

NORTH SHORE WORKFORCE INVESTMENT BOARD

**Board Meeting September 9, 2010**



# Chair's Report:

WIB Certification Update and Related Policy Issues –  
Votes

Officer Nomination:

Vice Chair – Nancy Stager

Treasurer – Steve Falvey

Clerk/Secretary – Jim Beauvais

By-Law Updates

Youth Policy Issues

## Planning for FY 2011

	National	MA	North Shore	Funding
WIA Dislocated Worker	-3.67%	+11.84%	+8%	\$808,165
WIA Adult	0%	-10%	-3.4 %	\$753,016
WIA Youth	0%	-10%	-2.1 %	\$775,936
Wagner Peyser	0%	-.4%	-.1%	\$642,118

- Summer Funding from various sources – no federal dollars yet
- Continued outreach and efforts in sectoral initiatives
- Potential Extra On-the-Job Funding available in addition to allocation

# *FY 2011 Planning Discussion*

Issues at hand:

Does the WIB continue to be strategically focused on the environment in which we exist and investing resources where they are needed?

How do we increase training money and maintain quality customer Service in a One Stop Career Center environment?

## ***SWOT Analysis of this summer:***

**Strengths:** Board is diverse, active, strong, proactive, creative, able to find resources, collaborative, a voice for the region, maintaining and supporting quality staffing, focused on the needs of the region, using data to make decisions

**Weaknesses:** Not enough visibility, not sufficiently known, continued perception of low-skilled customer base, not enough funding to serve all youth and all unemployed in the region, paperwork!

## ***SWOT Analysis of this summer:***

**Opportunities:** at a crossroad economically, blend of industries in the region, importance of medical-related industries, strong partnerships with schools, reverse negative perceptions by showing no-cost services, use labor market/economic development information to build relationships, be at the center of our economic recovery,

**Threats:** current system of UI, potential to lose government funding, lack of job growth, laws that allow companies to move overseas, excessive government spending over the long haul with no economic growth

## ***SWOT Analysis of this summer:***

**Number one priority for FY2010:** influence policy to get people back to work, degrees in STEM fields, teach everyone microsoft skills, work to project three to five years, improve reputation with HR staff, continue to develop training programs, focus on health care and manufacturing, expand number of business partners, help people work toward careers, pay attention to job placements, get people to work!

# *Training Challenge*

- WIA Grants are remaining stable as Career Center Infrastructure and related costs go up.
- ARRA funding is ending.
- How can we reduce and/or enhance Career center Infrastructure funding so as to increase investment in training?





# ***North Shore WIB Labor Force Blueprint Economic Development***

- ***Background – North Shore Alliance for Economic Development interveiwed representatives from Banks, Venture Capitalists/Investment Managers, Governmental and non-profit Organizations, Business Parks, Construction and Real Estate Development***
- ***Purpose - provide information regarding both the region’s business sectors that are experiencing investment and those sectors that are either economically stagnant or experiencing disinvestment.***

# ***North Shore WIB Labor Force Blueprint***

## ***Economic Development***

### ***Winning Sectors:***

- *Health Care*
- *Life Sciences*
- *Manufacturing*
- *Financial Services*

### ***Struggling Sector:***

- *Construction*

### ***Confusing Sector:***

- *Green*

# ***North Shore WIB Labor Force Blueprint Economic Development***

## ***Health Care Recommendations***

***Improve the existing dialogue between the North Shore's economic development, workforce development and health care communities to create a more universal understanding of the commanding role this cluster fills in our region.***

## ***Life Sciences and Bio-Tech Recommendations***

***Introduce the Boston/Cambridge Life Science and Bio-Tech real estate community to the North Shore real estate opportunities; in particular, market the North Shore rental costs against the Boston/Cambridge market.***

# ***North Shore WIB Labor Force Blueprint Economic Development***

## ***Manufacturing Recommendations***

***Ease local zoning and permitting requirements for manufacturing and advanced manufacturing to be more accommodating to physical expansions.***

