



Massachusetts Workforce Board Association

*The Workforce Innovation and Opportunity Act
and the Priorities of the Association*

Merrimack Valley Workforce Investment Board

October 28, 2014

Overview

- WIA was adopted in 1998 with a five year provision. It expired in 2003 (but was continued)
- After eleven years the act was replaced by the WIOA of 2014 when the President signed the bipartisan bicameral legislation on July 22, 2014



- As a result of Senate/House/White House negotiations WIOA is a fundamentally NEW act that was enacted
- The major provisions of WIOA go into effect on July 1, 2016

Key Issues to be Addressed in WIOA

- **Designation of regions and local areas**
- **Functions of the Workforce Board and Regional Planning**
- **Required Local Employment and Training Activities**
- **One-Stop designation, certification, competitive selection process and oversight**
- **Youth Services – in school vs. out of school youth**
- **Performance Indicators**

Designation of regions and local areas

- **Regions**—requires states to identify regions in consultation with local boards and chief elected officials in local areas.
- **Local Areas**—requires Governor to designate local areas through consultation with the state board and after consulting chief elected officials and local boards.
- **Designation of Areas**—Requires governor, in designating a local area to consider:
 - Extent to which the areas are consistent with labor market areas
 - The extent to which the areas are consistent with regional economic development areas
 - Whether the areas have the necessary federal and non-federal resources to administer employment and training activities
 - Permits automatic designation of existing local areas

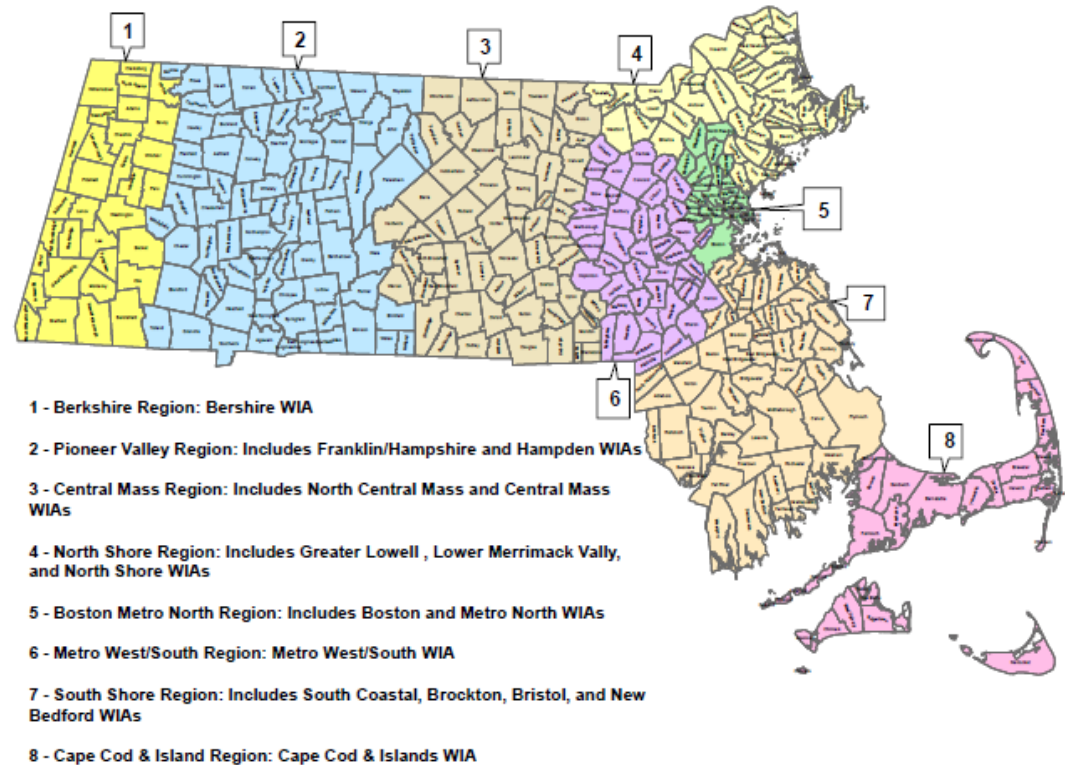
Regional Coordination

- **Regional Coordination**—requires local boards and chief elected officials in each planning region to engage in a regional planning process resulting in a regional plan (that incorporates local plans for each area in the planning region), establishment of regional service strategy, the development of sector initiatives for in-demand sectors or occupations in the region, the collection and analysis of regional market data, establishment of administrative cost arrangements, coordination of supportive services, coordination with regional economic development services, and establishment for an agreement on how planning region will negotiate performance accountability measures with governor.

