



70 Washington Street, Suite 314, Salem, MA. 01970
p: 978-741-3805 f: 978-741-3809
www.northshorewib.com

Agenda

Workforce Systems Committee

December 14, 2011

8:00AM

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

Membership: Nancy Stager, Rich Bane, Brian Cranney, Tim Doggett, Chris Curtin, Arlene Greenstein, Tom Lemons, David Manning, Mike McCarthy, Steve Currier, Sheila Casey, Diana Hebert, Mickey Northcutt

- I. Introductions
- II. Review of New Committee Goals and Objectives
- III. Update on Career Center Project
- IV. Career Center Re-Chartering Fall 2011
 - a. Focus Group Results
 - b. Business Survey Results
 - c. CBO Survey Result
 - d. Performance Results
 - e. Proposed New Goals
- V. Meeting Schedule
- VI. Adjournment

WORKFORCE SYSTEMS COMMITTEE: 2012- 2014

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	Updates
<p>Participate with the 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. Work with Alliance on identifying one to two goals from each recommendation within the Economic Snapshot to work on.</p> <p>1.2 WIB will actively choose and participate in at least one activity/program with this new Alliance</p>	<p>2012 – 2014</p> <p>2012 - 2014</p>	<p>1.1.1 One to two goals have been met from Economic Snapshot recommendations</p> <p>1.1.2 The North Shore WIB will continue to have a seat on the Executive Committee of the Alliance</p> <p>1.2.1 Completion of program/activity designed to mutually support economic and workforce development</p>	
<p>Eliminate policy barriers.</p> <p>1.3 Develop a list of 3-5 key policy changes that could be made to positively impact workforce capacity</p>	<p>2012,2013</p>	<p>1.3.1 At least one significant policy change impacting workforce capacity will have been accomplished.</p>	

1.4 Advocate locally and jointly with other WIBs for identified policy and funding changes.	2012	1.4.1 WIB regularly attends the North of Boston Mayors group meetings and reports on activities and services available as well as other issues of concern.	
1.5 Disseminate a bi-annual report to the legislature documenting programs and outcomes for the North Shore region	2012-2014	1.5.1 (and 1.6.1) Staffers of elected leaders currently not attending regularly will 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.	2012-2014		

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	Updates
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	2012 - 2014	2.1.1 Active charter exists at all times. Additional focus areas include: -Career Center services are out in the community. - Infrastructure costs have decreased -Additional training funds are available	
2.2 Continue initiatives in four critical sectors:	2012 -2014	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>2012-2014</p>	<p>2.2a.1 Healthcare – HCLN is recognized and available across the community as a viable college-prep resource – other courses, e.g., Technical Nurse Assistant and Enhanced LPN programs.</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>2012-2014</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 additional companies participate in this program.</p>	
<p>2.2c <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>2012 - 2014</p>	<p>2.2c.1 Construction – grant funds will have been secured to support a joint training program for construction workers –connect this with the green/clean initiatives.</p>	
<p>2.2d <u>Small Business Cluster Development</u> - 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>2012 - 2014</p>	<p>2.2d.1 Application has been submitted to the Workforce training fund as a ‘Consortium Grant’ with NSWIB as the intermediary group.</p>	

<p>Leverage emerging industry</p> <p>2.3 Continue to work with North Shore InnoVentures group</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>2012-2014</p> <p>2012</p>	<p>2.3.1 Collaborative with North Shore Innoventures group to solve two workforce development needs</p> <p>2.4.1 The North Shore WIB has at least one board member from the biotech 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 continue working with Metro Southwest to fully implement LIFT</p> <p>2.4.4. Potential training project is identified and in the planning stage with local educational entities</p>	
<p>Improve services for targeted populations – Older Workers</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>2012 – 2014</p> <p>2013</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>2.6.1 Listing available and on website.</p>	

<p>2.7 Identify areas for potential partnerships and/or expansion of existing programs that will reach targeted populations</p>	<p>2013</p>	<p>2.7.1 Increased education and training service availability for mature workers on the north shore either through additional resources and slots available in traditional programs or new program development – included targeting funding opportunities from non-traditional funding sources e.g. ARRP</p> <p>2.7.2 Improved services/relationships with one companies that are seeking ways to retain older workers in skilled jobs or to help older workers transition into new work situations.</p>	
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<p>Implement a Forecasting Project 2.8 Update Blueprint and similar data projects on an on-going basis (complete new Blueprint no later than 2014)</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>2.10 Create a database and schematic by critical sector and emerging industry to predict future opportunities and potential challenges</p>	<p>2014</p> <p>2012 – 2014</p> <p>2012 - 2014</p>	<p>2.8.1 Blueprint complete</p> <p>2.8.2 An annual interview protocol for each critical sector and emerging industry exists and is implemented</p> <p>2.9.1 Representatives from each critical sector and emerging industry have been interviewed annually</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>Share LMI, Strategic Planning and Program Experience/Expertise as a fee base services</p> <p>2.11 Develop a fee-based services for other workforce development organizations that utilize internal talents and experience</p>	<p>2012</p> <p>2012-2014</p>	<p>2.11.1 Marketing materials have been developed that highlight available services</p> <p>2.11.2 Four new clients have utilized and benefited from services of NSWIB</p>	

