



**South Coastal Workforce Investment Board
Board Meeting
8:30 AM – 10:00AM on April 26, 2010 at
The Radisson Harbor Hotel, 180 Water Street,
Plymouth, MA 02360**

Members Present:

Harry J. Brett
Joan Cirillo
Patricia Daly
Denis Hanks
Greg Hanley
James Howard

Jeffrey LaFleur
Linda M. Lawrie-Braunstein
Kevin Madden
Maralin Manning
Rosemarie McGillicuddy
Joseph Notini

Jeanette Paul
Harry Salerno
Keith Segalla
Paul Sullivan
Don Uvanitte
Charles Wall

Members Absent:

David Cesario
Geraldine Dussault*
Brenda Ebode
Peter Forman
Martha Sue Harris*

William Harris*
Paul Hart*
Stephen Howard
Bruce King

Joseph MacRitchie
James Pinkham*
Doric Scarpelli
Nichole Thompson

WIB Staff Present:

Maryellen Brett
Margaret Gilligan

Alicia LeClaire
Deborah Lipton

Joyce Livramento-Young
Regina Zahran

Guests:

Arthur Brookfield

Kevin Parham

Peter Skarinka

**Excused Absence*

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1. Don Uvanitte, Chairman: called the meeting to order at 8:45 a.m. Don welcomed the Board members and asked everyone to introduce themselves. New members: Greg Hanley and Jeffrey LaFleur.
 - Jeff LaFleur: provided a brief description of the Cape Cod Cranberry Growers Association. It is the trade association that represents the cranberry industry in MA. There are about 325 growers who are members of the organization. The association participates in regulatory, legislative, environmental research and public relations activities for the industry. About 5,000 people are employed in MA. The region covers from Nantucket and Middlesex country up to Carlyle but mostly in Plymouth, Wareham, Rochester and Carver as part of the growing area. This also includes the two manufacturing lines that are in MA that run 24/7. Ocean Spray runs the facility in Middleboro and Decas Cranberry in Carver. Cranberry juice products are no longer made in MA; for the East Coast, these products are now made in NJ and in WI for the rest of the country.
 - Peter Skarinka: Massachusetts Rehabilitation Commission, Job Placement Specialist, reported that he is currently assisting with human resource needs at the Quincy Career Center.

- Kevin Madden: recently appointed as the Executive Director of the Quincy and Plymouth Career Centers by Mayor Koch. He is an attorney, had worked for the Sheets administration, representing the City of Quincy regarding Labor Law. Previously worked for almost two years with Paul Berrini when he as the Director of the Career Center and the WIA administrator. Brought to attention that some of the employees at the Quincy and Plymouth Career Centers are City of Quincy employees; all of the WIA funds flow through the City of Quincy; the Mayor is the CEO and is directly responsible for these funds.
2. Motion was made to accept the minutes of the August 25, 2009 meeting: the motion was seconded and carried.
 3. Harry Salerno, Treasurer presented the Treasurer's report and thanked Arthur Brookfield for the updates and information. The report covered the amount of funds for FY10, which included state and federal allocations and expenditures. The first section of the report reviews the Workforce Investment Act (WIA) programs. At this time the annual allocation for WIA funds have been spent. The funds that are allocated must be spent within the fiscal year. A motion was made to accept the Treasurer's Report, seconded and carried.
 4. Kevin Madden: Update on Adult Activities
The One-Stop Careers are incredibly busy centers every day; people are coming in not only for unemployment but also, most importantly, for the career services that are offered. Services include one-on-one counseling, Career Center Seminars (where they learn about all the services that are offered), training seminars for updating computer skills (from basic to advanced). Staff has been added to assist with job development. ARRA funds have been used for adult and dislocated workers. The ARRA Summer Youth program will expend the remainder of the funds for a program this summer to help those with significant barriers in the workforce. It is one thing when it is a booming workforce: employers may take a chance on hiring one of these individuals; but when it is not a booming workforce, and they can hire someone with experience, they tend to. An invitation was extended to everyone to come into the Career Centers.

