships with these employers. Before MCB helps a client get a job MCB provides training to make sure the candidate is job ready. Clients are referred to One -Stop Career Centers in the area. The Career Centers provide workshops, mock interviews, job leads and other resources that are crucial to both the clients and the MCB and to employers who are looking for good qualified employees. The MCB follows up with the employers, the employees and the Career Center to make sure everyone is happy and all the appropriate equipment is in place. Some successful placements are an internal auditor at American Student Assistance, a dispatcher at Brigham and Women's Hospital, the Director of Technology at Kayem Foods, a claims representative at the Social Security Administration and many others. Those have all happened as a result of working with the Career Centers.

Joey Buizon, Employment Service Specialist, MCB

Joey is the internship coordinator for MCB. The MCB has an internship program that is going on its sixth summer. The program started by holding internship within MCB and now has partners state wide. The internship program during the summer is 120 hours and many do more hours. The program had 48 placements last year and this year is looking to have 60 matches. The employers do not have to pay for the internship; the only thing asked of the partner is to create a structured internship so the intern can receive a real world work experience. The MCB does not place interns just to say they have one. Some requirements of the interns are to attend the opening and closing events. The kick off is in May and the closing is at the State House and at that event we recognize our partners. The goal is to get the interns hired in long term positions.

Health Care Learning Network

HCLN is a huge project for the NSWIB. We are about to complete our first grant that we received from the state where we worked very closely with Laurie Roberto and the Kindred facilities in implementing this online college prep course with World Ed. We are heading into the next iteration which stems from the leadership of Congressman Tierney. There has been a formal evaluation of the program.

Cynthia Zafft, World Education

Cynthia was a psychiatric nurse and is the founding member of the National College Transition Network that has over 2000 members.

The Board viewed a curriculum video that is shown to HCLN students. This video followed an animated woman through various career decisions dealing with the health care field. You could go to HCLN.org and follow Anna on her journey and the many different roles people can play in the nursing and allied health fields.

Cynthia handed out some information on World Ed's US Division of Literacy and the National College Transition Network.

World Education always works in partnerships and has been working for 50 years. For the last 10 years World Ed has been working in health literacy, which means working with adult education centers and having health care learners talk to health care providers to understand the jobs in plain English.

Over the last 10 years, World Education has also started an ABE to college transition program with projects in 6 New England states. There are 25 Adult Ed. Centers with very good track records for sending their students to college.

Cynthia went through a PowerPoint presentation that discussed all aspects of the HCLN program. Please visit HCLN.org and type in as user name and password the work Guest and you can take a tour of the whole system and get an idea of the services that are provided.

The students in the program have access to tutors through ECCO and with Tom Lemons leadership. There were 3 tutors, Tom Lemons, Maria Menendez, and Kim Neumann. The NSWIB presented Tom Lemons with a plaque and pen as a token of appreciation of his help with the program.

Microsoft has established a national program called Elevate America. They are giving Massachusetts 28,000 free vouchers for use in learning various Microsoft programs. They are giving us 90 days to give out the vouchers through the career centers. They have done this in about 10 states and none have been able to give them all away in the time allotted. We are thinking of giving them to every junior and senior in high school. There are no eligibility requirements. Once you have the voucher you have up to one year to use it. The group presented thoughts and ideas on how to effectively give out all the vouchers.

Committee Reports:

Partnership Committee - Tom Daniel:

The Partnership Committee has been charged with marketing the WIB. One idea is a business card for all Board members to have that will summarize the services of the WIB and the Career Centers. The other piece the committee is talking about is opportunities for presentations in community organizations to get the word out about the WIB.

Workforce Systems Committee - Nancy Stager:

The work has begun on the Career Center Charter. We will have a more detailed report for the next meeting. Bill Warmack, Manager of the BSU, has begun to attend meetings which is very helpful. Work has also begun on the new Blueprint. The committee has talked a lot about focusing on policy issues, one of which is the need for students to have 4 years of math in high school. Also, the committee wants to refine the policy work the WIB does so we can have the greatest impact.