North Shore Career Center Focus Group Summary

Focus Group 1	Focus Group 2
Lynn 11/8/11 5:00pm-6:00pm	Salem 11/10/11 5:00pm-6:00pm
Hosted by Mary Sarris and Will Sinatra	Hosted Ed O'Sullivan and Will Sinatra
Attend by nine Career Center Customers	Attend by eight Career Center Customers

Combined Focus Group Highlights:

1. What were your expectations when coming to the Career Center – what were you looking for?

-I came in for workshops and wanted to reinvent myself. *(Customer took Skills Assessment and Resume Building)*

-I came to open an unemployment claim, then I came back to reopen a claim. The people are helpful and it is easier to come to the career center than to use the UI phone system.

-I thought it would be easier to find a job. I ended up being a 99er (UI) I never took training. I waited too long and although I was still collecting (UI), I cannot take training because of section 30.

-I did not know what to expect when I came in. I am new to the area and came to file an unemployment claim. I found out about the workshops and they were great.

-My case manager never mentioned that training was available to me.

-I have been coming here for 6 months and got a job a month ago. The Career Center has been incredible helpful with their workshops and I took the Skills Assessment, Resume Building, and Job Search. I took classes at North Shore Community College and they are surprisingly disorganized.

2. What were your experiences at the Career Center in relation to what you were expecting? Have you reached your goal? Or are you close to reaching your goal?

-Customers noted the stigma of being unemployed because employers perceive that the unemployed will have to play catch up upon reentering the workforce and that the longer that you unemployed the worse that this perception becomes.

-I went to both the Salem and Lynn Career Centers. I found the Lynn Career Center to be more helpful.

-I am concerned about getting a job now that I have finished training. I am supposed to do an externship but I am not sure if it will be worth it. I have kept in touch with my fellow class mates and only one has received a job. My training provider (Rome Institute) is not helping is not assisting me with job placement. Why should I start an externship and the long hours/expenses involved if it ultimately leads to nothing?

3. In general, beyond what you were looking for, how was your experience in general?

-They let me do everything that I came to do.

-I think it would be better if we could stick with one case manager and not switching to a new person with every visit.

-I would like more anonymity when I am being called to meet with UI claim taker. I go to the front desk and give them my social security number and then they call me by my first and last name. Perhaps they could call me by my first name or use a number system?

-My case manager wanted me to leave skills off my resume because it made me look old. But the skills were my training. Without my training, I would look unskilled.

-I think it would be better if we could stick with one case manager and not switching to a new person with every visit.

4. How can the Career Center better serve customers? Can you think of anything in particular that we should be offering that you don't think is available now?

-Start an industry/occupation job listing/networking group.

-Extend evening hours.

-50% of the focus group participants have been receiving emails from the Career Center. The other half of the focus group was unaware that they could receive electronic communication from the Career Center.

-Have case managers act more like head hunters and specialize by industry and occupation.

5. Do you have ideas for Career Center communication with you and other community members? Have you looked at the Career Center website? Any thoughts or comments?

-The website was helpful, would like a workshop to learn more about linked in.

-On-line schedule of upcoming workshops.

-I use the Career Center website to check Job Finder.

-The website was the first thing that they told me about when I came into the Career Center.

6. Other goals for the Career Center? General thoughts and comments?

-Time checks for job searches. An example would be after 1 month, 3 months and 9 months. Use these timelines for reassessments.

-Volunteer as a way to employment.

-I would like to see regular outreach into the community, perhaps a forum to inform the public about Career Center services or regular announcements in the papers.

-Two Focus group participants had read a news article in the Cape Ann Beacon regarding Career Centers.

- An online search of the Cape Ann archives found three articles regarding the Career Centers.

Job Seeker Focus Group – Lynn
November 8, 2011
5:00 – 6:00

1. What were your expectations when coming to the Career Center – what were you looking for?

-A job.

-I did not know what to expect when I came in. I am new to the area and came to file an unemployment claim. I found out about the workshops and they were great. I took all that I could.

-I came to open an unemployment claim, then I came back to reopen a claim. The people are helpful and it is easier to come to the career center than to use the UI phone system. I normally work with Lisa.

-I had no expectations when I came in. I have been unemployed before and have always been able to use temp agencies in the past. However, I have not had a true fulltime job in 20 years. I have taken all of the workshops. They have been good but have not helped me receive a job.

-UI claim letter is not clear.

-I have been coming here for 6 months and got a job a month ago. The Career Center has been incredible helpful with their workshops and I took the Skills Assessment, Resume Building, and Job Search. I took classes at North Shore Community College and they are surprisingly disorganized.

-I came in for workshops and wanted to reinvent myself. (*Customer took Skills Assessment and Resume Building*)

-I come from IT industry. I worked for the phone company and was laid off in 2002. The Career Center has minimal job listings in this area. The Salem Career Center is not great but Lynn has my high praise.

