



**BOARD REPORT**

**September 9, 2010**

Prepared on  
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**North Shore Workforce Investment Board  
Meeting Minutes**

**May 13, 2010**

**Those in attendance:** Jim Beauvais, Wayne Burton, Tom Daniel, Tony Dunn, Ann Louise Glynn, Arlene Greenstein, Beth Hogan, Susan Jepson, Bonnie Carr(for Catherine Latham), Mike McCarthy, Carolyn Miller, Roger Pilotte, Laurie Roberto, Paula Murphy Roux(for Nancy Stager), Rosalina Sweeney, Richard Viscay, and Bill Tinti.

**Those not in attendance:** Rich Bane, Peter Beaudoin, Arthur Bowes, Bob Bradford, Carol Couch, Brian Cranney, Tim Doggett, Don Edwards, Steve Falvey, Mike Fitzgerald, Stephanie Lee, Tom Lemons, Althea Lyons, Doris Murphy, and Thelma Williams.

**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, Dianne Palter-Gill of North Shore Community College, and Brendan Crighton of Senator McGee's Office.

The meeting begins at 8:10am.

A quorum is present.

Bill Tinti set forth a vote to approve the minutes from the previous WIB meeting. Tony Dunn motioned to approve the minutes from the March 11, 2010 meeting. The motion was seconded by Rosalina Sweeney. The vote was approved by all in attendance. No members voted not to approve the minutes.

The Annual meeting of the State Association of Workforce Boards is June 21 and 22, 2010 at the Publick House in Sturbridge. A workforce summit will be held all day on June 22. It will be a major and important meeting for workforce development. If any members would like to attend on June 22, the North Shore WIB would be happy to pay the fee for any members wishing to attend. Please contact Mary Sarris if you will like to attend.

First Jobs - Bill's law firm, Tinti, Quinn, Grover, and Frey has signed up to hire a teen over the summer. We hope that all members able to hire a teen at their company will follow suit or contribute money for a non-profit to hire a teen.

A job fair was held last week for F1rstJobs at North Shore Community College in Lynn. 350 teens attended the fair. There were 26 companies in attendance looking to hire teens and they were very impressed with the quality of the teens.

Last year, through the Stimulus funds and our own private fund raising, we put about 450 teens to work. We had another 77 jobs through the private sector. This summer we have enough money for about 100 jobs. There is very little Stimulus money left for this summer. The WIB received a \$1000 dollar check from Bomco for F1rstJobs.

FY 2011 Planning – We receive 60-65% of our funding from the federal government through a formula under a law call the Workforce Investment Act (WIA). The money comes through the US Department of Labor to states by a formula that looks at poverty rates, unemployment, and areas of substantial employment which is defined as contiguous census tracks with an unemployment rate of over 6.5%. That was put in the law in 1999 when the law was passed. This law has been under reauthorization conversation for years and keeps getting continued every year until it is reauthorized. Overall this year the State of Massachusetts received about a 3.67%

reduction in funding. On the North Shore we received a .6% increase in funding which could be considered level funding. Taking this into consideration we are working on our budget and should have it for you in September for discussion and vote.

There are several outreach efforts and sectoral initiatives we are working on. One is with North Shore Community College in the healthcare arena to devise new training programs in healthcare that is going very well. The Acute Care facilities have come to us and said they need more enhanced Certified Nurse Aide training and we are working to devise a new program that will allow CNAs to be more highly skilled and therefore able to work at the bedside at the acute care facilities in a more productive way.

We are still continuing our Banking initiatives. Salem Five, Eastern Bank, Danvers Bank and North Shore Bank are involved in this initiative by placing young people and adults in jobs within this industry.

We also received our Green Jobs Grant which is just under \$1,000,000 shared by the North Shore, Merrimack Valley and Lowell WIBs. The three WIBs are working together to design green jobs training for people who are already working in the field as well as some people who are interested in working in the field.

The State has applied for a special grant to increase money for on the job training, which is where a company has hired someone who is not quite at the needed skill level and while they train them, we reimburse the company half of that person's wage during a set training period.