## ***Financial Services Recommendations***

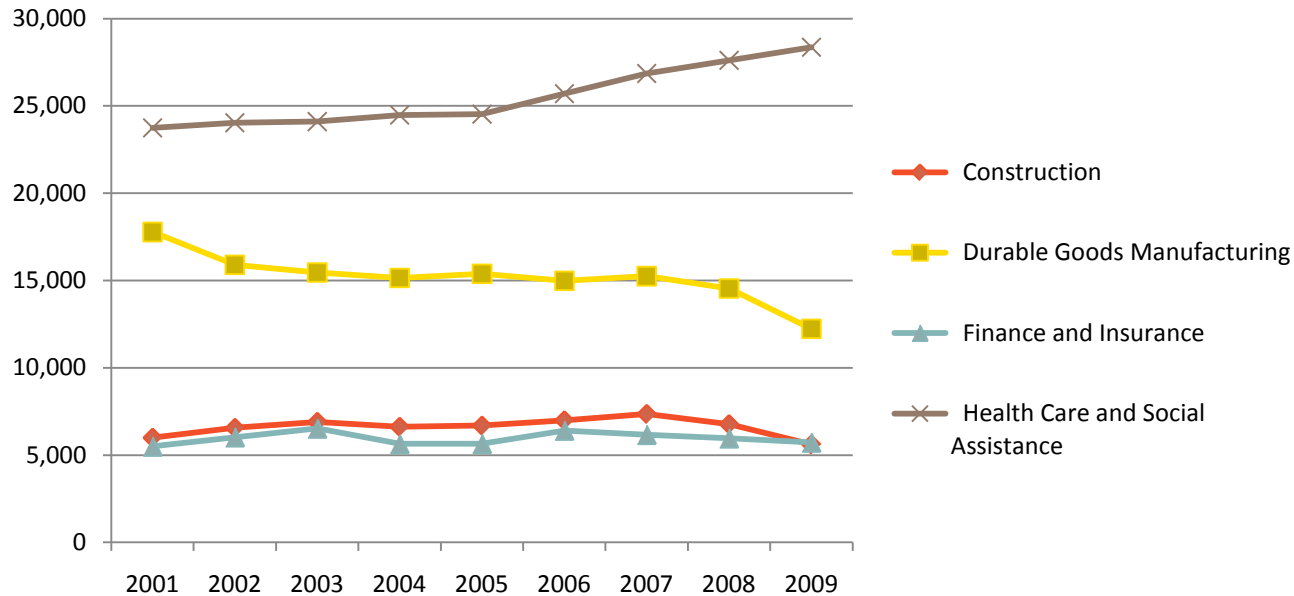
***Highlight, communicate and market the success that area banks have had in creating clearly defined career paths for entry level employees.***