-I came because I am unemployed. I went to a couple workshops. I worked night shifts and finding 2nd shift work is hard. I have taken a tax course recently because I think that is work that I will be able to do during a 2nd shift.

2. What were your experiences at the Career Center in relation to what you were expecting? Have you reached your goal? Or are you close to reaching your goal?

-One customer found a fulltime job through the Career Center.

-One customer has the possibility of a fulltime job.

- Everyone in the focus group was unemployed at the time and, with the exception of the above customer, is still unemployed.

-Customers noted the stigma of being unemployed because employers perceive that the unemployed will have to play catch up upon reentering the workforce and that the longer that you unemployed the worse that this perception becomes.

3. In general, beyond what you were looking for, how was your experience in general?

-Very Good.

-They let me do everything that I came to do.

-I would like more anonymity when I am being called to meet with UI claim taker. I go to the front desk and give them my social security number and then they call me by my first and last name. Perhaps they could call me by my first name or use a number system?

-People have been polite. Some managers do not seem to know my skills and ability. I have been given a couple job references that were not appropriate.

-I feel like they will give me any job reference to just get me off of their books.

-I think it would be better if we could stick with one case manager and not switching to a new person with every visit.

4. How can the Career Center better serve customers? Can you think of anything in particular that we should be offering that you don't think is available now?

-Have case managers advocate for their customers before interviews.

-Start an industry/occupation job listing/networking group.

-Have case managers make introductions before job interviews.

-On-line job postings are demoralizing. You spend long hours tailoring your resume and cover letter and then hear nothing back. Afterwards you wonder how many thousands of people apply to that one posting.

-One customer suggested updating your resume every two weeks on Monster otherwise it dies.

-Workshop on on-line job search.

-Workshop on creative networking using social media.

-Extend evening hours.

-Have case managers act more like head hunters and specialize by industry and occupation.

5. Do you have ideas for Career Center communication with you and other community members? Have you looked at the Career Center website? Any thoughts or comments?

-Customer was told that the staff is busy and the onus to network is on them.

-UI people are helpful and quick.

-One customer was unaware that UI help was available in the Career Center.

-One customer used email as an effective method to keep in touch with their case manager.

-I used the website to schedule a meeting with a case manager.

-The website was helpful, would like a workshop to learn more about linked in.

-Workshop regarding on-line assessment tests.

-On-line schedule of upcoming workshops.

6. Other goals for the Career Center? General thoughts and comments?

-Use community involvement to bring back the human element.

-Jobs in the community, local North Shore listings.

-Time checks for job searches. An example would be after 1 month, 3 months and 9 months. Use these timelines for reassessments.

-Have more non-profit job listings.

-Volunteer as a way to employment.

Job Seeker Focus Group – Salem
November 10, 2011
5:00 – 6:00

1. What were your expectations when coming to the Career Center – what were you looking for?

-I wanted to find a way back to school. I worked with Martha over at the North Shore Career Center of Gloucester who was helpful. However, the school that I attended did not seem like a real school. I took the Medical-Clinical program and the facility was dirty. I am stuck in a rut in my current employment and that was my motivation for returning to school.

-I needed to update my resume. I am still using a 1980's/1990's format.

-I wanted to work for myself and was interested in entrepreneur training. I was disappointed in what was available. I thought there would be more. I went to Gloucester and worked with one woman who was helpful and one who was not helpful. I am looking to create my own work instead of being stuck in a cycle of waiting for other people to create work for me.

- *This comment leads to a lengthy discussion regarding entrepreneurship and the training available at Northern Essex Community College. Several of the focus group members stated that they were interested in starting their own businesses.*

-The Career Center helped me receive funding to take courses.

-I was able to call the Gloucester office to help navigate the UI system.

-I thought the case managers would be more helpful. They seemed to be going through the motions in my job search and it almost appeared that they wanted me to lower my expectations.

-I am trying to start my own business and I am a Salem resident. I was disappointed that there are no entrepreneur courses in Salem.

-I thought it would be easier to find a job. I ended up being a 99er (UI) I never took training. I waited too long and although I was still collecting (UI), I cannot take training because of section 30.

-My case manager never mentioned that training was available to me.

2. What were your experiences at the Career Center in relation to what you were expecting? Have you reached your goal? Or are you close to reaching your goal?

-I had a great experience in Salem with Paula. She was very helpful with my resume. Knowing that I could use the computers in the center was incredible.

-I am starting a new job tomorrow.

- *2 out of 8 customers were employed.*

-I went to a job fair/linked in event at the Peabody library.

-The experience at the Career Center was great.

-I went to both the Salem and Lynn Career Centers. I found the Lynn Career Center to be more helpful.

-I am concerned about getting a job now that I have finished training. I am supposed to do an externship but I am not sure if it will be worth it. I have kept in touch with my fellow class mates and only one has received a job. My training provider (Rome Institute) is not helping is not assisting me with job placement. Why should I start an externship and the long hours/expenses involved if it ultimately leads to nothing?