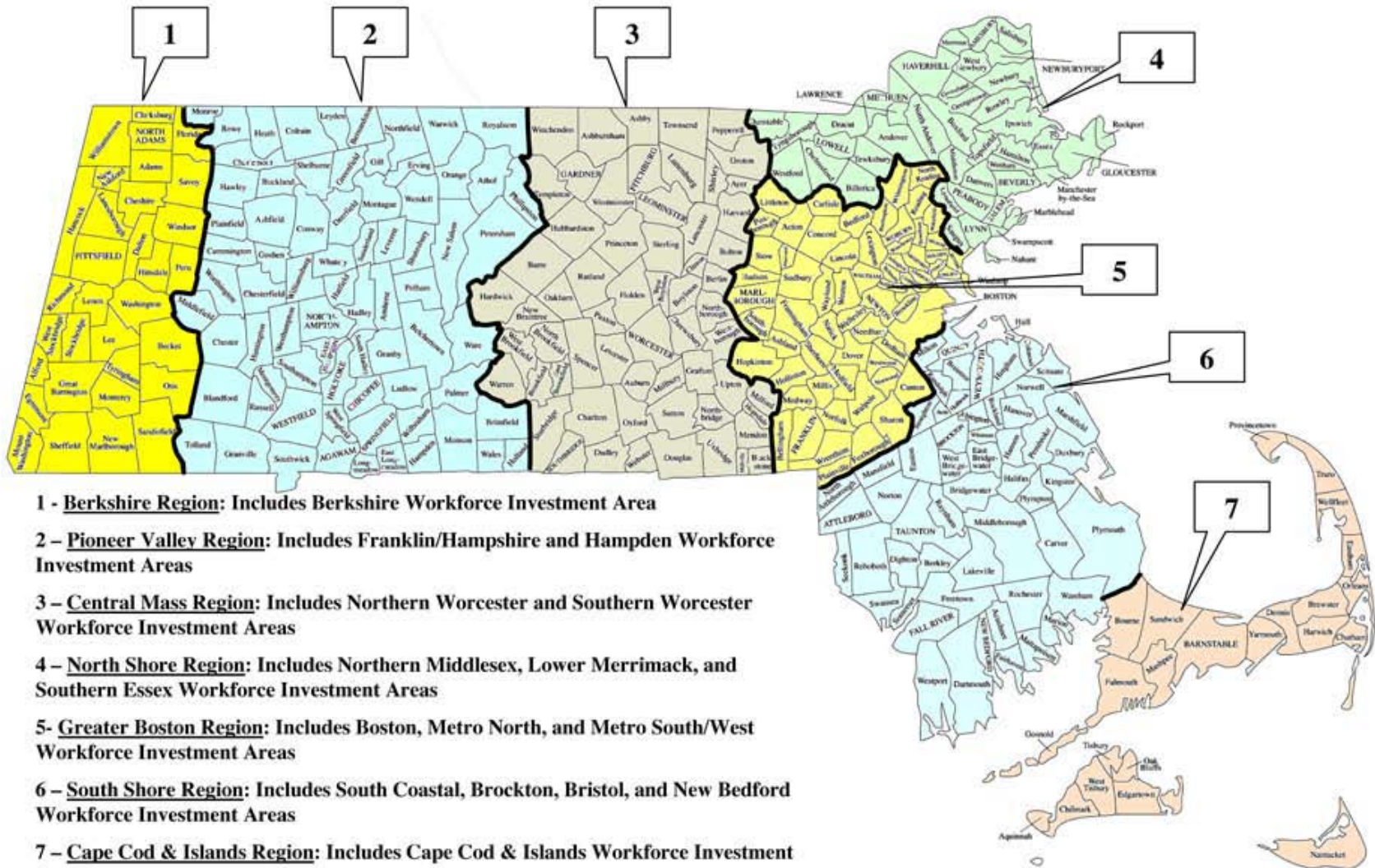
This is a detailed map of the Commonwealth of Massachusetts, showing its 14 counties and numerous towns. The map is color-coded by county: Franklin (yellow), Hampshire (orange), Bristol (green), Plymouth (light blue), Dukes (pink), and others. Major cities like Boston, Springfield, and Worcester are labeled. The map also shows the state's coastline and surrounding waters.

8 Regions for the Labor Market Study with the Federal Reserve (2012)

Map 1. Eight Regional Labor Market Areas
Comm Corp Regions defined by Workforce Investment Areas (WIAs)