Business Services: There will be more focus on business services during the next year. The Career Centers are not only in business to help employees find jobs, but in business to help employers find employees. The Career Centers intend to reach out to large business to see how we can help. The services are free; this is the best deal you can get. We post jobs; help find workers who have the skill set you are looking for; screen the applicants; organize job fairs; etc. There will be a job fair in Plymouth tomorrow in conjunction with the Plymouth Area Chamber of Commerce. Job Fairs are run at the Career Centers and serve around 10-12 employers. The Career Centers need your help; they need to know what your business needs and services they can offer you and the other employers in our region. There are many employers who are unaware of the Career Centers and what they have to offer.

Kevin Parham: Plymouth Career Center Director

The Business Services Unit: there are three individuals who are dedicated to providing services to business/employers and they are very committed to their jobs. There are a lot of services that are available to individuals and business. There is a perception that if you don't have to pay for something, there's no value to it, there's no worth. But this is one of those circumstances where this is not true. Services include job postings, job fairs, target recruitments, introduce tax incentives are available from the state. The Career Centers are the state's best kept secret. No matter how we try to put the word out, it seems that the majority of business still do not either know that we exist or don't see the inherent value of what we do. Board members are invited to tour the Career Centers and

become more involved with the Centers. The business services representatives are: Laura Hoitt, Quincy Career Center and Robert Mueller and Jacquelyn McLellan, Plymouth Career Center.

Kevin Madden: Too many people look at the Career Centers as unemployment centers; this is just one of the many services that we offer. People have a perception that our clientele are those who may only have a high school diploma or a GED; right now that are many highly educated people who are looking for work: lawyers, doctors. There are well-trained and well-educated people looking for work.

5. Joyce Livramento-Young: Update on other Adult Activities

- On April 13th the SSWIB and the South Coastal Career Development Business Service Representatives from Quincy and Plymouth hosted a CORI Workshop for Employers that was held in Rockland. There were three speakers:

David F. Sullivan, Director of Re-entry and Re-Employment, Division of Career Services,
Director of Placement, Massachusetts Parole Board

Lisa Cutulle, Supervisor, Training and Compliance, Unit, Criminal History Systems Board

Francisca Fajana, Staff Attorney, Massachusetts Law Reform Institute

There were over 90 attendees. It was a very well received and very informative.

- Elevate America: Elevate America is an Initiative between the Executive Office of Labor and Development and Microsoft to provide 1 million vouchers to states for no-cost access to Microsoft E-Learning courses and select Microsoft Business Certification exams. Twenty-six thousand vouchers were awarded to Massachusetts. It was launched on March 31, 2010 and most of the vouchers have been issued. Vouchers were issued in IT professional courses, E-Learning courses in Microsoft Office 2003, 2007 and VISTA. There remains some vouchers for Office 2007.
- Workforce Training Fund: Because of popular demand, some things have changed in terms of the WTF: One is the HITCHI grant (High Initiative Training Grant Program); it was reactivated on February 2, 2010 thru June 30, 2010, which is the end of our fiscal year. It allows up to \$2,000 per new employee or \$20,000 per company if the individuals meet the criteria: the 12 month or longer unemployment requirement is waived for qualified veterans. Veterans have been waived. Under Workforce Training Fund General, the funding had more stringent requirements added. Under the general funds, it is up to \$100,000 for employers; in the past, employers could reapply many times and receive this money. There is now a cap on this; if you have received funding within the last five years, you are no longer eligible.
- Southeast Regional Competitive Health Care Grant: The SSWIB collaborated with other WIBs: Brockton, New Bedford, Cape & Islands and Bristol for the competitive grant. A great deal of data was gathered; we found that it would be a challenge to reach some of the outcomes they expected to receive this grant. The required hiring outcomes and required education levels were not a good match with the needs of the region. We will continue to look grant opportunities in our region.
- Kevin Madden: Rapid Response: The state has a Rapid Response team that will assist any business that is facing serious layoffs; they can contact their local Career Center and we will send a team there to assist the employees and the employer with filing unemployment claims, health