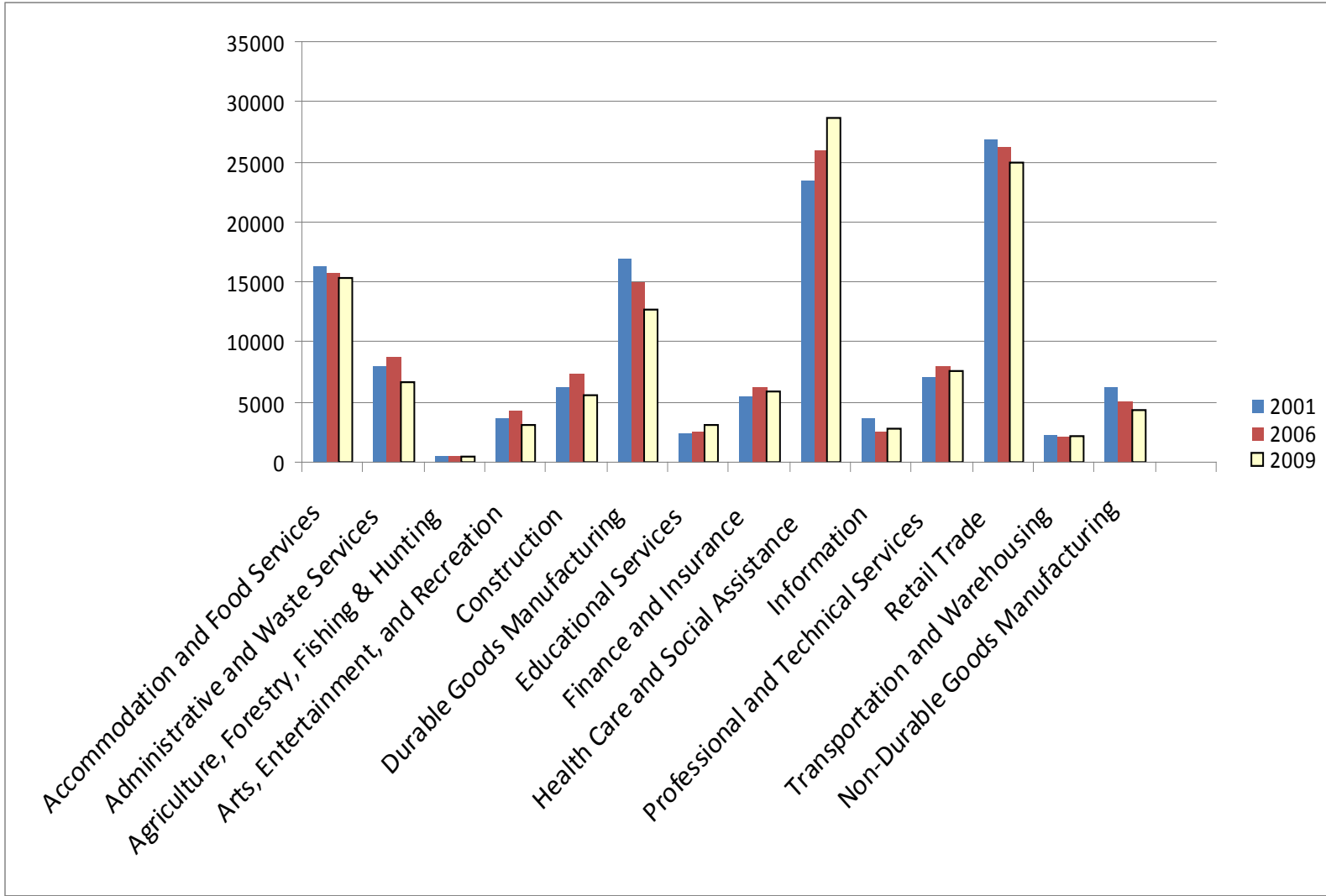
## ***Construction and Green Job Recommendations***

***Economic and workforce development entities should work jointly to inform the business community about the emergence of the green economy and the career opportunities that exist.***