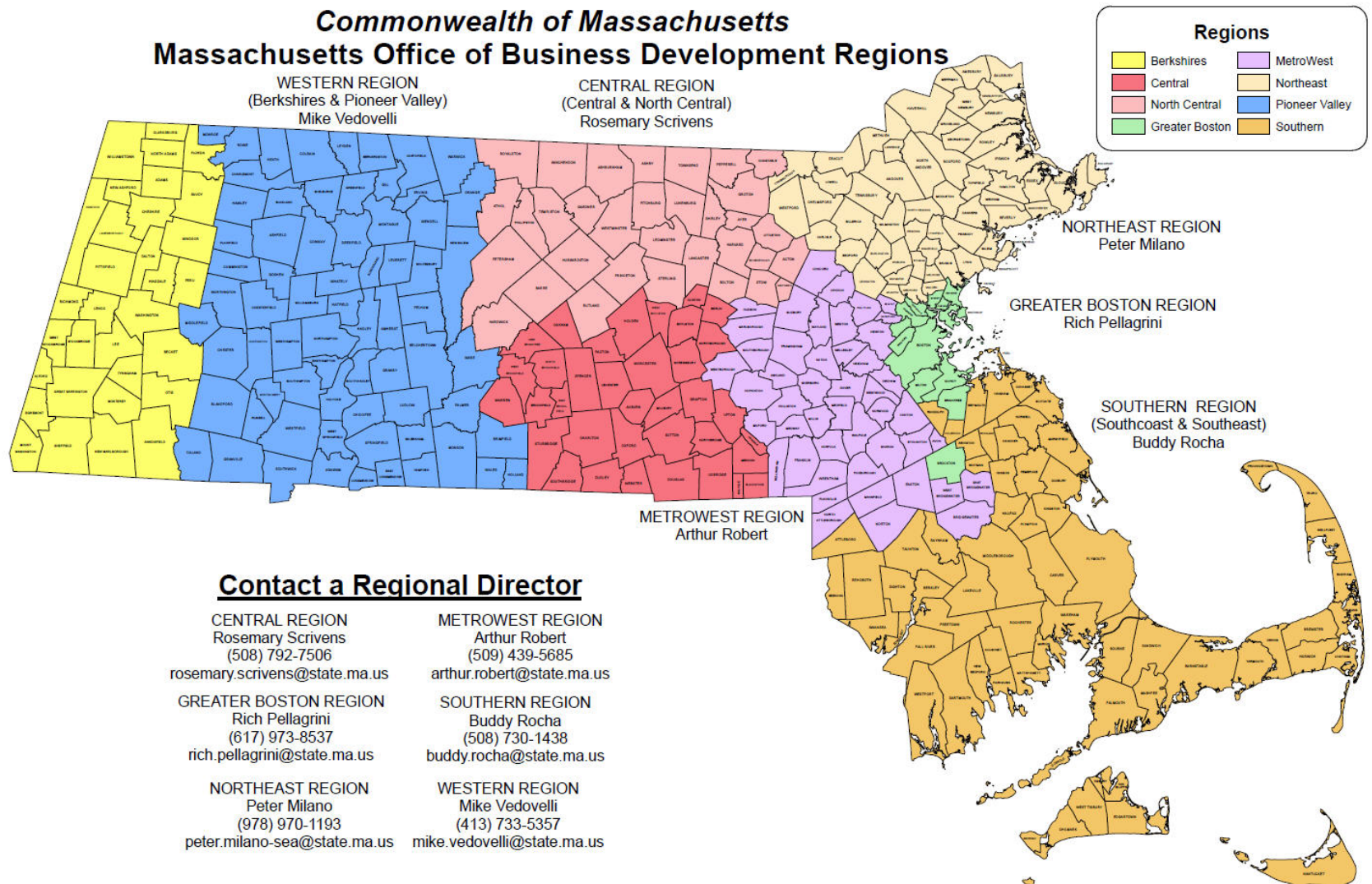


WCTF Regions (2006 and now)



Mass Office of Business Development Regions (2012)

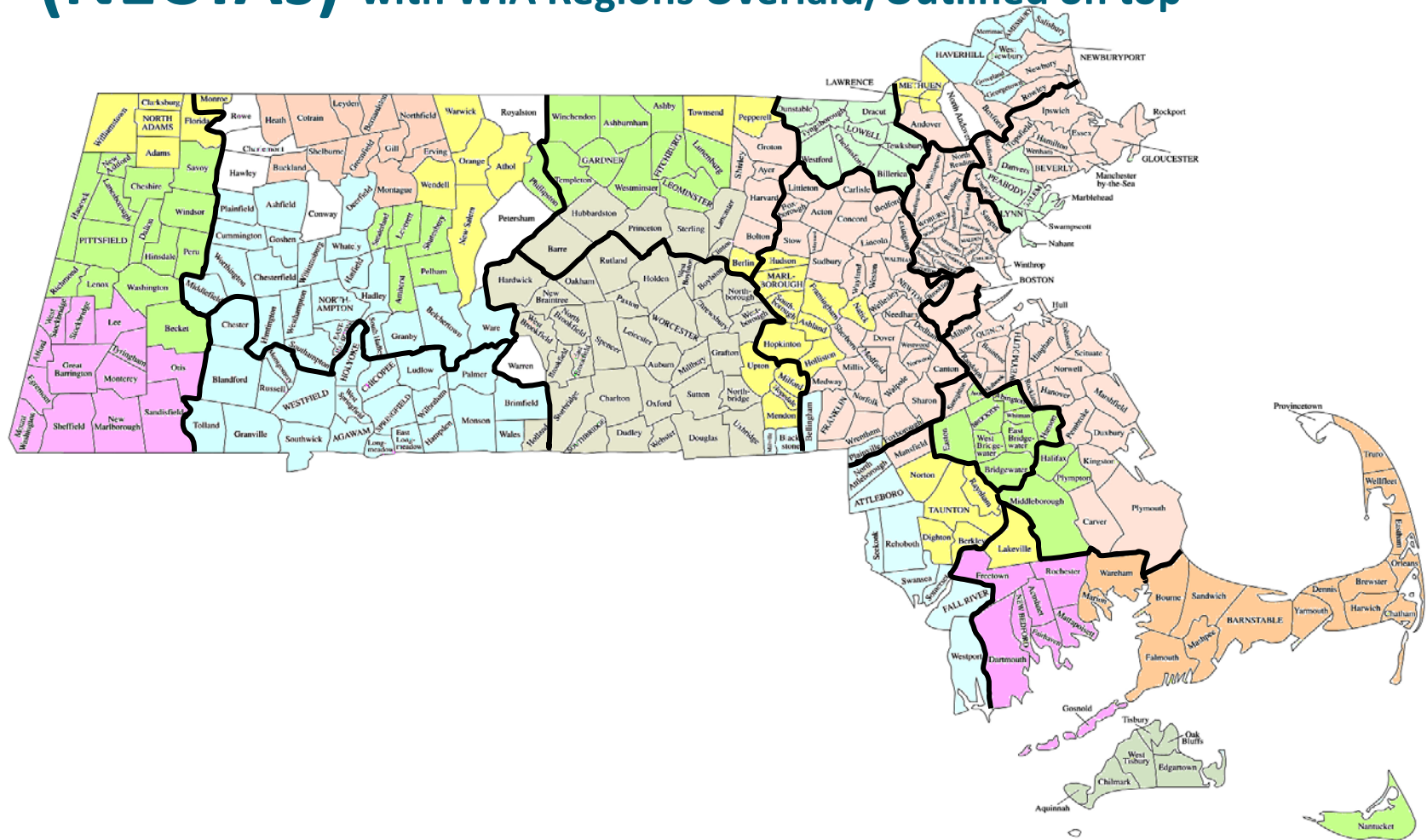
Commonwealth of Massachusetts Massachusetts Office of Business Development Regions