insurance and to begin the process of using our Career Center services. State Street recently announced that they will be moving some services to Kansas City, KS. The hope is that all of the displaced employees will find work somewhere within their system in the Boston/Quincy area. We may be doing some Rapid Response in some local municipalities. Quincy may be laying off around 100-125 teachers. These people will be hitting the system instantaneously; we need be working with the Quincy Public Schools to assist them. This service is available if you should ever need this or know of a company that may need it.

Tax Credit: In March, President Obama signed into law a special tax credit: if you hire a person who has been unemployed for 60 days, between now and December 31, 2010, you will get a full credit for your share of social security taxes. If you hire someone for \$50,000, that's over a \$3,000 savings for a year. This is an incredible incentive when hiring someone. If the person is employed with your company for the following year, you will also get another tax credit. This is not well advertised. You can find the regulations on line at the Department of Labor.

6. Denis Hanks: The Plymouth Area Chamber of Commerce is moving Court Street. There is more space including classroom space; we were looking to consolidate space with the Chamber and all of our agencies under one roof for a one-stop shopping. The Chamber office, Economic Development, Tourism Office, SCORE, SBA and SBDC will all be located here. Our partnerships with the WIB and Plymouth Career Center are still important to us. The Chamber recently received a \$25,000 technical assistance grant from the State to assist us in launching a series of workshops: we currently have 32 workshops scheduled from now until the end of 2010. Our first workshop will be an Artisan Workshop, which will be basic business planning. We will also be launching a workshop with Massasoit Community College on Customer Service Training. These are the May programs; but we have a lot more to launch throughout the year and also provide for better services for new business startups. It is one of those areas that we looked at where there really was a need for business planning and training for Veterans who want to go into their own business. We talked with some of the local Veterans Centers in the areas and they weren't aware of any types of these services like this. We counseled over 600 people last year through the Plymouth Chamber and all of our partners for business planning assistance. There is a large need for business planning throughout the region.

Dr. Charles Wall:

We will be acting together with Denis Hanks and the Plymouth Chamber Association. We recently met with Maryellen Brett and Al Asiaf, of Massasoit Community College to talk about our new location in Middleboro. It is across the street from Town Hall; it was an old school that was being renovated by the Town. We plan to take occupancy on July 1st. There will be eight classes during the day and will also offer evening classes. Classes offered will be business, criminal justice and early childhood. This will also house a Workforce Development Training Center. We plan to have an open house that will be well advertised and invite off of you to attend.

7. Debbie Lipton: Youth Update

WIA programs continuing thru this year: In June 2009, five (5) vendors were approved to provide Title I Youth services. Four contracts are for Out-of-School youth and one is for In-School Youth. WIA is federal money

We will have an open RFP; we had extra money this year to spend. We have two vendors that submitted successful RFPs and we are almost ready to sign them on. The Youth Council is looking forward to bringing back their recommendations on this vote for a vote to the full Board at our next meeting. ARRA/Byrne is stimulus money that allowed us to go into towns that we had not served before for youth programs. We served Braintree, Middleborough and Plymouth. The programs were

very successful in meeting our goals; we were contracted to serve 75 youth and we served 80. We were able to spend out the grant money. The Plymouth schools were not familiar with the WIB; however, as a result of this program, they are now familiar with us. This will allow us to service the youth in the Plymouth area in the future.