3. In general, beyond what you were looking for, how was your experience in general?

-The Salem staff was helpful.

-Everyone in Gloucester was really helpful.

-My case manager wanted me to leave skills off my resume because it made me look old. But the skills were my training. Without my training, I would look unskilled.

-I was never informed about the workshops that were available.

-You get depressed being unemployed. It is nice having a resource available to you help you find a job.

4. How can the Career Center better serve customers? Can you think of anything in particular that we should be offering that you don't think is available now?

-I would like to see a job matching program for first time customers that match skill sets with available job openings. Then job openings could be emailed to customers as they are made available.

-Match training programs/service providers with the customer at the beginning of unemployment.

-50% of the focus group participants have been receiving emails from the Career Center. The other half of the focus group was unaware that they could receive electronic communication from the Career Center.

-It would be nice to have a support group available to help network and handle being unemployed.

5. Do you have ideas for Career Center communication with you and other community members? Have you looked at the Career Center website? Any thoughts or comments?

-I use the Career Center website to check Job Finder.

-The website was the first thing that they told me about when I came into the Career Center.

-I would like to have more help with the computers. It would be nice to have a computer monitor available to assist customers when they have a question.

-The electronic notices appear to be random in nature.

-Question was asked to the focus group regarding how did they hear about the Career Center.

-I learned about the Career Center through Word-of-Mouth.

-I learned about the Career Center from my Brother-in-law who also used the Career Center.

-From the Job Fair at the Peabody Library.

6. Other goals for the Career Center? General thoughts and comments?

-I would like to have training programs more accessible. There is a lot of money spent on unemployment; is there a way to perhaps, reallocate some of this money to programs?

-I would like to see regular outreach into the community, perhaps a forum to inform the public about Career Center services or regular announcements in the papers.

-Two Focus group participants had read a news article in the Cape Ann Beacon regarding Career Centers.

- An online search of the Cape Ann archives found three articles regarding the Career Centers.
 - <http://www.wickedlocal.com/gloucester/news/business/x998209052/North-Shore-Career-Center-hosts-job-fair-April-7-in-Gloucester#axzz1dsy4RBhx>
 - <http://www.wickedlocal.com/gloucester/news/business/x507082031/Gloucester-Career-Center-seeking-to-help-young-veterans-find-jobs#axzz1dsy4RBhx>
 - <http://www.wickedlocal.com/gloucester/fun/entertainment/books/x1683622401/Library-News-Career-workshop-rescheduled#axzz1dsy4RBhx>

Career Center Business Services Survey Results

A total of 564 surveys invitations were electronically sent via Constant Contact of which there were 40 responses. This is a responses rate of 7%.

1. Which services have you used? (check all that apply):		
	Number of Response(s)	Response Ratio
List Jobs	34	87.1%
Recruitment at your Company	4	10.2%
Recruitment at the Career Center	7	17.9%
Recruitment at a Job Fair	5	12.8%
Access to Training Services	2	5.1%
Other	4	10.2%
Total	39	100%
1. Which services have you used? (check all that apply): - Other responses		
Answer		
Recruit for openings		
workforce development		
None I have never heard of you		
First Jobs program		

2. How did you find out about the North Shore Career Centers? - Responses
Answer
Have known about it for years
Workforce Investment Board
First KJobs program
Interne
Online registered user. Have used the Career Centers for recruiting for many years.
I have been working with the various North Shore centers for years.
Through state website.
In house training by one of their staff
internet
have used for many years
Mary Zwiercan (HR Director of NSMC)
Art Bowes, Senior VP Human Resources of NSMC
Northeast Security Inc.
I used these services when i was unemployed
Through government website
Can't remember
I was searching the web for job fairs in the area.
I used to work for its predecessor
I was referred to Mary Sarris by the owner of my company. I believe Mary had contacted her directly.
My husband use the services when he was out of work.
Thru connection at Greater Lowell Workforce Investment Board
I believe they contacted me about posting a job. However, I was familiar with the Center in Salem.
ongoing and longstanding partnership with Career Center
Action, Inc. has been working with them for a long time. We always post our jobs with them and work closely with them in other ways. They have been very supportive to our Agency.

found my job here through job search with the career center
Used previously at another employer.
EMPLOYEE
Through co workers
Through a business rep of North Shore Career Centers
dept of labor
SCORE located in SALEM STATE
online
web site
I live close by and my son runs a tree service and we needed help, so I dropped in and was treated with a professional curtesy.
Through professional networks.
From my experience in the area.word of mouth
Comcast has had a long standing partnership with all of the Massachusetts Career Centers. Job seekers from the Career Centers have presented with strong resumes, interview and computer skills.