Youth Pipeline Committee - Steve Falvey:

There are 15 teachers in line for the Teacher Externship Program where high school and middle school teachers and put them in a business environment to strengthen their vocational knowledge so they can push kids in the right direction to realize where the real life opportunities are. Five companies that took part last year have committed to work with us this year. We need more companies to hire teachers over the summer. The teachers earn \$800 a week for 5-8 weeks. The internship has to be in place before they can go to Salem State College and take the vocational upgrade portion of the project.

Skills Gap Committee – Art Bowes:

The WIB has gone out for bid for group training programs. We have received two responses. They will be reviewed by a sub-committee and recommendations will be brought to the next meeting.

The meeting was adjourned at 9:20am.

The next meeting will be on May 13.

Respectfully submitted by Maquisha Alleyne.

CENTERS DIVISION

CAREER Customer Count

New Customers

	Mar, 10				Mar, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
Lynn	481	385	3398	4620	3470
Salem	420	252	2748	3025	2639
Gloucester	129	63	751	755	724
Total	1030	700	6897	8400	6833

Total Customers Served

	Mar, 10				Mar, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
Lynn	1562	642	6089	7700	5599
Salem	1209	420	4195	5040	3859
Gloucester	424	105	1148	1260	1208
Total	3195	1167	11432	14000	10666

Customer Placements (#/% of total customers served)

	Mar, 10				Mar, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
Lynn	90/6%	83	1078/18%	1001	835
Salem	68/6%	55	550/13%	655	576
Gloucester	29/7%	14	227/20%	164	198
Total	187/6%	152/13%	1855/16%	1820/13%	1609/15%

Customer Satisfaction – Results for March 2010 – April 2010

Job Seeker

Gloucester (n = 49)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	40 (82%)	9 (18%)	0 (0%)	0 (0%)

Lynn (n = 114)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	59 (52%)	42 (37%)	9 (8%)	4 (3%)

Salem (n = 68)	Excellent	Good	Fair	Poor
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Were you satisfied with the results of your visit?	32 (47%)	29 (43%)	4 (6%)	3 (4%)
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System-Wide (n =231)	Excellent	Good	Fair	Poor
Were you satisfied with the results of your visit?	131 (57%)	80 (35%)	13 (6%)	7 (3%)

Employer

System-Wide (n = 9)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	7 (78%)	2 (22%)	0 (0%)	0 (0%)

Employer Services

New Accounts

	Mar, 10		Actual YTD		Mar, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	96	19	419	230	281
Salem	33	24	140	288	131
Gloucester	5	5	42	58	49
Total	134	48	601	575	461

Total Employers Served

	Mar, 10		Actual YTD		Mar, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	143	41	786	490	566
Salem	49	51	291	613	245
Gloucester	19	10	71	123	103
Total	211	102	1148	1,225	914

Total Number of Employers Listing Job Orders

	Mar, 10		Actual YTD		Mar, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	72	15	368	180	303
Salem	12	28	86	336	95
Gloucester	9	7	47	84	77
Total	93	50	501	600	475

TRAINING DIVISION / WORKFORCE INVESTMENT ACT

Overall WIA Activity

	YTD Actual	Planned Thru End of Grant	Mar, 09 YTD
Adult	276	235	147
Dislocated Worker	410	312	214

Overall WIA Placement

	YTD Actual	Planned Thru End of Grant	Mar, 09 YTD
Adult	58	66	32
Dislocated Worker	73	136	56

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 09
North Shore CC	97	100%	\$24.22	30
NSCAP	45	100%	\$12.81	60
Salem State College	40	67%	\$20.02	11
Northern Essex CC*	32	100%	\$15.74	31
American Red Cross	27	100%	\$11.58	21
Millennium	24	100%	\$14.42	36

