



**ANDOVER COUNTRY CLUB**  
**60 Canterbury Street**  
**Andover, MA**

**Annual Meeting Minutes**

**Thursday, October 1, 2009**  
**8:00 AM**

**MEMBERS PRESENT:**

Howard Allen, Joseph Bevilacqua, Thomas Casey, Michael Collins, Thomas Connors, Paul Durant, Leanne Eastman, Barbara Grant, Susan Jepson, Gary Hale, Robert Halpin, David Hartleb, Patricia Horgan, Robert Ingala, Atty. Robert LeBlanc, Stefanie McCowan, Michael Munday, Kevin Page, Cindy Phelan, Michael Lynch, Stefanie McCowan, Peter Matthews, Donna Rivera, Tom Schiavone, Michael Sweeney, Stanley Usovicz, Cal Williams, Len Wilson

**MEMBERS ABSENT:**

Kimberly Abare, Mark Andrews, Pedro Arce, Lou Antonellis, Shirley Callan, Wayne Capolupo, Stephen Capone, James Driscoll, Howard Flagler, Julie Gadziala, Charles LoPiano, Sal Lupoli, Maria Miles, John Olenio, Ann Ormond, Karen Sawyer, Fred Shaheen, Jason Pimentel, Jeff Linehan, Jean Perrigo, Margaret O'Neill, William Pillsbury, Steve Salvo, Lester Schindel

**GUESTS PRESENT:**

Secretary Suzanne M. Bump, EOLWD, Tamika Corriea, Emmanuel Flaris for Senator Panagiotakos, Linda Murphy for Dr. Champagne, Kate Rozzi for Rep. Torrisi, June Black for Congresswoman Tsongas, Superintendent Raleigh Buchanan, Jane Collins, Dennis DiZoglio, Dr. Carole Cowan, David Tibbetts, Theresa Park, Royall Mack, Deborah Nowlan, Jean Osborn, Arthur Chilingirian, Lisa Coy, Odanis Hernandez, Gary Fountain, David Souza, Amy Weatherbee, Fran LaCerte, Cindy Key, Michael English

**STAFF PRESENT:**

Fred Carberry, Elizabeth Kirk, Mary Kivell, Deborah Andrews, Corina Ossers, Barbara Zeimetz

**1. Call to Order**

Chairman Joseph Bevilacqua called the meeting to order at 8:25 am. He introduced the head table with committee chairs Peter Matthews and Cal Williams. Also, Mayor Michael Sullivan, Chief Elected Official and Executive Director Fred Carberry. He said that Secretary Bump is on her way and we would start the meeting with the committee reports.

**2. Reports of Committee Chairs**  
***Nominating Committee***

Stefanie McCowan presented the Nominating Committee in the absence of Ann Ormond, Chair. She said that at the September 25, 2009 Nominating Committee meeting, the Committee edited a

previously designed board membership form and agreed that it should be distributed at the annual board meeting. The Committee felt that the form would help to identify the specific interests of board members and how they would like to be engaged in board activities. Board members were asked to complete the form and return to Mary Kivell.

In order to meet the requirements to achieve High Performing WIB status, the state has requested the MVWIB develop a program that will assist the board in measuring its own progress in the attainment of goals and objectives tied to the strategic plan. It was suggested that we ask for an outside speaker, perhaps someone from Commonwealth Corporation, to speak at a board meeting and provide the board with a combined board orientation/board development information session. The state is also asking that we document the recruitment process for new members; that we ensure that membership reflects our goal of geographic representation and that our membership reflects regional demographics. The state has agreed to provide additional examples and clarification regarding these activities. The consensus of the committee was to wait for clarification from the state before moving forward.

***a. Candidates for Board Appointment***

The committee voted to recommend the following individuals for board appointment: Mr. Joseph Gangi, Jr., Business Manager, Carpenters Local 111, Methuen, MA, Ms. Christine Bradshaw, Career Development Field Coordinator, Shriver Job Corps Center, Devens, MA, and Mr. Mark Forman, President, Boston Coffee Cake, Haverhill, MA.