3. Do you feel the Career Center staff was informative, knowledgeable, and professional? - Responses
Answer
They seemed to be.
Yes very knowlegable and very helpful
yes
yes
yes - but not always easy to make contact with. no email addresses made available.
YES
Yes, we enjoy working with the staff at the centers as they continue to be a good resource for us.
yes
yes
Yes
I find the center to be somewhat knowledgable but we do not have much luck with candiates sent to us from The Career Center.
Very professional, organized, flexible and accommodating to our needs.
Yes
Yes highly professional and respectable. Anthony Rizzuto and lisa brown were excellent resources.
Yes. I they were very professional, helpful and informative
Have never met anyone or spoken to anyone there
Yes
yes
Extremely.
yes
I don't have personal experience with the North Shore Career Center
Yes - very friendly.
Staff at The North Shore Career Center are excellent. Not only are they knowledgeable and professional but they are great collaborators. Referrals of clients back and forth have resulted in better outcomes for our mutual clients seeking employment.
Yes, always professional and helpful.
yes
Did not dea with the staff, posted jobs online myself.
YES

YES
yes
yes
Yes, Very helpful
yes
Very helpful and easy to work with.
yes
Yes, it is just that.
Yes
very Gailis excellent.
Yes, all very positive personalities on the Career Center Staff. Very, very helpful.

4. Do you feel Career Center staff understood your company's requirements when matching Career Center customers to job descriptions? - Responses
Answer
They seemed to understand the job I was offering, however I have not received one single applicant from the career center in the year I've listed with them. After interviewing someone from a craigslist ad I had posted, they said they go to the North Shore Career center and was never told about the job, even though they were perfectly suited.
yes
yes
yes
YES
Yes
Not at all. As a staffing service with specific requirements for positions posted, we would still get calls, resumes from people without the specific qualifications.
yes
no always
Yes
Yes
yes,
Yes
N/A
We got no matches--disappoint in this economy
Yes.
yes
Yes. Unfortunately, they had very few candidates that fit our needs.
Yes
Yes, since we have been working with them for so long, they understand our needs.
yes
Some resumes that were received were not even close to what the duties/qualifications were. However, majority of resumes received were sent directly from candidates, not staff.
YES
MOSTLY-NOT ALWAYS
yes
yes
YES.
yes
Yes.

yes
I believe they did understand quite well. We did receive response, but not as much as we anticipated at this time of jobs being so scarce; but then again, it was a seasonal job listing.
yes.We were able to get a few connects
Great job! The Career Center Staff have the ability to screen job seekers so the candidates that apply better fit the job profile. The ability to meet briefly with the candidate at a career event is very helpful. The Career Centers supply us with that opportunity.

5. In what way(s) can the Career Center better meet the needs of you company? - Responses
Answer
In continuation of my experience above, I called the Career Center to make sure they still had my job on file, they did, and I had them go over the criteria and it all fit. I even went in to hang a flier for the job I was offering but they had no community bulletin or place to physically post jobs.
look into making social networking work for their clients. there are the job listing websites some commercial and others attached to schools or industry groups. I don't know if the CC monitors those sites or could offer easy access to them as a service.
n/a. I appreciate any help the center has been able to provide.
Over the past two years I have posted manufacturing hourly positions on the website with minimal responses. how can these openings receive more exposure. With high unemployment we were expecting a large volume of responses.
JUST KEEP DOING WHAT IT DOES
Perhaps help to get the word out a bit more when we reach out to the center with openings. We have posted a couple openings recently and did not get much of a response from job seekers.
Being a little more flexible. I honestly also do not understand how the Career Center can charge for attending Job Fairs. It is my understanding that your purpose for existing is to put people to work.
They have been met
Yes
better understand the job description before trying to make a match. in addition, if candidate does not have transportation and job is located in an area where there is no public transportation then it is not feasible to work that candidate
The communication went very well. Constant feedback was a plus.
Increase employees at the Career Center
I feel they did a good job,
Not sure. We are very small. Our job was posted, but no one responded. We found Craig's List initiated all responses to our ad there.
Can't think of anything.
To better meet the job training needs of clients it would be helpful if the Career Center could streamline the application process so that clients could be enrolled in job training programs in a more timely manner. More job training funding available to meet the demand.
They will soon be moving into our building so we will be able to work even more closely with them.
does a good job for us now.
NA
BETTER FOLLOWUP
they do a good job of getting the job orders out to the public
Provide more emails regarding tax incentives for hiring of part time/full time employees.
I have no problems at all with the service
Ms. Charlene Snow did a very nice job in getting our position out to the unemployed. I was very pleased.
The only obstacle that I've seen and it's not involving the North Shore Career Centers, but the availability of space when Comcast has requested job screening sessions whereby qualified candidates register to meet with Comcast Recruiters and are screened. This is more of a South Shore Career Center issue.

6. When considering your last interaction with a Career Center staff member, would you say that your experience was:					
	Delightful	Excellent	Satisfactory	Unsatisfactory	A failure
	10	15	8	0	2
	29%	43%	23%	0%	6%

Preliminary Community Partner Survey Results

A total of 38 surveys invitations were electronically sent via Constant Contact of which there are currently 11 responses. This is a responses rate of 29%.