Contact a Regional Director

CENTRAL REGION Rosemary Scrivens (508) 792-7506 rosemary.scrivens@state.ma.us	METROWEST REGION Arthur Robert (509) 439-5685 arthur.robert@state.ma.us
GREATER BOSTON REGION Rich Pellagrini (617) 973-8537 rich.pellagrini@state.ma.us	SOUTHERN REGION Buddy Rocha (508) 730-1438 buddy.rocha@state.ma.us
NORTHEAST REGION Peter Milano (978) 970-1193 peter.milano-sea@state.ma.us	WESTERN REGION Mike Vedovelli (413) 733-5357 mike.vedovelli@state.ma.us

The New England City & Town Areas (NECTAs) with WIA Regions Overlaid/Outlined on top



The map displays the state of Massachusetts, divided into 37 numbered community college sectors, each color-coded. Major community colleges are labeled: Berkshire, Greenfield, Holyoke/Springfield, Mount Wachusett, Quinsigamond, Middlesex, Massachusetts Bay, Northern Essex, North Shore, Bunker Hill/Roxbury, Worcester, Massachusetts, Cape Cod, and Bristol. A legend on the left lists these sectors with their corresponding colors. A scale bar indicates distances up to 15 miles. A north arrow is located in the upper right corner.

Community College Sectors

- Berkshire
- Greenfield
- Holyoke/Springfield
- Mount Wachusett
- Quinsigamond
- Middlesex
- Massachusetts Bay
- Northern Essex
- North Shore
- Bunker Hill/Roxbury
- Worcester
- Massachusetts
- Cape Cod
- Bristol

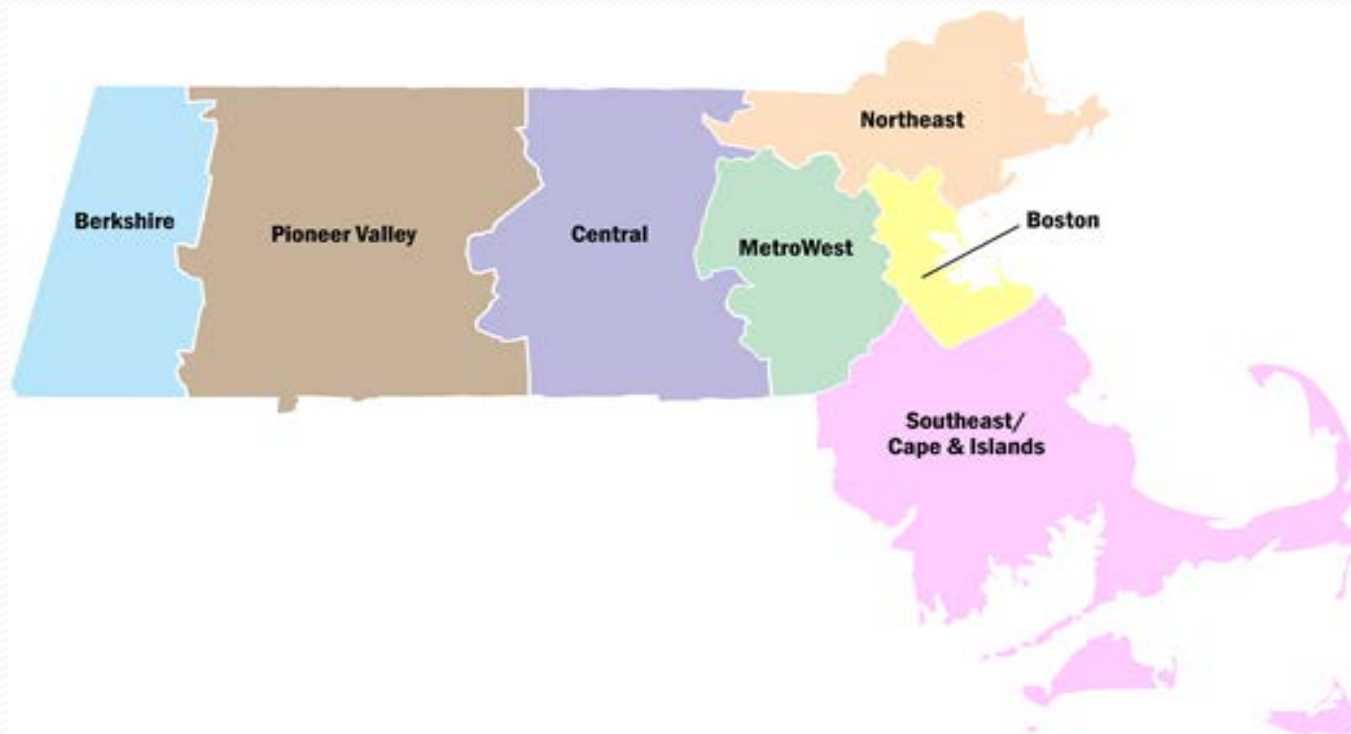
Massachusetts Regional Employment Boards and Local Partnerships