#### Labor Market Blueprint

We have contracted with Steve Quimby to put together a new Labor Market Blueprint. The cover has been completed thank to help from the Partnership committee. Ed is also working closely with a graphic designer to make sure this is a readable, worthwhile and understandable document. We are also working with the North Shore Alliance for Economic Development, a group here in Salem and on the North Shore. They are doing research for us that are beyond workforce issues into more of the business end of things. They've talked to venture capitalists, bankers and other state agencies to see into the future about what is going on as far as job creation. This will be a companion piece to the Blueprint which we hope will provide this board with direction on how to spend our money and how to invest it wisely.

#### Steve Quimby

The North Shore WIB has a long history with doing labor market research. This research is requirement that WIBs fulfill through the Workforce Investment Act. Many WIBs fulfill this obligation by printing out stats from the feds and the State and make it available, but just the raw numbers don't really tell you all that much about what you should go about doing in the future. The strategic nature of the work that this WIB has been doing through the Blueprint as well as the studies they've done on the creative economy and the green economy is really necessary to contribute to a real knowledge of what's going on in the current and future labor market. Hopefully this information will help drive some solid decision making as far as where to make strategic investments and provide some guidance to other entities that have to work together to make a strong functioning labor market area.

In addition to the traditional number crunching that would go into creating the Labor Market Blueprint, this year some other methods have been used, such as switching from the primary use of interviews to focus groups. Many members have participated in these to help us dig down into what is happening in each particular industry.

Another method that has never been used before is using data from Monster.com from both the supply and demand sides. They have given access to their first quarter data on jobs that were

advertised and what the skill qualifications and backgrounds of the folks in their resume bank look like for residents in the north shore area. This information gives us a better idea of how well we are matching up the needs of the businesses to the needs of the existing workforce.

The third method used in the research for the Labor Market Blueprint this year is long-term labor market trend data. It has been interesting to work with the economic development folks who have been getting out there to find out where the private sector investments are being made and in what types of industries. This information will, hopefully, give a slight penetration on where the new jobs will be down the road in the area.

Some labor market data was reviewed. This data is available by request.

In terms of the data researched and the interviews conducted, we are in the middle of the recession. According to the data we are beginning to come out, but just beginning. The impact of the recession is it is pushing everything down. For instance, adult workers are taking jobs traditionally held by youth which is the main reason the younger population is being hit worst. Low income and low skilled workers are also being disproportionately hit by the recession because there is a pool of folks who in better economic times would not be willing to take jobs traditionally held by this population and they are pushing them out of the jobs they are in and making it harder to find new ones. This shows the need for educational investment in the lower skilled folks so when the economy comes back they will have a better chance at gaining employment.

One thing that was brought up by every sector interviewed was that in the future when the economy recovers there will be an increased need for education. More education will be needed to be successful in any job acquired in any sector.

On the North Shore the healthcare and financial sectors are the ones that are growing. There should be increased focus in the healthcare sector and continued focus on financial services. The life sciences sector is emerging in the area. There are a lot of small businesses out there. It would be wise to keep an eye on that sector as there are not a lot of jobs but many businesses with the potential to grow. Also emerging is the Green Industry. There is a lot of potential for growth in this industry as well.

#### Partnership Committee

Carolyn Miller – Each member has been given your own WIB business cards. The purpose of this is for you to give these out to your professional and personal colleagues. It can be helpful to give out information about the WIB. It is a folded business card with quick facts about the WIB on the inside along with contact information for Mary and a blank space for your information on the back. Each member has been given a small stack to begin with, but plenty more are available.

#### Youth Pipeline Committee

Hire teens!

#### Workforce Systems Committee

There was great turn out for the first job fair we have held in Cape Ann for a while. It was a collaboration with the Cape Ann Chamber of Commerce. The ticket for entry for the companies was that they have active job openings. Fourteen companies were in attendance and over 300 job seekers attended as well.

A motion to end the meeting was accepted and seconded. A unanimous vote was taken to adjourn the meeting. The meeting was adjourned at 9:20am.

