



Next Meeting = Oct. 25th
8am

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Agenda

Workforce Systems Committee

August 30, 2011

8:00AM

70 Washington Street, 1st Floor Small Conference Room - Career Center, Salem

Membership: Nancy Stager, Rich Bane, Brian Cranney, Tim Doggett, Kathy Duggan, Arlene Greenstein, Tom Lemons, Rosemary Chandler, Mike McCarthy, Steve Currier, Sheila Casey, Diana Hebert, Mickey Northcutt, *CHRIS CURTIN (GE, NEW MEMBER)*

- I. Introductions
- II. Review of Committee Goals and Objectives
- III. Update on Career Center Project
- IV. Career Center Re-Chartering Fall 2011
- V. Updating the Strategic Plan
- VI. Meeting Schedule
- VII. Adjournment

Career Center Charter Review Process 2012 - 2013

Approximate Timeline

Assumes Workforce System committee meetings in August, October, November, and December.

Review Activity	Date Completed	Goal Addressed
Review current Career Center Business Plan and Charter	Ongoing Complete by October X, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan • Qualitative/Quantitative Measures
Review of Performance Data	Ongoing Complete by October X, 2011	<ul style="list-style-type: none"> • Quantitative Measures
Workforce System Committee meeting (or sub-committee)	August 30, 2011	<ul style="list-style-type: none"> •
Analysis of customer flow and service access through: 1. Staff interviews 2. Customer input 3. Customer file sampling	Ongoing beginning August, 2011 Complete by October X, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan • Quality at point of contact
Forwarding of draft Career Center Business Plan to committee for review	October X, 2011	N/A
Workforce System Committee Meeting(or sub-committee)	October X, 2011	<ul style="list-style-type: none"> •
Analysis of Customer Satisfaction survey responses	Ongoing beginning August, 2011 Complete by October X, 2011	<ul style="list-style-type: none"> • Quality at point of contact • Improve follow-up services
Site Visits at the Career Centers	August – October October X, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan
Analysis of WIB and Career Center policies for clarity appropriateness and effectiveness	Complete by October X, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan
Survey letters to Community Organizations and Businesses with followup email (Constant Contact On-line Survey)	Letters to be sent out by September XX, 2011 with requested return by October XX, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan
Focus groups with past and present Career Center customers	Complete by November X, 2011	<ul style="list-style-type: none"> • Meeting vision and goals of Local Plan • Quality at point of contact • Improve follow-up services
Workforce System Committee Meeting(or sub-committee)	November X, 2011	N/A
Forwarding of final Business Plan and interview/focus group results to committee for review	November X, 2011	N/A
Draft Charter completed and forwarded to Workforce System Committee	November X, 2011	N/A
Workforce System Committee Meeting(or sub-committee)	November X, 2011	N/A
New Career Center Charter signed		N/A
Workforce System Committee Meeting	December X, 2011	N/A

WORKFORCE SYSTEM COMMITTEE – Bi-Monthly Status Report

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/draft activities
<p>Create a North Shore Alliance for Economic Development</p> <p>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.</p> <p>1.2 WIB will actively participate in at least one activity/program with this new Alliance</p>	<p>2008 – 2009</p> <p>2009 - 2010</p>	<p>1.1.1 A North Shore Alliance for Economic Development will be established as a 501(c)(3)</p> <p>1.1.2 The North Shore WIB will have a seat on the Executive Committee of the Alliance once it is established.</p> <p>1.2.1 Completion of program/activity designed to mutually support economic and workforce</p>	<p>Completed</p> <p>Work with NSAED to implement blueprint recommendations – including: have committee choose one to two goals from each recommendation</p> <p><i>Member of NSAED coming to meetings – Director on WIB</i></p>

		development	
<p>Eliminate policy barriers.</p> <p>1.2 Survey local partners to identify federal and state regulations, policies and funding mechanisms that impact their ability to address workforce issues.</p> <p>1.3 Develop a list of 3-5 key policy changes that could be made to positively impact workforce capacity</p> <p>1.4 Advocate locally and jointly with other WIBs for identified policy and funding changes.</p> <p>1.5 Disseminate a bi-annual report to the legislature documenting programs and outcomes for the North Shore region</p> <p>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.</p>	<p>2008 – 2010</p> <p>2009</p> <p>2009 - 2010</p> <p>2009</p> <p>2009</p>	<p>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.</p> <p>1.3.1 At least one significant policy change impacting workforce capacity will have been accomplished.</p> <p>1.4.1 WIB hosts at least two meetings each year that provides needed information and feedback to local elected leaders</p> <p>1.5.1 (and 1.6.1) Staffers of elected leaders regularly attend WIB meetings</p>	<p>Tried DTA – still working on this Are working with community colleges on policy issues – help community colleges design programs that work for working adults – also work with ABE providers to design transition programs for adult learners</p> <p>Attended North of Boston Mayors meetings at NSCC – three? Also met with Lynn, Salem, Gloucester mayor. We have done at least one report to legislature Build on our ability to communicate with elected leaders – how to do this?</p> <p>We do have staffers at meetings Get more staffers to come to meetings? Keep McGee – get Tarr and Berry – maybe Keenan, others?</p>