1 Berkshire County	11 Greater Lowell	21 Greater Boston Industry Council
2 Northern Berkshire	12 Greater Lowell	22 Greater Boston
3 Central Berkshire	13 Greater Lowell	23 Greater Boston
4 Southern Berkshire	14 Greater Lowell	24 Greater Boston
5 Franklin/Pierson	15 Greater Lowell	25 Greater Boston
6 Franklin County	16 Greater Lowell	26 Greater Boston
7 Hampshire County	17 Greater Lowell	27 Greater Boston
8 North Quabbin	18 Greater Lowell	28 Greater Boston
9 Hampden County	19 Greater Lowell	29 Greater Boston
10 Western Hampden	20 Greater Lowell	30 Greater Boston
11 Western Hampden	21 Greater Lowell	31 Greater Boston
12 Western Hampden	22 Greater Lowell	32 Greater Boston
13 Western Hampden	23 Greater Lowell	33 Greater Boston
14 Western Hampden	24 Greater Lowell	34 Greater Boston
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16 Western Hampden	26 Greater Lowell	36 Greater Boston
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26 Western Hampden	36 Greater Lowell	
27 Western Hampden	37 Greater Lowell	

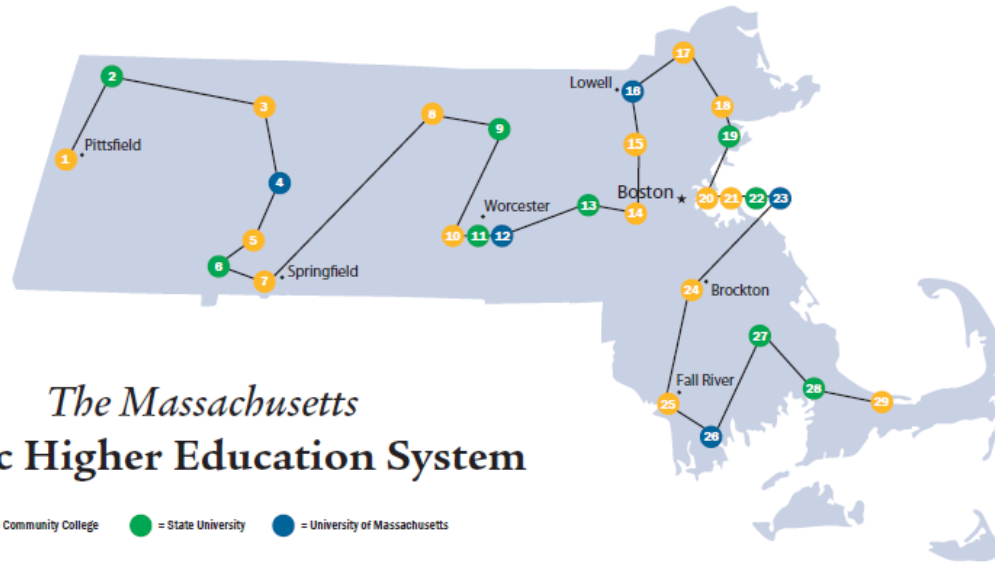
Other Regional Employment Boards and Local Partnerships:

- 1** Greater Lowell
- 2** Greater Lowell
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- 37** Greater Lowell

