

# **GREATER LOWELL WORKFORCE AREA**

## **Executive Summary of the FY12-Workforce Development Operational Plan**

### **I. INTRODUCTION**

The Greater Lowell Workforce Investment Board (GLWIB), in partnership with the Chief Elected Official (CEO), Bernard Lynch, Manager, City of Lowell is responsible for developing an Annual Plan for Fiscal Year 2012 and submitting the plan to the Massachusetts Department of Career Services, after making it available for public comment. Local workforce investment boards, through the annual planning process, must assure that effective service and positive outcomes remain the overarching goal for all local providers and that quality is not compromised in the wake of challenges posed to the workforce system due to increased or changing demand. As local areas continue to focus on developing and refining their strategic vision in conjunction with the Commonwealth's High Performing Workforce Board Initiative, the annual planning process provides each board the opportunity to address operational aspects necessary for successful implementation.

As stated in our 2009-2014 Strategic Plan the Greater Lowell Workforce Investment Board remains dedicated to developing and sustaining a skilled and educated workforce to effectively respond to current and emerging labor market needs. We will continue pursuit of this goal by assessing the needs of employers, expanding the skill set of the local workforce to meet those needs and enhancing the youth pipeline. While our strategy remains unchanged, we must continually assess and improve our effectiveness to meet the increased demand for services coupled with a decrease in Federal, State and Local funding allocations and resources. We will build upon and continue to drive strategy initiatives and sector representation through the tools and processes identified in our high-performing WIB action plan. Specifically, we will utilize the GLWIB Roadmap to plan and manage our deliverables; the performance assessment process to connect strategies with performance targets, financial resources and board engagement; and revenue and resource plans to assess capacity, identify gaps and activities to address those gaps.

The GLWIB has been proactive in its collaboration and discussion with partners relative to shifts in economic conditions, funding sources and the associated impact on the workforce development infrastructure. We remain committed to our goals and will continue to strive throughout FY12 to provide the highest level of service to the citizens of the Greater Lowell Workforce Area.

Interested parties are encouraged to submit written comments on the Executive Summary to the Greater Lowell Workforce Investment Board by July 6, 2011. The full FY12 plan will be available on the GLWIB website on or about July 22, 2011. Copies of the plan may also be obtained by contacting the GLWIB, 107 Merrimack Street, Lowell, MA 08152; 978-937-9816.

**II. Allocations**

WIA Title I Adult	\$ 503,827
WIA Title I Dislocated Worker	\$ 607,767
WIA Title I Youth	<u>\$ 569,597</u>
	<b>\$1,681,191</b>

**III. Budgets (and/or Budget Narrative)**

\$4,237,624

**IV. WIA Adult and Dislocated Worker Programs**

Through the One-Stop Career Center (OSCC) workforce development system, adult and dislocated worker job seekers will have access to a broad array of services from a comprehensive assortment of employment programs. WIA provides for basic core services, which are available to all job seekers, and additional intensive and training services are available to persons predicated on meeting certain eligibility criteria. Examples of Core, Intensive and Training services include:

- Career Center Seminar (CCS)
- Career Action Plan (CAP)
- Job Search/Job Readiness Workshops
- Individual Career Counseling/Career Planning
- Comprehensive Assessments
- Labor Market Information
- Remedial Education/Occupational Skills Training
- Job Development and Placement Assistance

Training opportunities for eligible Adults and Dislocated Worker job seekers are obtained through Individual Training Accounts (ITA's) from a wide network of qualified training providers. Based on funding availability eligible individuals may receive up to \$5,000 in funding assistance for Adult Basic Education (ABE) and/or General Equivalence Diploma (GED) Preparation, English for Speakers of Other Languages (ESOL), and/or Occupational Skills Training.

The One-Stop Career Centers partner with several non-WIA funded agencies providing services to Adults and Dislocated Workers to include the Department of Elementary and Secondary Education, Massachusetts Rehabilitation Commission and Massachusetts Commission for the Blind for persons with disabilities, the Department of Transitional Assistance funded education and training services to public assistance and food stamp recipients, and Title V services to older workers. The Center also collaborates with the Community Corrections Center in providing assistance to ex-offenders.

**Adults:**

Approximately 70 Adult job seekers will be served in Fiscal Year 2012.

WIA Adult Performance Goals:

- Entered Employment Rate 69%
- Employment Retention Rate 76%
- Average Hourly Wage at Placement \$12.00

**Dislocated Workers:**

Approximately 319 Dislocated Worker job seekers will be served in Fiscal Year 2012.

WIA Dislocated Worker Performance Goals:

- Entered Employment Rate 74%
- Employment Retention Rate 85%
- Average Hourly Wage at Placement \$18.00

In addition, there is other WIA and non-WIA funding sources assisting dislocated workers to include:

- Department of Career Center Services “Rapid Response”
- National Emergency Grants (NEG’s)
- Trade Adjustment Assistance
- On-the-Job Training (OJT)

**V. Wagner – Peyser**

Wagner-Peyser funded employment services provide universal access to cores services delivered through the Career Center of Lowell. The Career Center will focus on providing a variety of employment related labor exchange services including but not limited to job search assistance, job referral, and placement assistance for job seekers. During FY12, approximately 7,000 job seekers will receive labor exchange services.

## **VI. Business Services**

The Business Team will assist employers in recruiting and hiring qualified and talented job seekers. During FY 12 approximately 455 employers will be provided services through the Career Center. Services will consist of job postings, applicant screening and referrals; Work Opportunity Tax Credit (WOTC); on site recruitments; job fairs; labor market information; On the Job Training (OJT), Business Workshops.

## **VII. Youth WIA Youth Programs**

- The Young Adult Career Center for FY 12 will continue to prioritize the divergent needs and goals of the targeted youth populations. The attainment of employment, occupational or educational goals will be structured in the Young Adult Career Center through the positive relationships and case management services provided by Staff.
- Our priorities for FY 2012 will be to continuously improve the employment/educational services offered in the Young Adult Career Center which is integrated within the Career Center. The Young Adult Career Center Seminar and Career Action Plan (CCS/CAP) workshop will continue during FY 2012 as the gateway for youth ages 14-24 accessing services in the Young Adult Career Center.
- The Young Adult Career Center area provides an inviting, friendly environment with the opportunity for the young adult to network and interact with their peers in the Resource Room. The Young Adult Career Center mirrors the services offered the Adult and Dislocated Worker within the Career Center of Lowell to include workshops.
- A total of 714 summer applications were distributed to Lowell residents through orientations conducted by staff with 308 young adults determined eligible. With the loss of WIA funds for the summer, the Career Center of Lowell conducted a Lottery on June 6, 2011 for a selection of 155 eligible young adults to participate in the 2011 Youthworks, Massachusetts's District Attorney Office and Shannon grant programs. The remaining 153 were placed on a waiting list in the event of possible future funding.