1. Organization/Partner Type (check all that apply)		
	Number of Response(s)	Response Ratio
State Agency	1	9.0%
Local Community-based partner	6	54.5%
Skills Training Provider	1	9.0%
State or Local Education Provider	4	36.3%
Other	0	0.0%
Total	11	100%

2. How does your organization interact with the Career Center/use its services (check all that apply):		
	Number of Response(s)	Response Ratio
Referring customers to the Centers	9	81.8%
Receiving referrals from the Centers	9	81.8%
Providing out-stationed services at the Centers (either full or part-time)	0	0.0%
Providing services through contracted agreements with the WIB/City of Salem	7	63.6%
Other	1	9.0%
Total	11	100%
Answer		
Serving on committees, focus groups, etc.		

3. How would you rate the Career Centers in providing quality customer service?		
	Number of Response(s)	Response Ratio
Excellent	7	63.6%
Good	3	27.2%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	1	9.0%
No Responses	0	0.0%
Total	11	100%

4. How would you rate the Career Centers provision of quality customer service now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	7	63.6%
Good	3	27.2%

Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	1	9.0%
No Responses	0	0.0%
Total	11	100%
Answer		
We have had a vibrant relationship with the Career Center for quite a few years.		
Tom Frisiello takes time to assist all veterans needs in this very difficult time finding jobs		

5. How would you rate the Career Centers in serving linguistic minorities?		
	Number of Response(s)	Response Ratio
Excellent	2	18.1%
Good	3	27.2%
Average	2	18.1%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	4	36.3%
No Responses	0	0.0%
Total	11	100%

6. How would you rate the Career Centers in serving linguistic minorities now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	3	27.2%
Good	2	18.1%
Average	2	18.1%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	4	36.3%
No Responses	0	0.0%
Total	11	100%
Answer		
getting better all the time		

7. How would you rate the Career Centers in providing timely access to training services?		
	Number of Response(s)	Response Ratio
Excellent	4	36.3%
Good	4	36.3%
Average	1	9.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	2	18.1%
No Responses	0	0.0%
Total	11	100%

8. How would you rate the Career Centers provision of timely access to training services now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	2	18.1%
Average	1	9.0%
Below Average	1	9.0%
Poor	0	0.0%
Don't Know	2	18.1%
No Responses	0	0.0%
Total	11	100%
Answer		
sometimes the events do not provide enough time to get the information out to this who need to make arrangements to get to these events		

9. How would you rate the Career Centers' efforts to build relationships with community partner organizations?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	4	36.3%
Average	1	9.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	1	9.0%
No Responses	0	0.0%
Total	11	100%

10. How would you rate the Career Centers' efforts to build relationships with community partner organizations now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	4	36.3%
Average	1	9.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	1	9.0%
No Responses	0	0.0%
Total	11	100%

11. How would you rate the Career Centers provision of service to customers with disabilities?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	2	18.1%
Average	0	0.0%

Below Average	0	0.0%
Poor	0	0.0%
Don't Know	4	36.3%
No Responses	0	0.0%
Total	11	100%

12. How would you rate the Career Centers provision of service to customers with disabilities now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	4	36.3%
Good	2	18.1%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	5	45.4%
No Responses	0	0.0%
Total	11	100%

13. How would you rate the Career Centers provision of services to youth now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	4	36.3%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	2	18.1%
No Responses	0	0.0%
Total	11	100%

14. How would you rate the Career Centers provision of services to youth now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	5	45.4%
Good	2	18.1%
Average	1	9.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	3	27.2%
No Responses	0	0.0%
Total	11	100%

15. How would you rate the Career Centers in serving veterans?		
	Number of Response(s)	Response Ratio

Excellent	3	27.2%
Good	1	9.0%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	7	63.6%
No Responses	0	0.0%
Total	11	100%

16. How would you rate the Career Centers provision of services to veterans now as compared with two years ago (December 31st, 2009)?		
	Number of Response(s)	Response Ratio
Excellent	3	27.2%
Good	1	9.0%
Average	0	0.0%
Below Average	0	0.0%
Poor	0	0.0%
Don't Know	7	63.6%
No Responses	0	0.0%
Total	11	100%
Answer		
Again Tom Frisiello is one of the best veterans Career Center worker in all of the Centers.		