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/ Draft Activities
Career Center Charter 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	2008 - 2011	2.1.1 Active charter exists at all times.	Charter work continues Keep making it better
2.2 Continue initiatives in four critical sectors: 2.2a <u>Healthcare Learning Network</u> – build skills of low skilled workers and others to get into college healthcare programs	2008-2011	2.2.1 Board representation for all of the sector initiatives	Need Life Sciences board member – also construction could be boosted up In process – working with community college to implement there
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	2010	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	Certificate and Associate Degree program begun in February, 2011 – we need to continue to support and market – also we need to work on transition programs to help people get into this.
2.2c <u>Pathways into Financial Services Project</u> – prepare and transition people within the Adult Basic Education (ABE) and English	2010	2.2c.1 Financial Services – An assessment tool that defines the knowledge, skills and abilities	Successfully completed this project – need to work to institutionalize this

Manufacturing vs Allowance of economic group

<p>for Speakers of other Languages (ESOL) systems into professional positions w/career ladders</p>		<p>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 leadership group with construction industry to create specific pathways for workers to enter the trades.</p>	<p>2010 - 2011</p>	<p>2.2d.1 Construction – grant funds will have been secured to support a joint training program for construction workers</p>	<p>Youthbuild unsuccessful – green training in the works – construction needs a lot of support – work to get new board members and to understand green training better.</p> <p>Begin working from a sectorial perspective with small businesses – solve common workforce needs utilizing the Workforce Training Fund as well as other sources.</p>
<p>Leverage emerging industry</p>	<p>2008-2010</p>	<p>2.3.1 A bio-tech incubator has received initial funding and has a plan for opening – OR – a collaborative of biotech companies</p>	<p>Bio-tech incubator – and clean tech – operating</p>
<p>2.3 Facilitate the development of a biotechnology incubator site and/or a bio-tech sector initiative on North Shore.</p>			

<p>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.</p>	<p>2011</p>	<p>exists and is working on projects that will result in appropriate training</p> <p>2.4.1 The North Shore WIB has at least one board member from the bio-tech industry.</p> <p>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.</p> <p>2.4.3 Biotech industry participates in WIB externship project</p> <p>2.4.4. Potential training project is identified and in the planning stage with local educational entities</p>	<p>We need board members from this industry</p> <p>Not done Implement in new planning cycle</p> <p>Working on externships – tough market – work with Metro Southwest to fully implement LIFT</p> <p>No biotech training – but clean tech in process work on understanding biotech training needs</p>
<p>Improve services for targeted populations – Older Workers and Immigrants</p> <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>2008 – 2011</p> <p>2009</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>We do have DAA reports on the website – research if we have made the changes recommended</p>

<p>2.7 Identify areas for potential partnerships and/or expansion of existing programs that will reach targeted populations</p>	<p>2010</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>No increase – but we are aware of programs - continue working to build transition opportunities for them</p> <p>Not done research older worker issues with local companies – starting with WIB members – and prepare documents with recommendations in them</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>New Blueprint in place</p> <p>Working closely with each industry:</p>
<p>2.9 Annually interview WIB members in each critical sector on what they predict their sector will look like in five years.</p>	<p>2008 – 2011</p>	<p>2.9.1 Representatives from each critical sector and emerging industry have been interviewed annually</p>	<p>Critical issues survey June 2011. Build better/stronger communications protocols that can document our communications – Share LMI, Strategic Planning and</p>

<p>2.10 Create a database and schematic by critical sector and emerging industry to predict future opportunities and potential challenges</p>	<p>2009 - 2011</p>	<p>2.10.1 Data from the interviews has been entered into the schematic and has been incorporated into annual program planning activities</p>	<p>Program Experience/Expertise as a fee base services as well as within National Business Learning Partnership like projects.</p>
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Marketing / Coaching
 Justice and Salem
 spoke Enterprise dt.
 - other workers
 - small businesses