YOUTH DIVISION

Workforce Investment Act Programs

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 09
Action, Inc.	31	7	6/\$8.46	30
Catholic Charities	49	25	7/\$8.64	48
Girls, Inc.	30	5	0	25
My Turn, Inc.	25	8	1/\$11.50	25

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	295	398

Work and Learning Experiences for High School Youth

- With the economy changing rapidly, the YCC has updated services we provide as a staff to adjust to what is currently happening in the local job market. At this time, the YCC is now able to provide services on Recession Proof Jobs, Jobs to Help Build America, and also services for helping future college students choose majors that provide a secure financial future.
- The YCC Staff has been working closely with the senior students at Lynn Vocational Technical High School on resumes, cover letters, and reference pages for their end of the year portfolio. Students that were not scheduled for the Employability Class at Lynn Tech were invited to participate in these workshops. Also, students at Lynn Tech had the opportunity to participate in the Job Application workshop. The workshop consists of perfecting their abilities to fill out the Employment Application and Online applications.
- The Student Career Specialist and the Employer Outreach Specialist have been working with Lynn English High School and Lynn Classical High School providing job readiness workshops to over 100 students.
- Youth Career Center Staff has also reached out to North Shore Academy, North Shore Education Consortium, and Peabody Community School along with Gloucester High School to provide Job Readiness services.
- The Employer Outreach Specialist and the Youth Career Center Staff have been working extensively with the Business Service Unit, visiting employers in the North Shore explaining the services of the Youth Career Center and the Work Base Learning Plan.
- The Employer Outreach Specialist assisted in the successful site visit from Legislatures regarding the Private Sector aspect of Connecting Activities that took place at Brooksby Village. The Youth Career Center and Brooksby Village explained the importance of the Work Base Learning Plan to youth and employers.

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

	Budget	Actual	Obligations	\$ Remaining	%Rem.
<u>REVENUE</u>					
Current Year Grants	\$ 3,585,708	\$ 1,679,922	\$ -	\$ 1,905,786	53.1%
Current Year Income	25,322	25,322	-	-	0.0%
Prior Year Carry-in	4,061,265	2,616,396	-	1,444,869	35.6%
Total Revenue	\$ 7,672,295	\$ 4,321,640	\$ -	\$ 3,350,655	43.7%
<u>EXPENSES + OBLIGATIONS</u>					
<u>Admin Expenses</u>					
Personnel	\$ 409,611	\$ 251,918	\$ 12,537	\$ 145,156	35.4%
Expenses	155,017	100,303	537	54,177	34.9%
Total Admin Expenses	\$ 564,628	\$ 352,221	\$ 13,074	\$ 199,333	35.3%
<u>Program Expenses</u>					
Personnel	\$ 1,745,228	\$ 1,146,796	\$ 10,340	\$ 588,092	33.7%
Individual Training Accounts	1,302,916	887,038	295,846	120,032	9.2%
Supportive Services	44,250	9,234	3,400	31,616	71.4%
Other Training	2,495,606	1,266,067	804,118	425,421	17.0%
Other Program Costs	853,849	295,521	63,068	495,260	58.0%
Business Services Costs	169,174	73,202	-	95,972	56.7%
Total Program Expenses	\$ 6,611,023	\$ 3,677,858	\$ 1,176,772	\$ 1,756,393	26.6%
Total Expenses & Obligations	\$ 7,175,651	\$ 4,030,079	\$ 1,189,846	\$ 1,955,726	27.3%
Planned Carry-Out	\$ 496,644				