- **Connecting Activities:** is funding from DESE (Department of Elementary and Secondary Education). This year, as well as working in Quincy and Plymouth, we expanded and serviced youth in Braintree and Randolph. We are very please with the outcomes. Through these four school districts we have touched more than 300 youth, whether it was one-on-one counseling, job placement, actually placing youth with employers in the area, doing field trips, presenting workshops, etc. We have three staff in the area doing direct service. Where the ARRA/Byrne brand allowed us to find employment for 80 youth the Stimulus packages paid for the freight. Connecting Activities is about the employers paying the wages and a number of the ARRA/Byrne youth converted to Connecting Activities; even in this market, the local employers chose to take on the youth on their own payrolls. The new RFP for Connecting Activities was recently released and we will be applying for it and hope to serve the same towns again.
- **Summer YouthWorks:** this application has been released; funding was reduced 50% this year across the state. In the summer of 2009 we were funded for over \$120,000 and were able to serve 75; this year we are funded for only \$65,000 with an enrollment of only 33. This money is dedicated to Quincy, Weymouth & Randolph. Quincy Public Schools is our partner in administrating this grant and we will be submitting the grant on May 10, 2010.

The last two things: The Youth Council has been very active this year. Tomorrow two subcommittees will be meeting if you are interested in joining us. One of them is to be working on employer outreach; this comes back to the employers here who are interested in working with youth. We are looking at the most effective ways of being able to partner with local employers, to help our local youth be gain the work experience that is so critical to have they get their foot in the door and getting work experience and being successful in the job market. The other committee is going to be discussing intervention at the middle school level. What we are finding is that the high school sometimes is too late to help the youth who are at risk. If we can touch these youth earlier, we can give them the type of structure and attention that will help them be successful and stay in high school.

There will be a summer RFP for the ARRA money. There are left-over ARRA funds, there is about \$250,000 and the RFP will be released in the next few weeks.

8. Alicia LeClaire: Grant Opportunities

These grant opportunities are all ARRA funded. The Summer Youth Employment Program (Youth Links) is on target to finish the third and final phase of this funding opportunity this coming summer. Last summer 263 youth met WIA eligibility requirements ended the summer with some good work experiences, excellent guidance and a positive cash flow. Stimulus funding has opened a number of grant opportunities in the region for training in healthcare (our largest employment sector), green technologies and more open ended business partnerships.

- **Respiratory Therapy Grant:** there will be 18 graduates this year.
- **Health Works Alliance with Quincy College:** there is \$210,000 that is currently in the implementation stage; joining together to put 26 people into jobs. This grant will help 20 people

become certified in billing and coding. Six more will be certified in exercise science, phlebotomy and surgical technology.

Green Technology: The term “green jobs” is misleading. What is taking place is installing green technology in many industries. The SSWIB is part of a consortium of organizations and businesses working with Massasoit Community College, Bristol Community College and Cape Cod Community College to develop a series of on-line courses that will introduce students and the general public to green technologies and how to become certified and licensed in these technologies.

Employment Partnerships: There is a Commonwealth Corporation grant, which is due by May 20, 2010, for smaller projects (\$75,000 -\$200,000) that involve a training institution, a defined group of individuals (veterans, unemployed, disabled etc.) and an individual business or business sector. The grant will provide funding for wide variety of training for a group of individuals. The outcome must be a job with the business partner. It is a unique opportunity for a business that may have a contract that needs to be filled later in the year or for a project that is just getting off the ground. The workers must be graduated by June of 2011. If anyone has any particular thoughts on this or if you know of a business that has a contract that will be ready by June and needs workers to fill this contract, there may be an opportunity to access these funds.

9. Maryellen Brett: Presented South Shore Workforce Investment Board an Overview and Update

Review of PowerPoint presentation. The presentation will be sent to everyone via e-mail.

Please save Tuesday, May 25, 2010 for our next Board Meeting, which will be a planning session.

10. DU: New Business – none.

11. DU: Old Business – none.

12. DU: A motion was made to adjourn the meeting, which was seconded and carried. Meeting adjourned at 10:20

Meeting Adjourned.