Goals	Strategies	Outcomes	Actual
<p>Increase and Improve Quality of Service to Business</p> <p><i>Through a strong BSU, ensure that the WIB, Career Centers, and our partners understand the developing needs of North Shore business in relation to workforce issues, and can respond to those needs in such a way as to move the region toward greater economic health.</i></p> <ul style="list-style-type: none"> • Develop Business Plan to meet the needs of Business Customer of 2010 - 2011 • Increase visibility of the BSU within WIB and regional workforce and economic initiatives • Define and refine products of the BSU • Design distribution plan of Services and Products • Continue to enhance Partnerships • Implement Forecasting of business needs and expectations • Continue internal Training and Development 	<ul style="list-style-type: none"> • Update BSU business plan by April 1, 2010 • Maintain Current BSU Staff; ensure consistent team identity; ensure full coverage of region • Provide more opportunities for Business to visit Career Centers and meet with staff and receive information and data that aides in their business. • Provide ongoing staff training on Job Matching and Customer Service Skills, Solution Sales for the Services Industry Skills Development, along with identifying and addressing training needs of customers • Continue to Build Outreach Specialist Position to include Business Services. • Enhance Career Center WEBSITE to allow for links to on-line job postings and other value-added links for businesses. • Maintain strategic marketing and outreach program – Quarterly E-Newsletter to all BSU customers, Target Marketing Campaign etc. • All employers utilizing job posting, financial incentive, workforce development and business services information services will receive an e-mail survey 1 month after receiving services to gather customer satisfaction. In addition, 25 % - 35% of these employers will receive a follow-up phone call to gather this information in more detail. • BSU members regularly attend and contribute to sector partnership meetings (tied in with the critical and emerging industries) begun by WIB and other workforce development partner organizations on an on-going basis • BSU Manager regularly attends workforce systems committee meetings and reports out on activities relating to Charter goals • Workforce systems committees and other WIB committees provide guidance on creative ways to reach and serve businesses • BSU develops a schedule through which companies in critical industries are contacted and specific information gleaned from discussions that direct further activity. • BSU develops services that help the staff serving job seekers meet their goals. 	<ul style="list-style-type: none"> • Business Services Unit team members host (in collaboration with WIB) 4 sessions with critical industry sectors. (Closer connection to sector needs, building bridge between business needs and job seeker understanding of job requirements.) • Enhanced WEBSITE with link to on-line listing capacity will be up and running by June 30, 2010 (Alignment with Job Quest enhancements and more of a prominent link for business customers.) • 90% of employers responding will indicate an overall good or excellent rating. (Increase over goal in previous charters and reflects CQI for the BSU and importance of the business customers to overall operation.) • Will be able to define what a high quality business relationship is and validate it through various measures including repeat activity, other business referrals, etc. • Number of businesses using Career Centers will increase to 1000 in FY2010 and 1200 by 2011. • Increased participation by local business in programs beyond job postings – to 120 in Financial Incentive Services, 150 in Workforce Development Services, and 200 in Business Services Information. • BSU will work with companies as they develop and successfully obtain 25 - 50 training grants for the region. 	<ul style="list-style-type: none"> • Sessions held in Manufacturing, Financial Services, Construction Trades /Clean Energy, and Healthcare • Link is on the website directly to BSU http://nscareers.org/NSYCCJobOrder.html • 86% (Excellent) 14% (Good) 0%(Fair) 0%(Poor) • FY 2010 (1,476) FY 2011 (1,342) • -Financial Incentives 347 -Workforce Development 342 -Business Information 418 • Will proved at meeting 30 between WTF and HITG

Goals	Strategies	Outcomes	Actual
<p>Improve Quality of Service to Youth</p> <p><i>Strengthen the Youth Career Center in Lynn, ensuring that all youth programs and grant sources are fully integrated and supporting each other</i></p> <ul style="list-style-type: none"> Continue to enhance connection with BSU for job development and relationship building with business customers Re-align and re-evaluate foundation services relating to career exploration and career pathways for youth Develop resources to encourage youth to enter <u>S</u>cience, <u>T</u>echnology <u>E</u>ngineering and <u>M</u>ath fields. Continue targeted service to youth during the summer months and year-round time frames Continue internal training and development 	<ul style="list-style-type: none"> YCC Manager regularly meets with school officials in North Shore cities – and interested towns – to build understanding and involvement with the YCC YCC Materials are developed and regularly distributed; YCC website continues to be updated and refined with appropriate information. In partnership with the WIB and BSU, YCC Manager participates in the development of Externship sites and jobs for teens. YCC develops and publicizes field trips to local companies, particularly those involved with STEM activities. Cross-train all Career Center staff to service youth. Increase outreach/marketing for youth in places where youth receive services, reside, play, hang-out, etc. Maintain the Youth Career Center presence within the BSU Continue Newsletter/Communication Bulletin to CBO’s, School’s Administration & Guidance on a quarterly basis Collaborate with WIB on fund raising efforts for various youth activities including F1rstJobs. In partnership with the WIB seek out sufficient resources in order to replicate YCC efforts in Salem/Peabody area through separate space at Career Center or at a community partner. 	<ul style="list-style-type: none"> Tracked usage of the Youth Career Center website indicates a 10% annual increase for two years. (Looking to see if youth utilize web resources on website.) Youth Career Center services are available on Tuesday evenings in Lynn and on Thursday evenings in Salem by June, 2010. (Looking to promote staff cross-training as well as public knowledge of service availability.) Number of youth served by the Career Centers will increase to 2000 by June 30, 2010 and to 2500 by June 30, 2011, as per OSCCAR reports. Increase placements in F1rstJobs (private sector placements) to 100 in summer, 2010 and 150 in summer of 2011– Initiative begun in fall of each year. Increased awareness and stronger working relationships with schools and other youth serving organizations leading to better-coordinated services for all youth. 	<ul style="list-style-type: none"> Facebook Page (started 2009) 260 users have ‘liked’ the site, over post views 14,400 views have taken place of the Youth Career Center wall Training for all career center staff to allow for services during evening hours in both Lynn and Salem FY 2010 (2,354) FY 2011 (2,372) FY2010 (111) FY 2011 (152)
<p>Improve Quality of Service to Job Seekers</p> <p><i>Build and support an atmosphere of responsibility and empowerment in job seekers in relation to their own job search activities.</i></p> <ul style="list-style-type: none"> Continue to enhance connections with BSU for job development and relationship building with business customers Resources to encourage customers to use networking and alternative job development tools Continue targeted services, case management and referrals to partner organizations 	<ul style="list-style-type: none"> Enhanced job descriptions with “Career Coaching” becoming the mainstay of job seeker and case manager/job specialist and employment councilor relationship Workshops on social networking sponsored by the BSU and WIB Continue to develop the concept of “access points” Build a strong partnership with the BSU, providing information on job seeker skills, needs, interests, etc. 	<ul style="list-style-type: none"> 90% of all job seeker responding to the “job seekers point of contact meter” will indicate an overall good or excellent rating. (This will be integrated in to the resource room computers as well as other potential interfaces such as website site visits, and newsletter outreach.) Mystery shopping outcomes held above 90% at all three Career Centers by the conclusion of FY’2010 and FY2011. (Increase of 3% over goal in previous charters and reflects CQI for the job seekers services delivery) Trained staff are prepared to provide the 	<ul style="list-style-type: none"> 51% (Excellent) 38% (Good) 9% (Fair) 2% (Poor) FY 2010 93.7% FY 2011 94.5%