STEM Pipeline Map



Public Higher Education

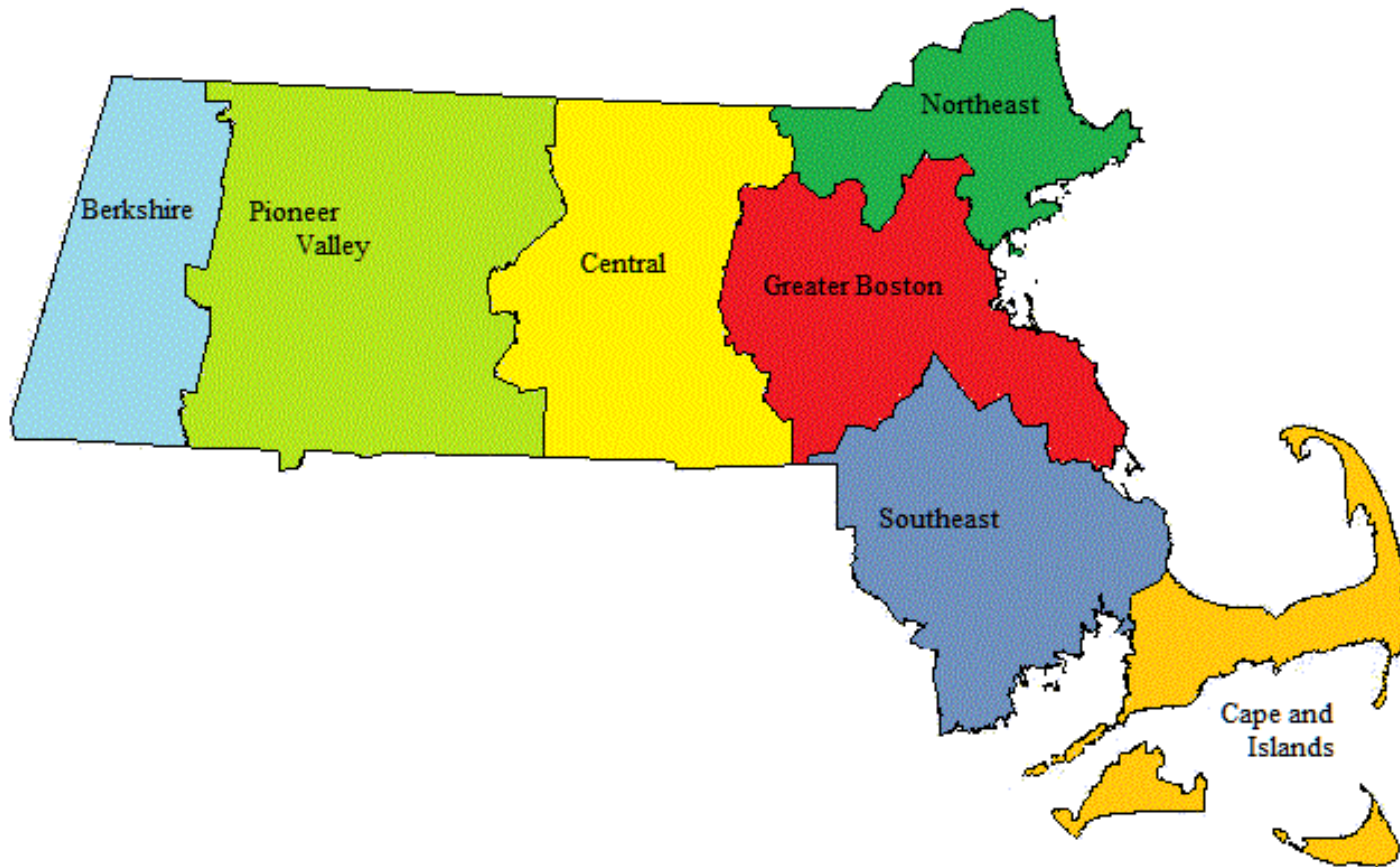


The Massachusetts Public Higher Education System

● = Community College ● = State University ● = University of Massachusetts

- | | | | |
|--|--|---|---|
| 1 Berkshire Community College, Pittsfield
(413) 499-4660 www.berkshirecc.edu | 8 Mount Wachusett Community College, Gardner
(978) 632-6600 www.mwcc.edu | 16 University of Massachusetts Lowell
(978) 934-4000 www.uml.edu | 24 Massasoit Community College, Brockton
(508) 588-9100 www.massasoit.mass.edu |
| 2 Mass. College of Liberal Arts, North Adams
(413) 662-5000 www.mcla.edu | 9 Fitchburg State University, Fitchburg
(978) 345-2151 www.fsc.edu | 17 Northern Essex Community College, Haverhill
(978) 556-3000 www.necc.mass.edu | 25 Bristol Community College, Fall River
(508) 678-2811 www.bristolcc.edu |
| 3 Greenfield Community College, Greenfield
(413) 775-1000 www.gcc.mass.edu | 10 Quinsigamond Community College, Worcester
(508) 853-2300 www.qcc.edu | 18 North Shore Community College, Danvers
(978) 762-4000 www.northshore.edu | 26 University of Massachusetts Dartmouth
(508) 999-8000 www.umassd.edu |
| 4 University of Massachusetts Amherst
(413) 545-0111 www.umass.edu | 11 Worcester State University, Worcester
(508) 793-8000 www.worcester.edu | 19 Salem State University, Salem
(978) 542-6000 www.salemstate.edu | 27 Bridgewater State University, Bridgewater
(508) 697-1200 www.bridgew.edu |
| 5 Holyoke Community College, Holyoke
(413) 775-7000 www.hcc.edu | 12 University of Mass. Medical School, Worcester
(508) 856-8989 www.umassmed.edu | 20 Bunker Hill Community College, Boston
(617) 228-2000 www.bhcc.mass.edu | 28 Massachusetts Maritime Academy, Buzzards Bay
(508) 830-5000 www.maritime.edu |
| 6 Westfield State University, Westfield
(413) 572-5300 www.wsc.ma.edu | 13 Framingham State University, Framingham
(508) 620-1220 www.framingham.edu | 21 Roxbury Community College, Boston
(617) 427-0060 www.rocc.mass.edu | 29 Cape Cod Community College, West Barnstable
(508) 362-2131 www.capecod.edu |
| 7 Springfield Tech. Community College, Springfield
(413) 781-7822 www.stcc.edu | 14 MassBay Community College, Wellesley Hills
(781) 239-3000 www.massbay.edu | 22 Massachusetts College of Art and Design, Boston
(617) 879-7000 www.massart.edu | |
| | 15 Middlesex Community College, Bedford
(781) 280-3200 www.middlesex.mass.edu | 23 University of Massachusetts Boston
(617) 287-5000 www.umb.edu | |

Job Vacancy Areas



Local Areas – Association Position

- A clear consensus has emerged that the Association should adopt a policy that workforce services led by workforce development boards (new name in WIOA) in partnership with the chief elected officials should be configured in a way that is closest to the customers—employers and job seekers. The Association believes that 1- there should continue to be 16 local areas (absent performance failures or other local issues); and that 2- we should continue the practice of regional planning (as has been occurring) in the most effective manner. The number and configuration of “regions” should take into account existing partnerships; the labor markets; and industry needs.

