



WORKFORCE INVESTMENT BOARD
We Put the North Shore to Work!



North Shore Workforce Investment Board

North Shore Career Centers

Report to the North Shore Congressional and Legislative
Delegations

April 2009



INTRODUCTION

The North Shore Workforce Investment Board has been in existence since 2000, convened through the federal Workforce Investment Act and related state legislation. The Board was formed by the Mayor of Salem on behalf of the 19 cities and towns in the North Shore region of Massachusetts. The WIB's mission is:

The North Shore WIB is a public/private partnership which provides a central point where citizens, businesses, labor, and community leaders create programs that ensure our workforce has the skills our employers need today and tomorrow.

Communities served by the WIB include:



North Shore Workforce Investment Area Customers Served by Town/City of Residence:

	Number of Customers	% of service in 2008		Number of Customers	% of service in 2008
Beverly	808	5.95%	Middleton	58	0.43%
Danvers	429	3.16%	Nahant	82	0.60%
Essex	50	0.37%	Peabody	1,124	8.28%
Gloucester	1,093	8.05%	Rockport	141	1.04%
Hamilton	84	0.62%	Salem	1,762	12.98%
Ipswich	141	1.04%	Saugus	394	2.90%
Lynn	5,056	37.26%	Swampscott	238	1.75%
Lynnfield	59	0.43%	Topsfield	45	0.33%
Manchester	56	0.41%	Wenham	38	0.28%
Marblehead	291	2.14%	Out of area ¹	1,621	11.95%

¹ Out of Area refers to North Shore Career Center Customers who live outside of the North Shore Area. One-Stop Career Centers across Massachusetts typically budget for out of area customers. Some of the reasons for a customer to visit a career center outside of their area include: working in the North Shore, being referred to North Shore Career Center, preferring one Career Center over another, and living closer to a North Shore Career Center while living out of area. Areas with high concentrations of customers include Revere, Everett, Malden, and Boston.

LABOR MARKET RESEARCH

In order to carry out this mission, the WIB has developed a strong culture of labor market research, through which it is able to understand the needs of north shore business and residence and drive the investment of federal and resources accordingly. This research, available on www.northshorewib.com, includes three detailed Blueprints done in 2000, 2002, and 2007 as well as ‘sector briefs’ done in 2003 – 2008, describing specific critical and emerging industries in the region. The current Blueprint has allowed the WIB to study the local economy from a macro perspective and has set the stage for the next three to five years of programming.

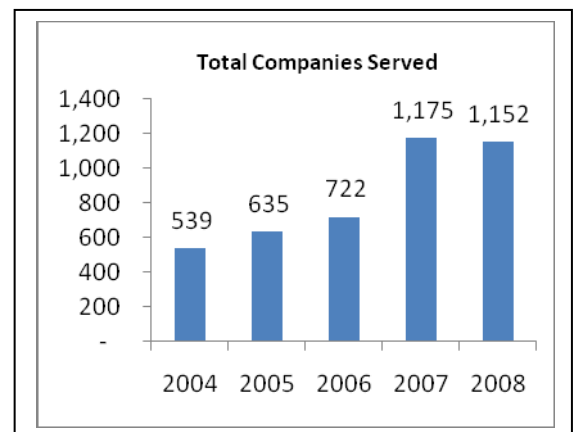
CAREER CENTERS

The primary vehicle through which the WIB offers services is the North Shore Career Center, located in Lynn, Salem, and Gloucester. These Centers represent partnerships of several organizations including programs funded through the Workforce Investment Act, the Department of Career Services, Massachusetts Rehabilitation Commission, Adult Basic Education organizations, Operation ABLE serving older workers, and other state and local organizations involved with workforce development. Services provided to customers include: career related workshops, job placement and job search, career counseling, occupational skills training, the use of assistive technology and a resource area with computers, internet access, software, phone, fax and photocopying machines.

The Centers operates under a bi-annual Career Center Charter designed by the WIB and the Mayor of Salem to drive excellence in service to local companies and individuals. Current goals in the existing Charter include improved services to Youth and Business, improved access by disadvantaged residents to workforce services, and increased use of data to drive performance. Service improvement is driven by several customer satisfaction tools, including Mystery Shopping, Point of Contact surveys, periodic focus groups, and telephone surveys.

SERVICES TO COMPANIES

As an economic engine for the region, the WIB sees both companies and job seekers as its primary customers. In general, job seekers are relatively easy to find and serve. However, in 2004, the WIB made a concerted effort to better reach and serve local businesses, both those well established in the region and those moving in. To meet these objectives, WIB board members and WIB/Career Center staff interviewed local companies to better understand their employment needs. With the data from these surveys, the Career Center established a Business Services Unit, with staff specifically targeted toward



reaching out and service companies. Since its inception the BSU has serviced 4,223 business customers, providing a variety of services including job recruitments and access to training grants.