**Motion by Mike Sweeney seconded by Peter Matthews to approve the recommendation for membership of Joseph Gangi, Jr., Christine Bradshaw, and Mark Forman. Motion passed unanimously.**

***b. Election of Officers***

Stefanie McCowan then presented the following slate of officers for board approval. Joseph J. Bevilacqua for Chair; Mark Andrews for Treasurer; and Ann Ormond for Clerk

**Motion by Tom Schiavone seconded by Robert LeBlanc to adopt the slate of officers as presented. Motion passed.**

**3. Minutes of the August 20, 2009 Meeting**

Joe Bevilacqua then called for a motion on the minutes of the 8/20/09 meeting.

**Len Wilson made a motion to accept the minutes of the 8/20/09 meeting as submitted and Tom Casey seconded the motion. Motion passed.**

**4. Reports of Committee Chairs (Continued)**  
***Planning Committee***

Planning Committee Chair Peter Matthews said regarding the High Performing WIB certification status, the Merrimack Valley Workforce Investment Board received comments from the state, in the form of an action plan. Our submission contained a number of goals, objectives and benchmarks, but the state felt that there were too many benchmarks and were concerned regarding Board involvement in the process. We plan to engage the Board in the discussion of benchmarks and get them down to four or five. We will also document the High Performing WIB Advisory Board meetings and the fact that many board members are participants on this advisory board and took an active role in advising our High Performing WIB Strategic Plan. The state is also concerned about a CQI

process for the board that demonstrates and documents the board's process to analyze its activities, make changes to board policies, programs and oversight responsibilities. In addition, the state asked that we develop a revenue plan that reflects the region's strategic plan goals and identified labor market solutions. The state agreed to provide us with additional examples of exactly what they are looking for, but has not yet done so. As soon as we receive clarification from the state, we will work with the board to generate our response.

Peter further stated that the Planning Committee voted to recommend the utilization of ARRA funding for the following RFPs:

**1.) Customized Training RFP**- This specialized type of procurement provides opportunity for a company or group of companies to obtain training designed to meet the special requirements of an employer or group of employers. It requires a commitment by the employer to hire trainees upon successful completion of the training program; and a matching cash or in kind payment by the employer that pays for not less than 50% of the cost of training.\*

\* The MVWIB is requesting and will assist the state in applying for a waiver of the 50% match which would reduce the match to 10% for companies employing less than 50 and up to a maximum of 25% for all other employers. So far 21 States have applied for and received a similar waiver and we anticipate approval of at a minimum a significant reduction in the matching amount. The advantage of this type of program are: Employers will interview candidates prior to enrollment in training; Requires employer commitment to hire successful graduates; Increases connection of employers to local workforce system; Provides actual jobs for participants; Requires investment by employers in program design and support of training.

**2.) Group Training RFP**- This type of procurement allows for the development of a training program designed to engage multiple participants in occupational skills training in a specific job or jobs. Group training can incorporate a number of sequential activities which lead to employment in a particular area. Group training was discontinued for adults and dislocated workers nine years ago when the Workforce Investment Act replaced the Job Training Partnership Act.

Programs funded through this initiative will allow proposers to identify target groups (adults, dislocated workers, women, and older youth) and entrance requirements for the proposed training. The programs will ensure the attainment of national and/or industry recognized skill or educational credentials obtained as a result of the occupational skills training activity. Proposers must demonstrate active involvement of employers in the design and operation of the program. Extra points awarded for proposals that include employer commitment to interview successful completers. Targeted industries and occupations identified as part of the MVWIB Strategic Planning process and employer meetings and surveys will be given priority for consideration for funding. RFP's will include a list of these industries and job titles.

**3.) Pilot Project-Job Readiness and Transition to Work Project** – Based on conversations with employers, the results of the employer surveys, and the demographics of the job seeker population at this time we are proposing to implement a short term (maximum 6 week participation) job readiness and transition pilot for 15-20 individuals during the late afternoon and early evening at the Career Center. The project will be funded through ARRA training dollars and operate 3-4 days per week. This new program intervention will be designed for individuals possessing at least a high school diploma and some previous work experience who need short term skill remediation or computer training to obtain employment.