Functions of the Workforce Board

Board Functions—Maintains existing functions but adds requirements relating to employer engagement, leveraging of non-federal resources, and leading efforts to develop career pathways and promote other proven and promising practices (including the establishment of industry or sector partnerships).

- Workforce research and regional labor market analysis.
- Develop local plan.
- Convening, brokering, leveraging.
- Employer engagement. And promote the active participation of private sector employers.
- **Career pathways development and establishment of sector partnerships.**
- Proven and promising practices.
- Technology.
- Program oversight.
- Negotiation of local performance accountability measures.
- **Selection of one-stop operators through a competitive process.**
- Selection of youth providers.
- Identification of eligible providers of training services.
- Coordination with education providers.
- Budget and administration.
- Coordinate workforce investment activities with economic development strategies and develop other employer linkages with such activities

Required local employment and training activities

- To establish a one-stop delivery system;
- To provide the career services to adults and dislocated workers through the one-stop delivery system;
- To provide training services to adults and dislocated workers;
- To establish and develop relationships and networks with large and small employers and their intermediaries; and
- To develop, convene, or implement industry or sector partnerships.

One-Stop designation, certification, competitive selection process and oversight

- The local board for a local area, with the agreement of the chief elected official for the local area, shall:
- (1) develop and enter into the memorandum of understanding with one-stop partners;
- (2) shall designate a one-stop operator through a competitive process; and
- (3) conduct oversight with respect to the one-stop delivery system in the local area.

Eligibility to receive funds to operate a one-stop center shall be designated through a competitive process

Eligible operators

- Shall be an entity (public, private, or nonprofit), or consortium of entities (including a consortium of entities that, at a minimum, includes 3 or more of the one-stop partners of demonstrated effectiveness, located in the local area), which may include:
 - an institution of higher education;
 - an employment service State agency established under the Wagner-Peyser Act
 - a community-based organization, nonprofit organization, or intermediary;
 - a private for-profit entity;
 - a government agency; and
 - another interested organization or entity, which may include a local chamber of commerce or other business organization, or a labor organization.
- Cannot be an elementary school or secondary school

A word on youth services

- Youth to be served are between the ages of 16 and 24
- Out of School Youth = 75% of funding
- Need to prioritize our efforts to increase State funding for In School Youth through School to Career Connecting Activities

Merrimack Valley Unemployment and One-Stop Career Centers

- MV WIA Unemployment 7.3% compared to MA 6%
 - 12,300 people unemployed in September 2014
 - Highest in Lawrence at 12.3% with 3,912 people unemployed
 - One Stop Career Centers customers served in FY 2014
 - 10,740 customers
 - 10,208 unemployed or 95% of customers
 - 6,777 UI claimants or 63% of customers
 - Jobseeker customers 10,537
 - 13,165 base rate; entered employment 7,160 or 54%
 - 3,688 enrolled in Reemployment Services; 371 employed or 7%
 - 90 Title 1 exiters with 68 employed or 76%
- Job Vacancies in Northeast 2nd Q 2013
 - Total 17,424 with 47% full time and 53% part time and of the vacancies 73% are permanent jobs (12,746)

Experts from Across the US can help inform best practices

David Megenhardt, United Labor Agency, Ohio

- Employment Connections- the One Stop for Cleveland and the region shifted to employer-driven model and:
 - Doubled the employment placement rate
 - Placed more than five times as many customers in jobs
 - Increased the use of employer-driven, on the job training
 - Increased customers average earnings and improved return on investment