SECTORAL INITIATIVES

Through labor market research and career center activity, the WIB has identified several industries that require systemic interventions in order to meet their labor force needs. These interventions, called sector initiatives, involved convening groups of companies within industries, and through their leadership, designing and implementing curricula that address the industry-wide skills shortages in both new and incumbent workers. The WIB has convened and implemented several programs for these collaboratives, including *banking, acute and long-term health care, the construction trades, and manufacturing.*

Our Health Care Learning Network (HCLN) collaborative is an example of a sectoral initiative. Through HCLN, 7 north shore long-term care facilities have led a project that provided training to over 60 incumbent workers with intensive on-line, college preparatory classes. The project addresses the need for critical post-secondary preparation courses that are customized for the long-term care health care industry (potentially acute care settings as well) and create the reality of a career ladder for Certified Nurse Assistants and other entry level workers to become practical nurses or other allied health professionals.

HCLN is Contextualized college preparatory program to prepare workers to directly enroll in post-secondary certificate or degree health education programs and eliminate the need for remedial and developmental courses. Courses include: *Preparation for Allied Health, Math, Computers for College, and Health Sciences.* In addition to the courses the program does offer *Tutoring* and *Career coaching students.* The WIB's partners, that include World Education Inc., Essex County Community Organization (ECCO) as well as 3 other workforce boards, are now working to sustain these programs on a more permanent basis, providing an on-going training resource for this most important North Shore industry.

A Married, Mother working in a long-term care facility in Beverly, - her 3 grown children were out of the house and she went to work as a CNA at a partner facility in 2007 working the night shift. She learned of the HCLN program through a fellow co-worker and felt this was an opportunity of fulfilling a life-long dream of becoming a nurse. She immersed herself into the program in June of 08 with a goal to enter the PNX program in the fall of 09. She had concerns since it had been 35 years since she was in school and Math was always a weakness so she utilized the tutoring service as well. This student passed the college entrance exam for the LPN program (TEAS) on her first try and credits the HCLN program and all of the supports for her success. In the student's words: "I passed! Yeah for all of us! I never could have done it without all of you"

Outcome: She will enter an LPN program in the fall of 2009
Earnings as a CNA - \$10.00 Earnings after becoming an LPN- \$17.00

A Male Student, working in a long-term care facility in Newburyport, in his early 30's, came here from Africa in 2001 and is married with a small child. He supported his wife while she went through school and she is now a practicing LPN. He entered the HCLN program in the summer of 08. English is not his primary language and he is very clear on how important HCLN is for him. He progressed quickly through the Math and Computer courses and is now in the English (Reading and Writing) course where he knows he will need to work extra hard. In the student's words: "If someone was thinking about doing this program, I'd tell them they should do it because the people are really helpful and the program will definitely prepare you to succeed at school in a nursing program."

Anticipated Outcome: He will enter an LPN program in the fall of 2010.

Earnings as a CNA - \$10.00 Earnings after becoming an LPN- \$17.00

SERVICES TO JOB SEEKERS

Since 2002, the WIB has provided services to over 60,000 residents, consistently averaging over 11,000 each year and making this region the fifth largest of the 16 areas in the state.

2006 data, cross-referenced with the Department of Revenue, indicate that over half of these job seekers were working within three months of enrolling in Career Center services, thereby assisting in the economy viability

TRAINING SERVICES

In addition to job placement services, career center customers whose skill sets no longer meet local company needs can be eligible for more intensive services, including but not limited to re-training, paid through federal funds. Examples of these customers include adults living in poverty and individuals who have been laid off from their jobs through down-sizing. In 2008, over 700 people have received intensive or training services, with 80% being placed in jobs.

While each training customer is different, consistent themes run through many of their stories. Below are a small sampling of the diverse nature of training customers, their circumstances, and specific training needs and outcomes.

A Thirty nine year old husband and father, sole supporter of his family employed in the refrigeration field for many years. The Cape Ann resident was diagnosed with Multiple Sclerosis and was no longer able to stay in his chosen field because it required climbing on roofs and carrying very heavy equipment up ladders etc. He came to the Career Center for help and guidance and we were able to help him determine which of his skills were transferable and what type of work he could physically & emotionally handle. His participation in the process resulted in his taking a CDL Class A training and obtained employment with a local bottling company.