Employers in our most recent focus group identified two primary issues that were the most common factors in deciding whether or not to hire an individual. They were: the lack of appropriate job readiness skills (attitude, work ethic, and understanding of the job); the lack of basic computer skills. Surprisingly, most employers in the focus group and those surveyed feel that they can teach the specific job duties related to their industry as long as the individual possesses these attributes.

This pilot project will provide the opportunity for individuals to obtain a Microsoft Certification of Digital Literacy which consists of five self paced courses: Computer Basics, The Internet and World Wide Web, Productivity Programs, Computer Security and Privacy, and Digital Lifestyles. Each course has an e-learning module and an assessment. The Certificate Test which covers all five courses provides a Microsoft Digital Literacy Certificate. The entire course takes approximately 20 hours. The Certification Test approximately 1 hour. Job Readiness Workshops utilizing the successful curriculum already in place in many of the Career Center programs and workshops, Career Counseling and Job Search assistance; Connection to OJT for further training with employer following placement; ability to test utilization of on- line training at other institutions under the oversight of Career Center staff; access to specific short term educational remediation, skill acquisition necessary to obtain employment.

**4.) Youth RFP(s)** - There is a significant pool of funding for the population (approximately \$500,000) between carry in from FY09 and new dollars for FY10. The staffs of the MVWIB, Career Center and DGA are working to develop a new model or models to incorporate within the RFP for these funds. Currently we are researching program models across the country for possible replication or reinterpretation for use in our region.

**Motion by Mike Sweeney seconded by Len Wilson to approve the RFP recommendations of the Planning Committee as presented. Motion passed.**

Peter Matthews then said that the first meeting of the Green Jobs Advisory Council was held on July 30, 2009 at Northern Essex Community College. Companies attending included Baystate Biofuels, Solectria Renewables, Entegra Development & Investment and Advi Coach. Several representatives from educational institutions and training providers were also in attendance. The purpose of the meeting was to discuss present and future job openings in "green industries" and what training and/or certifications are required to fill these jobs. The next meeting will be held on October 22<sup>nd</sup> at Northern Essex. The meeting will include a presentation by Marybeth Campbell, Workforce Development Program Director for the Massachusetts Clean Energy Center.

### ***Youth Council***

Cal Williams, Youth Council Chair, reported on youth programming. He said that we have served more than 734 youth this summer through the American Recovery and Reinvestment Act and the state's YouthWorks program. We have received a lot of great feedback from employers and youth and have had monitoring visits by the GAO and Commonwealth Corporation with very positive results. 165 employers provided worksites, of which 135, or 82% have had youth employees.

This year, our YouthWorks program was extended until September 4th.

Cal reported that our 2010 YouthWorks funding was cut by 50%. He said that if we have ARRA funds for next summer, they will be helpful in making up the shortfall.

In late summer, a waiver was granted that allowed extended ARRA summer youth employment. In-school-youth who were paid through ARRA funds were able to work part-time until September 30. Out-of-school youth can work through March 31, 2010. Our original goal was to place 905 youth and spend 100% of the funding this summer. The requirement was to spend at least 60% of ARRA youth monies by the end of September, which we have done. It was decided that between the ability to extend jobs for out-of-school youth and the need for more funding for summer jobs next year, we would not spend down entirely this summer.

Cal said that we will be receiving a \$75,000 Connecting Activities grant this year. We were only cut by about \$1,500 where other programs were cut up to 60%.

We have been awarded an ARRA/Byrne grant through the Executive Office of Public Safety in the amount of \$142,000 to serve youth in the City of Methuen between August 8 and December 31, 2009. These funds are being used to extend the wages of out-of-school youth in ARRA employment this summer.

Cal said that we are also working with the Career Center and DGA to develop RFPs to serve in school and out of school youth.

#### **4. Presentation – Merrimack Valley Partners in Progress**

Joe Bevilacqua said that there is a unique partnership that has been developing between Northern Essex Community College (NECC) and Middlesex Community College (MCC). They have put together a plan to consolidate, coordinate and work together to leverage funds for education and workforce development needs. Joe said the Royall Mack has been the driving force behind this initiative and then introduced Dr. David Hartleb, President of NECC.

