

WORKFORCE SYSTEM COMMITTEE – Bi-Monthly Status Report – March 25, 2011 (next meeting scheduled April 14, 2011)

In attendance; Nancy Stager, Tim Doggett, Arlene Greenstien, Tom Lemons, Diana Hebert, Mike McCarthy, Rosemary Chandler, Sheila Casey, Mary, Sarris, Mark Whitmore, and Ed O’Sullivan.

GOAL 1: 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.

Activity:	Timeframe:	Benchmarks/Indicators of Success	Status – March 25, 2011
Create a North Shore Alliance for Economic Development			
1.1 Continue to participate in the development of this Alliance with other municipal, education, business, and civic leaders, in an effort to establish a collaborative group whose goal will be to brand the North Shore as employer friendly and increase the number of employment opportunities on the North Shore.	2008 – 2009	1.1.1 A North Shore Alliance for Economic Development will be established as a 501(c)(3)	
1.2 WIB will actively participate in at least one activity/program with this new Alliance	2009 - 2010	1.1.2 The North Shore WIB will have a seat on the Executive Committee of the Alliance once it is established.	

		1.2.1 Completion of program/activity designed to mutually support economic and workforce development	
Eliminate policy barriers.			
1.2 Survey local partners to identify federal and state regulations, policies and funding mechanisms that impact their ability to address workforce issues.	2008 – 2010	1.2.1 Position papers on 3-5 state policy change recommendations will have been written, distributed and made available on the North Shore WIB's website.	
1.3 Develop a list of 3-5 key policy changes that could be made to positively impact workforce capacity	2009	1.3.1 At least one significant policy change impacting workforce capacity will have been accomplished.	
1.4 Advocate locally and jointly with other WIBs for identified policy and funding changes.	2009 - 2010	1.4.1 WIB hosts at least two meetings each year that provides needed information and feedback to local elected leaders	
1.5 Disseminate a bi-annual report to the legislature documenting programs and outcomes for the North Shore region	2009	1.5.1 (and 1.6.1) Staffers of elected leaders regularly attend WIB meetings	
1.6 Strengthen relationship with local political leaders such as Congressman John Tierney who represents the North Shore and is the only New England Legislator on the Labor Committee and Thomas McGee, the Chair of the Mass. Workforce Committee.	2009		

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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.

Activity:	Timeframe:	Benchmarks/Indicators of Success	Status
<p>Career Center Charter</p> <p>2.1 Continue to conduct bi-annual reviews of Charter to ensure that services provided to companies and individuals continually improve and respond to current needs</p>	<p>2008 - 2011</p>	<p>2.1.1 Active charter exists at all times.</p>	<p>Mark Whitmore gave overview of the Career Center Charter Document with particular focus meeting the annual benchmarks of the charter. He provided updated outcomes as of February, 2011.</p> <p>Mark also highlighted how the BSU served as the distribution and collection point of contact for General Electric applications in response to the company's job posting for several hourly positions advertised shortly prior to the start of 2011. The BSU has tracked the distribution of 2470 candidate applications and the collection and database recording of 1840 completed applications. The committee members commented that this is a real value add for a business and could significantly increase the position of the BSU within a company's purview and continued</p>

			<p>engagement of services.</p> <p>Particular focus was also placed on the lack and irregularity of training funds that the BSU can offer to customers. The BSU will continue to seek out these possible solutions for companies when they are made available by the state and get the information out to businesses.</p> <p>Mark highlighted the new workshop being offered by the Youth Career Center covering Occupational Safety.</p> <p>Performance data was reviewed. In addition, a new on-line tool is being reviewed (for a 2 week trial period) by WIB and Career Center staff called Wanted Analytics covering the demand side of the labor market that is posted on-line. We will continue to review the product from a research and job prospecting perspective.</p>
2.2 Continue initiatives in four critical sectors:	2008-2011	2.2.1 Board representation for all of the sector initiatives	