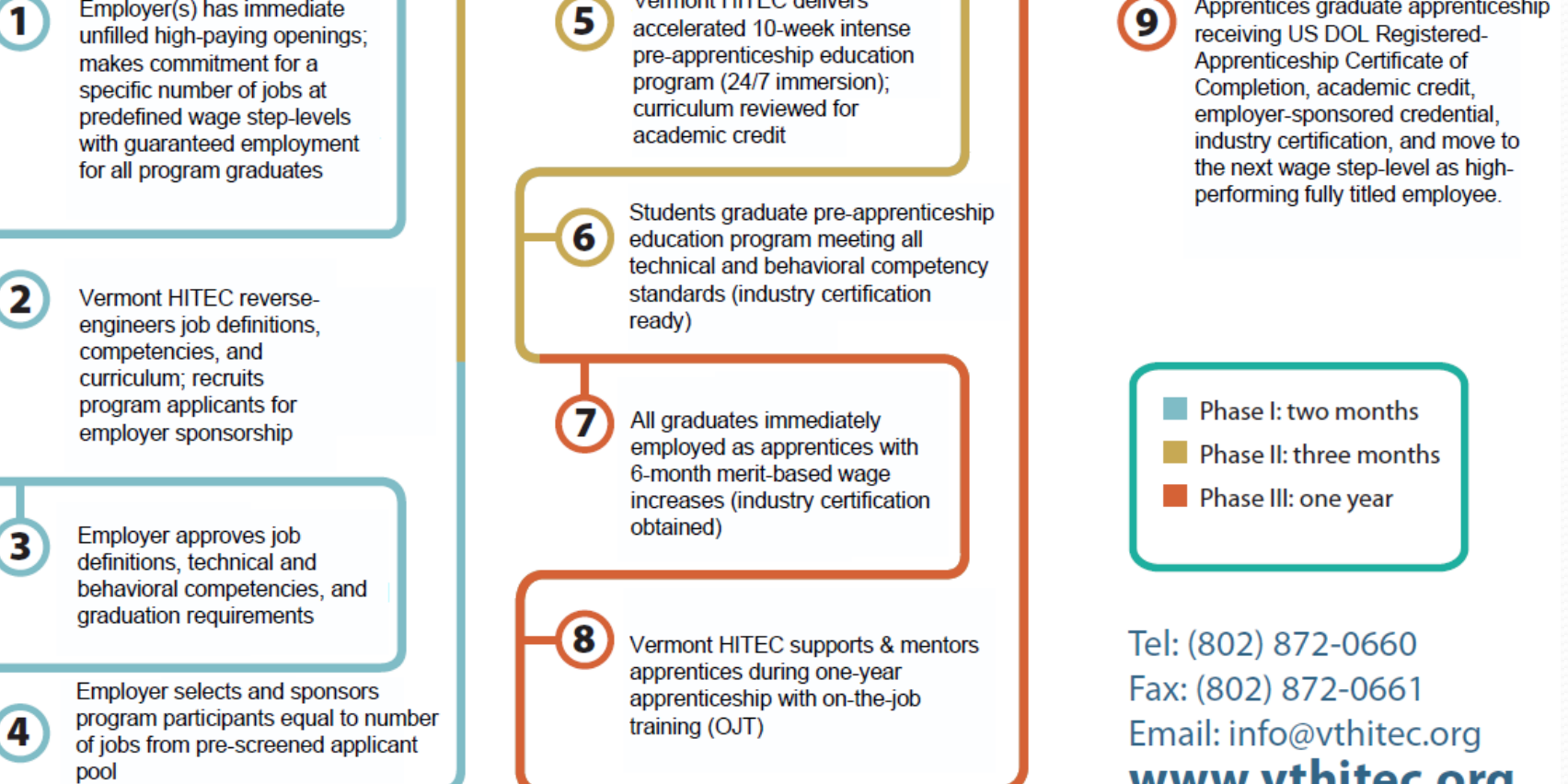
Demand (or job)-driven model. What is it and how is it different?

- Prioritizes relationships with local employers and meeting their needs for skilled workers through job placements
- Shifts away from social service approach that focuses on providing assessment, workshops, training assistance and case management
- Staff skills include sales and recruitment
- Staff don't wait for employers to call "Maytag model" they visit employers in search of job openings and generate leads on well-qualified candidates within 72 hours

Building Apprenticeships

Connecting ready-to-work Americans with ready-to-be-filled jobs in 10 weeks or less

Gerry Ghazi, Vermont HITEC



Tel: (802) 872-0660

Fax: (802) 872-0661

Email: info@vthitec.org

www.vthitec.org

Vermont HITEC Model - Scorecard Highlights

1,132
jobs created

27
employers

1,082
apprenticeship
graduates

23
communities

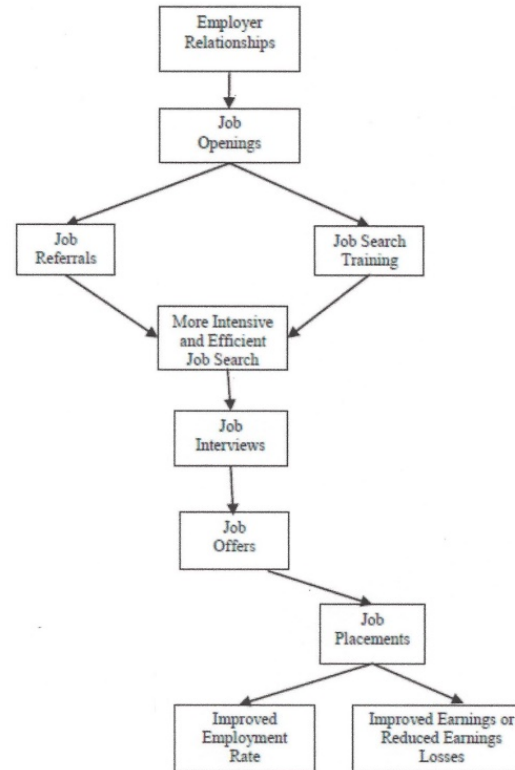


Non-traditional apprenticeships

Medical Assistants
Support Programmers
Pharmacy Technicians
CNC Machinists
Registration Representatives
Practice Support Specialists
Installation Consultants
EHR Staff
Interface Analysts
Software Developers
Software Support Specialists
Medical Transcriptionists
Information Analysts
Programmers
EHR Go-Live Support Staff
Medical Coders
Web Developers
IT Account Managers
Phlebotomist
Licensed Nurse Assistants
EHR Data Abstractors

Opportunity to Transform Workforce System

Comprehensive Labor Exchange: Job Placement Oriented Outcome Model



- The high levels of permanent and long-term unemployed persons pose major challenges for the workforce development system. This group of workers are at serious risk of substantial earnings losses upon re-employment.
- National, state, and local research found that the percent of customers receiving job referrals had a significant impact on entered employment rates. How do we increase the ability of OSSC staff to make additional referrals?
- What job orders do we have success in filling (low, middle, or higher skilled openings)?
- What types of jobs, in the short-run and longer-run, allow workers to recoup most of their old earnings levels?

[Note information based upon CLMS One-Stop Report, August 2010]