Dr. Hartleb said that he is pleased to be here at the MVWIB meeting to roll out the Partners for Progress Initiative. This is a strategic alliance for workforce development in the Merrimack Valley. Dr. Hartleb said that he and Dr. Carole Cowan recognized the need to work closer together. The focus on higher education, workforce development and economic development is also supported by President Obama and his initiatives. He said that he is pleased that we have a strong relationship and partnership with Secretary Bump.

The community colleges are affordable, accessible and able to respond quickly. Most folks realize that workers need a minimum of one or two years of college for middle class jobs. We need to find that common ground and have worked out a partnership, as we have done with ABE, to get clients into higher education through many pathways. The two colleges are working together and pledge to work with local WIBs. David then introduced Dr. Carole Cowan, President of MCC.

Dr. Cowan said that Secretary Bump has an extraordinary understanding and support for education and workforce development. As we roll out this strategic alliance, she talked about the brochure and the map of the region that shows the two colleges hit 85 cities and towns and offer credit degree and certificate programs. She said that last year there were 2,700 different workforce development programs combined with 23,000 participants. There were also 150 degree and certificate programs serving 20,000 individuals for a combined total of 43,000 by both colleges. Both colleges have an economic impact and Dr. Cowan said that she wanted to thank the partners who have committed to

the vision of this collaboration including the WIBs, Chambers and Regional Planning Councils who came to the meetings. She said that we are making sure that Massachusetts is not left behind.

Joe Bevilacqua then said that Len Wilson mentioned this plan a number of months ago. He recognized the steering committee comprised of Dr. Hartleb, Dr. Cowan, Dave Tibbetts and Royall Mack. Joe then called on former two times WIB Chair and National WIB board member Len Wilson.

Len said that it is appropriate to be here today going in to the new collaboration between two of the finest community colleges in the state. Dave Hartleb and Carole Cowan are learning how to do more with less. The focus is on improving the leverage of the two colleges to work with the staff at both Career Centers. Any questions can be directed to the e-mail at the back of the brochure. He said that looking at combining the work of education and workforce development is key to success and this partnership will help everyone. He then recognized Deborah Nowlan for her work.

## **5. Secretary Suzanne M. Bump ELOWD**

Joe Bevilacqua then said that the next speaker is someone he admires and truly understands the meaning of bringing education and workforce development together. Secretary Suzanne Bump has held nine regional summits with 2,000 attendees. She has reached out across the state. The Governor is also working to make things easier and has re-energized the state WIB.

Secretary Bump said that she is pleased and grateful to be here. She said that she is sorry to hear that we will be losing our Mayor/CEO as his leadership has been a force of the WIB but if needed Chili can help him out.

She explained that she has taken the role of being the plan by play announcer for the Massachusetts recession every month putting out the figures on unemployment. This responsibility is something she needed to take on being the face and voice of this recession to help folks understand the role of government. We currently have 200,000 individuals collecting unemployment and the statewide unemployment rate is 9.1%.

This has provided an opportunity for workers to meet with staff at the Career Center, understand their skills, and prepare for the rest of their work careers.

She continued stating that we were fortunate to receive stimulus money and commended the work that was done with the summer jobs money. We exceeded the goal of 10,000 youth making it 11,000 statewide. The WIBs and the Career Center were willing to engage in strategic planning up front and proved to congress the worth of the summer jobs.

Secretary Bump spoke about a recent conference in Washington, DC where the Assistant Secretary of Labor Jane Oates stated her intent to seek funding for this programming on a continuing basis. Ms. Jane Oates talked about workforce development programs and the reauthorization of WIA and she said that this administrations thinking is in line with her beliefs.

Secretary Bump said that she appreciates the value of her experience in politics and the ability to make a deal and recruit people. This is what the Partners for Progress collaboration is about. When she first came on board she came to David Hartleb and Carole Cowan for their support and commends them on this initiative. She then took questions.