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

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i><u>Federal Funds</u></i>				
ARRA: Byrne Youth Grant	\$ 204,909	\$ 107,632	\$ 97,277	47.5%
ARRA: Health Care Skills Gap	210,000	337	209,663	99.8%
ARRA: Re-Employment Services (RES) - FY10	12,792	11,287	1,505	11.8%
ARRA: Supplemental Rapid Response	157,640	83,936	73,704	46.8%
ARRA: Wagner Peyser ES 10% - FY10	1,252	1,252	-	0.0%
ARRA: Wagner Peyser ES 90% - FY10	8,685	7,564	1,121	12.9%
ARRA: WIA Administration	187,782	124,649	63,133	33.6%
ARRA: WIA Adults	402,348	337,759	64,589	16.1%
ARRA: WIA Dislocated Worker	614,543	484,900	129,643	21.1%
ARRA: WIA Youth	879,349	734,451	144,898	16.5%
DESE Adult Educ. Career Ctrs: Fund 342 - FY10	25,414	8,755	16,659	65.6%
DESE Adult Education Career Centers - FY09	5,715	557	5,158	90.3%
Disabled Veterans Outreach Program - FY10	6,517	5,515	1,002	15.4%
EOT - Transportation Grant - JARC	117,733	658	117,075	99.4%
EOT - Transportation Grant - New Freedom	116,715	13,817	102,898	88.2%
High Performing WIB Award	96,085	61,139	34,946	36.4%
Local Veterans Employment Rep. - FY10	2,777	2,767	10	0.4%
Rapid Response - FY10	8,764	6,923	1,841	21.0%
Unemployment Insurance - FY10	18,349	18,326	23	0.1%
Wagner Peyser Employment Services 10% - FY10	4,828	4,828	-	0.0%
Wagner Peyser Employment Services 90% - FY10	39,510	27,472	12,038	30.5%
WIA Disabilities Navigator - FY10	28,125	26,910	1,215	4.3%
WIA Formula Funds: Administration	238,050	183,998	54,052	22.7%
WIA Formula Funds: Adults	837,401	702,017	135,384	16.2%
WIA Formula Funds: Dislocated Workers	668,552	452,855	215,697	32.3%
WIA Formula Funds: Youth	912,871	747,080	165,791	18.2%
WIA Incentive - FY09	12,967	12,519	448	3.5%
<i>Total Federal Funds</i>	<i>\$ 5,819,673</i>	<i>\$ 4,169,903</i>	<i>\$ 1,649,770</i>	<i>28.3%</i>

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

Program Name	FY Budget	FYTD Spent + Obligated	Amount Remaining	Percent Remaining
<i>State & Local Funds</i>				
Career Center Job Fair Revenue - FY08	\$ 5,240	\$ 3,398	\$ 1,842	35.2%
Career Center Job Fair Revenue - FY09	7,551	-	7,551	100.0%
DESE - ACLS Adult Basic Education: 345 - FY10	113,641	111,404	2,237	2.0%
DESE - Connecting Activities - FY10	75,000	53,975	21,025	28.0%
DESE Adult Educ. Career Ctrs: Fund 561 - FY10	1,338	1,338	-	0.0%
DTA CIES - FY10	86,820	54,777	32,043	36.9%
Earned Funds	10,353	10,353	-	0.0%
Employment Services Program - FY10	14,046	9,625	4,421	31.5%
Financial Services Partners' Match - FY10	10,500	1,094	9,406	89.6%
Shannon Grant - Year 3, FY09	43,484	39,228	4,256	9.8%
State One-Stop Career Centers - FY10	159,416	127,654	31,762	19.9%
WCTF - Financial Services	263,811	158,867	104,944	39.8%
WCTF - Health Care Learning Network	144,536	131,338	13,198	9.1%
WCTF - NSCC Hospitality Contract - FY09	24,649	7,023	17,626	71.5%
WCTF - NSCC Hospitality Contract - FY10	20,000	5,874	14,126	70.6%
Workforce Training Fund - FY10	94,917	67,961	26,956	28.4%
YouthWorks - Summer FY09-10	280,676	266,113	14,563	5.2%
<i>Total State Funds</i>	<i>\$ 1,355,978</i>	<i>\$ 1,050,022</i>	<i>\$ 305,956</i>	<i>22.6%</i>
TOTAL FUNDS	\$ 7,175,651	\$ 5,219,925	\$ 1,955,726	27.3%