The next meeting is scheduled for September 9, 2010.

Respectfully submitted by Maquisha Alleyne.

**CENTERS DIVISION**

**CAREER Customer Count**

*New Customers*

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	538	385	5051	4,620	5512
<b>Salem</b>	436	252	4205	3,025	4205
<b>Gloucester</b>	70	63	986	755	1103
<b>Total</b>	1044	700	10242	8,400	10820

*Total Customers Served*

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	1675	642	8092	7,700	8098
<b>Salem</b>	1126	420	5843	5,040	5696
<b>Gloucester</b>	351	105	1732	1,260	1661
<b>Total</b>	3152	1,167	15667	14,000	15455

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

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual YTD	Plan thru 6/30/10	Actual
<b>Lynn</b>	189/11%	83	1430/18%	1,001	1127
<b>Salem</b>	106/9%	55	784/13%	655	769
<b>Gloucester</b>	47/13%	14	316/18%	164	277
<b>Total</b>	342/11%	152/13%	2530/16%	1,820/13%	2173/14%

**Customer Satisfaction – Results for June 2010**

*Job Seeker*

<b>Gloucester (n = 24)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	20 (85%)	3 (11%)	1 (4%)	0 (0%)

<b>Lynn (n = 63)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	32 (51%)	18 (29%)	9 (14%)	4 (6%)

<b>Salem (n = 41)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Were you satisfied with the results of your visit?</b>	21 (52%)	13 (31%)	5 (12%)	2 (5%)

<b>System-Wide (n = 128)</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
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Were you satisfied with the results of your visit?	73 (57%)	34 (27%)	15 (11%)	6 (5%)
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*Employer*

System-Wide (n = 5)	Excellent	Good	Fair	Poor
Overall satisfaction with Career Center services.	4 (80%)	1 (20%)	0 (0%)	0 (0%)

**Employer Services**

*New Accounts*

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	108	19	597	230	362
Salem	42	24	196	288	379
Gloucester	7	5	61	58	77
<b>Total</b>	157	48	854	575	818

*Total Employers Served*

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	144	41	1005	490	688
Salem	72	51	374	613	557
Gloucester	17	10	97	123	143
<b>Total</b>	233	102	1476	1,225	1388

*Total Number of Employers Listing Job Orders*

	June, 10		Actual YTD		June, 09 YTD
	Actual	Plan	Actual	Plan thru 6/30/10	Actual
Lynn	70	15	488	180	379
Salem	10	28	105	336	142
Gloucester	8	7	66	84	101
<b>Total</b>	88	50	659	600	622

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

Vendor	Number Served	Placement Rate	Average Wage	Number Served in 09
North Shore CC	112	94%	19.81	30
Salem State College	59	89%	16.24	11
NSCAP	51	100%	16.14	60
Northern Essex CC	37	100%	16.46	31
American Red Cross	35	93%	11.05	21
Millennium	28	100%	13.38	36

**YOUTH DIVISION**

**Workforce Investment Act Programs**

Vendor	Number Served	Number Exited	Number placed/Average Wage	Number Served in 09
Action, Inc.	34	13	11/\$8.47	30
Catholic Charities	52	31	11/\$8.71	48
Girls, Inc.	31	7	1/\$8.50	25
My Turn, Inc.	30	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	200	405

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

- The YCC Staff has focused the ending of the 2010 fiscal year on the First Jobs Summer Program. This summer YCC staff has serviced well over 1300 teens that applied for summer employment and placed over 400 in summer job placements.
- Many of these youth that have been placed are in school youth and will also be participating in our Connecting Activities Program for the upcoming school year.
- All of our summer placements have been placed on a Work Base Learning Plan. The YCC staff is currently in process of collecting all final plans to wrap up summer employment.

- 1,112 youth have participated in Job Readiness Workshops offered by the Youth Career Center. Along with job readiness training an additional 200 youth have participated and will be trained in *Talking Safety* which is teaching young workers about job safety and health.

Budget-Actual Summary by Expense Category

Financial reports will be included in the November Board package.