Peter Matthews asked if there are any plans to ease restrictions and criteria on summer youth.

Secretary Bump said that with WIA reauthorization congress is committed to getting it right. Assistant Secretary Oates spoke of the need to address problems of eligibility and outcomes, realizing the bureaucratic obstacles and is committed to getting it right.

Royall Mack also asked if the Summer Jobs program had an educational component.

Secretary Bump said that it did and mentioned some programs that had class time in the morning for MCAS remediation or SAT prep and work experience in the afternoon. She also said that having federal money strengthens the bond of connecting activities programs which is good for a year round system. She then thanked everyone for their work.

At this time, Mayor Sullivan, Joe Bevilacqua and Fred Carberry presented Secretary Bump with a plaque recognizing her support of workforce development.

Joe Bevilacqua said that he is pleased to announce that his efforts have been successful in lobbying for the 2010 National Governors Association Annual Meeting to be held in Massachusetts.

Mayor Sullivan said that after the next five weeks we will have a new Mayor elected and he intends to work closely with that mayor. He has put together a Transition Team and said that it is important for the new Mayor to get on board with the WIB. He said that a lot of board members have volunteered for many years and he thanked them stating that it was a pleasure to work with everyone.

Mayor Sullivan was then presented with a plaque from Joe Bevilacqua and Fred Carberry recognizing his leadership during his time as Mayor and CEO.

Joe Bevilacqua spoke about following the example of Secretary Bump and the administration moving our quarterly meetings throughout the region.

#### **4. Report of Executive Director**

Fred Carberry said that since this is the Annual Meeting he has prepared a slide show of the board's accomplishments this past year. He noted that the Career Center performance numbers are above plan and that the Business Services unit has done an outstanding job holding five job fairs and fifty-five recruitment events. There was a Mass Career Day Job Fair; Autumn Job Fair; Veterans' Job Fair; March Madness Job Fair; and Spring Job Fair. He also said that 165 employers offered youth summer jobs through the efforts of the Business Services Representatives.

Fred said that there were several youth programming initiatives that included a Northeast Regional Summit at Merrimack College with over 200 attendees from various education, business, non-profit and other youth serving organizations. Professor Andrew Sum, Director of the Center of Labor Market Studies at Northeastern University presented current data on Youth Indicators. Secretary of Labor and Workforce Development, Suzanne Bump stressed the importance of using an asset-based approach to address the high dropout rate and youth unemployment.

The P21 grant provided for collaboration with NECC to assist transitioning youth. Two education counselors from NECC were collocated at the ValleyWorks Career Center and NECC developed Career

Pathway Maps to provide visual information about program entry points and also offered professional development workshops for providers. The P21 Initiative also supported a partnership between the MVWIB and Center for Public Opinion Research at Merrimack College for exploration of the impact of youth homelessness on youth unemployment. Connecting Activities funding provided assistance to four school districts with career and internship options. It also funded a Construction Career Day and Job Shadow Day.

Fred said that the Summer Jobs Program was a great success and he, Cal Williams, Youth Council Chair, and Chairman Joe Bevilacqua then recognized Lisa Coy, ValleyWorks Youth Program Director, with a certificate of recognition for her hard work.

Fred said that in the interest of time, he would not go through his entire presentation but did mention that we are working on a Regional Innovation Grant with the Greater Lowell WIB and Work Opportunity Council of New Hampshire, an Older Worker Retention Grant, an Ex-Offender Planning Grant and a Northeast Partnership for Hospitality & Tourism with North Shore WIB, North Shore Community College, Middlesex College, and Northern Essex Community College. He also said that the Green Jobs Advisory Council met in July and is having another meeting October 22<sup>nd</sup>. We are also working on some customized training, group training and youth RFPs. Additionally, we are monitoring the reauthorization process for WIA.,

Joe Bevilacqua thanked the work of the committees and their chairs and said that together we are helping people and making a difference.

## **7. Adjournment**

**Having no further business Mark Andrews made a motion to adjourn and Shirley Callan seconded the motion. Motion passed and meeting was adjourned.**

Respectfully submitted,

*Mary Kivell*

Recorder