Earnings before training- \$17.99 Earnings after training- \$20.00

A 19 year old single Mother with no work history or marketable skills, from Lynn. Began her relationship with the Career Center in 2006 as a First Jobs participant at a local bank. At the end of the summer she was offered a part time job with the bank and she accepted. Because she was receiving TAFDC she knew she needed to improve her income in order to separate herself from public assistance so she entered a computer / office skills training program and attended many job readiness workshops. At the time she was completing her skills training program there was a customer service position open at one of our Career Centers and she applied. When the managers interviewed he they were amazed at how well she did and how much she had grown, she beat out 10 other candidates and began her career as a staff member of the Career Centers. After one year in that position she was promoted to Associate Case Manager and is currently excelling in the position and on her way to a Case Managers position.

Earnings before training- \$8.00 Earnings after training- \$17.00

A Married man with three children, one in college, from Salem. He was experiencing frequent layoffs within the manufacturing sector and rather than having his salary increase with experience, the labor market was poor and his salary kept on decreasing with each new position paying less than the previous one. He eventually had to accept a position paying approximately \$12.50 an hour. He was also working nights at a local restaurant to make ends meet and was not able to spend much time with his family. He came to the Career Center seeking advice and discovered an opportunity for training. He enrolled in an HVAC training program and excelled in the course, always utilizing workshops to learn more and to stand out in his new field. After completing his training we referred him to General Electric and he was offered a position.

Earnings before training- \$12.50 Earnings after training- \$29.00

SERVICES TO YOUTH

Youth entering the workforce are seen as particularly important and vital as the WIB works to meet its mission. Youth programming includes general job search assistance, and more in-depth career, education, training, and support services for at-risk youth. WIB/Career Center staff work closely with local high schools to help students explore various careers and to find internships and job opportunities, and provides funding for academic remediation and high school equivalency testing for teens 16 – 21 who have dropped out of school.

A 16 year-old female came into the program, pregnant but very determined to find a way to put her life back together. She was considered a ward of the state and was living with an aunt here in Lynn. She was enrolled in the program in February of 2008 and progressed rapidly toward her GED. While she was in the program, she participated in the Navigating the Future College Writing class as well as the Transitions to College Course, earning her 4 college credits. Within two months, she took her GED test and passed. She then participated in the summer youth employment component and was placed at the CAEP as a youth mentor. Barely over 17, she gave birth to her son in July. Her plans were to move forward and she wanted to attend college class over the summer, but reality taught her that she needed to pace herself and she postponed starting until September. A referral was made for her to connect up with the Healthy Families Program to help her with parenting skills and how to time manage.

Outcome: She enrolled at North Shore Community College in January, 2009 and has been attending full time.

A 17 year-old male arrived at Compass in October of 2006, looking for his GED. He had a series of problems in high school and was sent to live with his grandparents in Gloucester. After looking at his transcripts we found that he was eligible for our night school program. He excelled in all his classes, was awarded his diploma this past June. During this time he also registered for the “Navigating the Future” Composition I community college class—he received an A in the course and decided to pursue his education at North Shore Community College.

Outcome: He is currently finishing his second year in pre-engineering with a 4.0 GPA and is looking into transferring to a four- year bachelor degree program.

A 17 year-old female dropped out of high school while in the custody of the Department of Children and Family in Lynn. She had been in the custody of DCF since she was in middle school, and knew she needed a college education to improve her life. Her social worker referred her to the YOUTHWORKS program for GED services and career counseling. She enrolled in the program and received GED instruction, support services, transportation assistance, and modified school hours so she could meet the work requirement of her residential program. She diligently participated in the program.

Outcome: She passed her GED test and enrolled as a full-time student at North Shore Community College while working part-time.

Finally, the WIB and Career Center manages F1rstJobs, a summer jobs program through which local companies can access work ready teens for employment and/or can contribute to a fund through which wages are paid to teens to work in local non-profit organizations.