# North Shore WIB Labor Force Blueprint

## Workforce Development





## Voices from the Field:

### ***Manufacturing Leaders Speak...***

***"We used to be able to forecast two years out but now we are lucky to forecast three months."***

***"We need a two year manufacturing degree [with] lots of math and science."***

***"Machinists need more than what they receive from high school."***

***"There will be a demand for skilled machinists because our workforce is eligible for retirement."***



## Voices from the Field:

### ***Health Care Leaders Speak...***

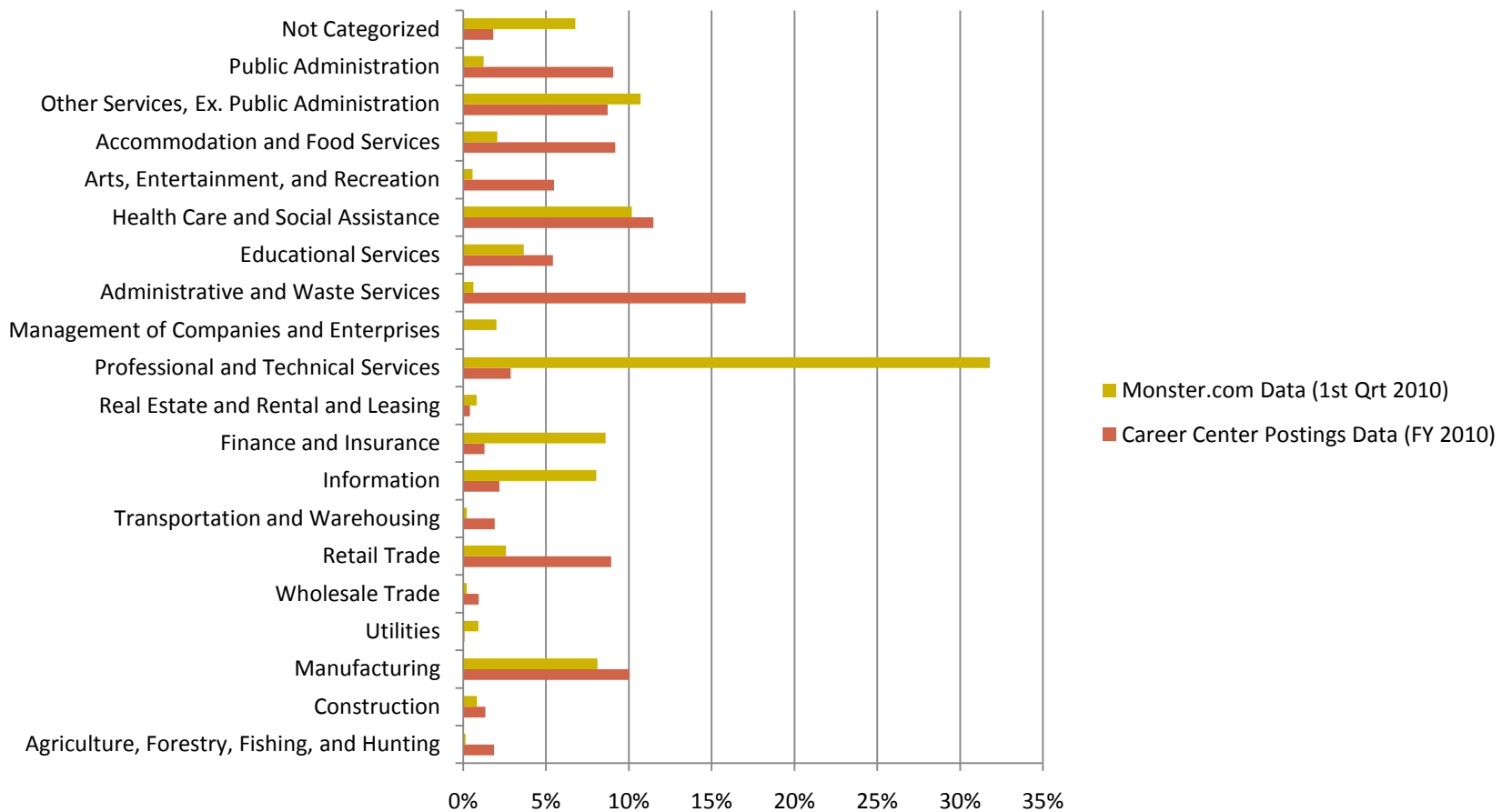
***"[in long-term care] the more challenging sub acute world needs more experienced RNs."***

***"In radiology, skill sets change all the time."***

***"People aren't moving due to the economy."***

***"In CNA programs, people need some hands on work so they will know what the job is really like."***

### NEW Data Sources being used in the Blue Print



## **Specific recommendations for the workforce development system to respond to the current recession include:**

- Working with industry to develop new Associate's degrees or enhance current Associate's degree programs to meet the needs of the critical and emerging industries, particularly for the middle skill jobs where there is projected to be a skills gap when we come out of the recession.
- Develop programs aimed at helping people, particularly mature workers, transition to employment in new occupations and industries. This is particularly important for industries where many of the critical occupations are not coming back.
- Create an increased regional focus on foundational skills. From the K-12 system to the community colleges and universities in the region need to increase the foundational skills of the population. Increasing the foundational skills of the population will have two major benefits. First, the critical industries in the region identified lack of foundational skills as a barrier to gaining employment in their industry. Second, .....

# ***NEXT MEETING***

***November ?, 2010***

***8:00AM***

## NORTH SHORE WORKFORCE INVESTMENT BOARD



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