Goals	Strategies	Outcomes	Actual
<ul style="list-style-type: none"> Continue internal training and development 	<ul style="list-style-type: none"> The Center utilizes an electronic collection device to capture point of contact feedback from the job seeker. Pilot career coaching project with business and community leaders who will volunteer time to mentor and provide business input into job seeking strategies for individuals or small groups of customers 	<p>services advertised as available at the Career Center sites.</p> <ul style="list-style-type: none"> Training enrollments lead to attainment of employment and wage outcomes as indicated in our annual planning goals. General job seeker outcomes as indicated in annual plan documents are obtained. Customers receive all needed services or facilitate a referral to access services through appropriate regional partner organization. 5% increase in job seeker usage of the Career Center over prior year actual numbers. 	<ul style="list-style-type: none"> FY 2009 (14,299) FY 2010 (14,304) FY 2011 (14,705)
<p>Improve Quality of Data Resource Management</p> <p><i>Data is used to enhance connection of BSU to services and products relating to all job seeker – adult, dislocated worker and youth customers.</i></p> <ul style="list-style-type: none"> Improve ability to plan and forecast Improved customer case management and follow-up Enhanced program reporting accuracy Continued internal training and development 	<ul style="list-style-type: none"> Produce customized reports on services of the BSU to share with Career Center staff on a monthly basis. These include: job listings by critical sectors, in demand occupation as well as by skills sets. In partnership with the WIB produce white papers on customer - job seeker and business – for distribution. Continue monthly Reports, which indicate, planned numbers vs. actual numbers. Analyze success of Data Analysis Academy to date and strengthen program where needed, which establishes the practice of in-depth, routine analysis of areas of interest/concern by staff members. Develop appropriate dissemination plan, internally and externally where appropriate. Continued customer Follow-up on 30-60-90-120 day increments. 	<ul style="list-style-type: none"> Attainment of performance standards and management goals, with particular emphasis on earnings across programs. Customer files are up-to-date. Increased capacity among staff to understand importance of local performance goals Meaningful comprehensive quantitative reporting to external sources. Increased ability to assess, plan and modify services for all customers. Area is seen as an expert in labor market data and is sought after by local leaders. 	

Themes for 2012 – 2013 Career Center Charter

1. Maintain and Continually Increase Quality
2. Increase Training Resources
3. Decrease Infrastructure Costs

Business Services Unit:

-continued need to have cross-over into (1) job seeker services (2) youth services (3) data research management

-no applicants sent to company when listing a job

-continued involvement in sector initiatives

-getting job 'filled' as well as 'posted'

-Job Guide Utilization

Youth:

-increase service offering within the communities, Voc. Tech Schools etc.

-increase business involvement (either through teacher externships and/or teens visits to companies 'tech trek 3 to 5' life sciences companies)

-services available in all centers

Job Seeker:

-wanting the career center to advocate for customers while on job search

-networking sessions continued (LinkedIn etc.)

-continued implementation of access points outside of center

-strategies to utilize group activities to provide services

Data Resource Management:

-understanding the 'chronic unemployed' and issues surrounding service plans and extended services to this population

-using data to refine service mix and increase services outside center

--maximize TORQ tool for customers and is regularly shared with BSU as crossover tool