<p>2.2a <u>Healthcare Learning Network</u> – build skills of low skilled workers and others to get into college healthcare programs</p>	<p>2010</p>	<p>2.2a.1 Healthcare – HCLN is recognized and available across the community as a viable college-prep resource</p>	
<p>2.2b <u>Durable goods Manufacturing</u> – work with North Shore Technology Council, the E-Team Machinist Program, and North Shore community college on creating paid training programs</p>	<p>2010</p>	<p>2.2b.1 Durable goods – a partnership between the durable goods manufacturing industry and North Shore Community College that leads to an Associate Degree or Certificate will exist</p>	
<p>2.2c <u>Pathways into Financial Services Project</u> – prepare and transition people within the Adult Basic Education (ABE) and English for Speakers of other Languages (ESOL) systems into professional positions w/career ladders</p>	<p>2010</p>	<p>2.2c.1 Financial Services – An assessment tool that defines the knowledge, skills and abilities needed success in the teller position will exist</p> <p>2.2c.2 A curriculum for ABE/ESOL students that prepares them for teller and customer service positions will exist and have been implemented with at least 50 students</p> <p>2.2c.3 36 ABE/ESOL students will have been placed into teller and/or customer service positions in financial services</p>	
<p>2.2d <u>Construction</u> – work in conjunction with voc-tech high schools and re-establish a</p>	<p>2010 - 2011</p>	<p>2.2d.1 Construction – grant funds will have been secured to support</p>	

leadership group with construction industry to create specific pathways for workers to enter the trades.		a joint training program for construction workers	
Leverage emerging industry			
2.3 Facilitate the development of a biotechnology incubator site and/or a bio-tech sector initiative on North Shore.	2008-2010	2.3.1 A bio-tech incubator has received initial funding and has a plan for opening – OR – a collaborative of biotech companies exists and is working on projects that will result in appropriate training	
2.4 Research workforce needs of biotech industry to determine how best to provide career opportunities for local residents based on these needs, with a focus on youth and/or other demographic groups in the region.	2011	2.4.1 The North Shore WIB has at least one board member from the bio-tech industry. 2.4.2 Potential program called “tech trek” (also in youth pipeline section) to introduce youth to the biotech industry by having tours through companies, etc. 2.4.3 Biotech industry participates in WIB externship project 2.4.4. Potential training project is identified and in the planning stage with local educational entities	
Improve services for targeted populations – Older Workers and Immigrants			The committee spent time discussing the task/project

<p>2.5 Conduct needs assessment on target populations</p> <p>2.6 Maintain comprehensive data base of all agencies and programs that provide services to targeted populations – identify barriers and gaps</p> <p>2.7 Identify areas for potential partnerships and/or expansion of existing programs that will reach targeted populations</p>	<p>2008 – 2011</p> <p>2009</p> <p>2010</p>	<p>2.5.1 (and 2.6.1) At least two updated publications are on the WIB website summarizing findings and suggested services/programs.</p> <p>2.7.1 Increased education and training service availability for immigrants exist on the north shore either through additional resources and slots available in traditional programs or new program development.</p> <p>2.7.2 Improved services/relationships with two companies that are seeking ways to retain older workers in skilled jobs or to help older workers transition into new work situations.</p>	<p>assigned by the executive committee, to examine new ways to “enhance training funding” to best serve the communities within our region. Comments we made on materials and data collected so far.</p>
<p>Implement a Forecasting Project</p> <p>2.8 Update Blueprint and similar data projects on an on-going basis (complete new Blueprint no later than 2010)</p>	<p>2010</p>	<p>2.8.1 Blueprint complete</p> <p>2.8.2 An annual interview protocol for each critical sector and emerging industry exists</p>	
<p>2.9 Annually interview WIB members in</p>	<p>2008 – 2011</p>	<p>2.9.1 Representatives from each</p>	

each critical sector on what they predict their sector will look like in five years.		critical sector and emerging industry have been interviewed annually	
2.10 Create a database and schematic by critical sector and emerging industry to predict future opportunities and potential challenges	2009 - 2011	2.10.1 Data from the interviews has been entered into the schematic and has been incorporated into annual program planning activities	