A 15 year-old male attending high school in Salem needed a summer job. He attended workshops at the Youth Career Center and then applied (creating a resume and practicing his learned interviewing techniques) for a job at a non-profit organization creating real websites for companies on the north shore. He worked for 8 weeks and acquired graphic and website design skills, as well as, was able to interact with paying clients as they were designing their websites, establishing critical customer service and project management skills for future employment. He stated that his first job “showed me that I can work and be productive during the summer....other businesses should hire teens, we can contribute and make a difference.” Summer job hourly rate - \$8.00

A 17 years old male came to us in July 2006 and academically had some issues. He was enrolled at the Salem HS Alternative Program and was referred through the Shannon Grant as an at risk youth who needed employment and/or structure in order for him to stay engaged both with his community and his academics. He was placed in a job throughout the summer of 06. It was then discussed as a group that in order to keep him engaged in something positive we would enroll him in the year round Youth Works grant to keep him employed 15 hours per week. He showed great initiative throughout his employment and was praised for his work ethic and performance on the job. The Career Center staff through team meetings discussed that keeping him on would give him the confidence he needed to possibly graduate from high school. He has since graduated from high school this past summer, 2008, and has stayed engaged with the career center. Seeing the need to move him into occupational training, in order to increase his financial sustainability, it was decided with his input and a career assessment that he would benefit from enrolling in a CDL B Licensure training program at Parker driving school.

Outcome: He has completed the licensure program.

Statistics for F1rstJobs 2008 are as follows:

F1rstJobs 2008 Summary							
Age	Applicants	Placements	%	Residence	Applicants	Placements	%
13	1	0	0%	North Shore	1035	372	36%
14	116	14	12%	Beverly	99	25	25%
15	209	51	24%	Danvers	8	2	25%
16	208	81	39%	Essex	2	1	50%
17	223	82	37%	Gloucester	34	25	74%
18	133	91	68%	Hamilton	9	2	22%
19	82	26	32%	Ipswich	3	0	0%
20	52	25	48%	Lynn	587	187	32%
21	18	9	50%	Lynnfield	1	0	0%
22	7	2	29%	Manchester	0	0	0%
Blank	8	1	13%	Marblehead	3	3	100%
Total	1057	382	36%	Middleton	2	0	0%
				Nahant	2	2	100%
				Peabody	44	15	34%
Gender	Applicants	Placements	%	Rockport	4	3	75%
Male	468	243	52%	Salem	215	98	46%
Female	589	139	24%	Saugus	5	0	0%
Total	1057	382	36%	Swampscott	13	9	69%
				Topsfield	1	0	0%
				Wenham	3	0	0%
				Out of Area	22	0	0%
Ethnicity	Applicants	Placements	%	Amesbury	0	0	0%
White	412	154	37%	Malden	3	0	0%
African American	154	62	40%	Newburyport	1	0	0%
Hispanic	341	114	33%	Revere	1	0	0%
Asian	58	12	21%	Stoneham	3	0	0%
Multiethnic	1	0	0%	Winthrop	1	0	0%
Unknown	43	19	44%	Melrose	1	0	0%
Other	45	20	44%	Lowell	1	0	0%
Native American	3	0	0%	Wakefield	1	0	0%
Total	1057	382	36%	Chelsea	1	0	0%
				Reading	1	0	0%
				(blank)	8	0	0%
				Total	1079	382	35%

2008 – 2009 North Shore Workforce Investment Board Members

Member	Organization	Member	Organization
Bill Tinti	Tinti, Quinn, Grover, & Frey	Beth Hogan	North Shore Community Action Programs
Richard Bane	Bane Skilled Care Residences	Susan Jepson	Operation A.B.L.E.
Peter Beaudoin	Groom Construction Co. Inc.	Nick Kostan	Lynn Public Schools
Jim Beauvais	Lapels Dry Cleaners	David LaFlamme	North Shore Bank
Arthur Bowes	North Shore Medical Center (Salem Hospital)	Stephanie Lee	Verizon
Robert Bradford	North Shore Chamber of Commerce	Tom Lemons	TLA Lighting Consultants
Wayne Burton	North Shore Community College	Mike Lynch	Division of Career Services
Carol Couch	Job Corps	Althea Lyons	Beverly Hospital
Brian Cranney	Cranney Electric	Mike McCarthy	Bomco
Tom Daniel	City of Salem	Carolyn Miller	William A. Berry and Son, Inc.
Timothy Doggett	Thermal Circuits	Brian Mulholland	Department of Transitional Assistance
Kathy Duggan	General Electric Company	Doris Murphy	Salem Five
Tony Dunn	North Shore Labor Council	Roger Pilotte	Varian
Don Edwards	Operation Bootstrap	Laurie Roberto	Ledgewood Rehab and Skilled Nursing Center
Stephen Falvey	Carpenter's Union	Nancy Stager	Eastern Bank
Michael Fitzgerald	Salem Station	Richard Viscay	Finance Director, City of Salem
Bradford Gaige	Beverly National Bank	Michael Whelan	Salem Harbor CDC
Leslie Gould	Lynn Area Chamber of Commerce	Thelma Williams	Mass Commission for the Blind
Arlene Greenstein	Salem State College		