

FY 2011 Annual Report

GLWiB

GREATER LOWELL
Workforce Investment Board

Career Center of **Lowe** 

*Proudly Serving Billerica, Chelmsford, Dracut,
Dunstable, Lowell, Tewksbury, Tyngsborough,
and Westford, Massachusetts*

MESSAGE FROM THE CHAIR



Kevin E. Coughlin
GLWIB Chairman
Vice President, Saints Medical Center

Reviewing Fiscal Year 2011, the Greater Lowell Workforce Investment Board achieved many successes while facing yet another year of budget reductions. However, by sustaining our “drilled down” strategic planning and “board member driven” policy changes, we were able to remain effective and ‘high-performing’.

The success of the Workforce Investment Board is directly tied to the outstanding efforts of the Career Center of Lowell and the grant recipient, the City of Lowell. This year, the Career Center assisted 8,458 job seekers and more than 500 business customers with their challenging and evolving workforce needs. The dedicated staff continues to excel through difficult financial times, and most importantly, the desire to assist those customers displaced due to high levels of unemployment in Massachusetts. The result: a 37% increase in Career Center customers entering employment since 2010.

WIB and CCL staff continued to focus efforts on the emerging sectors of manufacturing, energy, and healthcare. These efforts led to training and job placement or new skills attainment for customers of varied backgrounds, skill levels, and employment histories, for both incumbent workers and unemployed.

Our 2011 Annual Report provides an overview of the programs, accomplishments and challenges of the Greater Lowell Workforce Investment System. We thank our members, governmental and non-governmental (elected and non-elected) colleagues, and partners, staff of the GLWIB and Career Center of Lowell as well as our customers (our ultimate partners) who we served during the past year.

Thank you.

INTRODUCTION

The Greater Lowell Workforce Investment Board (GLWIB) is a collaborative involving private employers, educational institutions, labor groups, municipal and state officials, and community-based organizations that provides leadership, policy direction, and accountability for the local workforce investment system. The GLWIB is one of 16 Workforce Boards throughout Massachusetts, serving the communities of Billerica, Chelmsford, Dracut, Dunstable, Lowell, Tewksbury, Tyngsborough and Westford.



The full Board meets four times a year to drive workforce development policy and initiatives in the Greater Lowell area. The GLWIB prides itself as a resource for information for our stakeholders and partners. The GLWIB website: www.glwib.org provides up-to-date information on the Greater Lowell labor market as well as workforce development news and announcements at the local, state, and federal levels.

The GLWIB distributes a bi-monthly eNewsletter providing a unique opportunity for outreach to our stakeholders by sharing valuable information including news and events in the region, grant opportunities, and Workforce Training Fund.

Labor Market Research

The GLWIB utilizes current labor market information provided by the Massachusetts Executive Office of Labor and Workforce Development (EOLWD) and the Center for Labor Market Research at Northeastern University. All GLWIB initiatives are data driven and based on the most recent industry sector information.

Career Center of Lowell

The Career Center of Lowell (CCL) is a member of the Massachusetts One-Stop Career Center system. The Career Center operates under the direction of the City of Lowell and is chartered by the GLWIB. The Career Center is collaboration between the Massachusetts Department of Workforce Development and the City of Lowell. Following the leadership of City Manager Bernard F. Lynch, the Career Center provides valuable services to the citizens and businesses of Lowell and the surrounding towns.

The CCL served over 8,400 job seekers during FY 2011 (July 31, 2010 through June 30, 2011). The GLWIB and Career Center of Lowell work together to serve the businesses of the region. This year more than 533 employers were provided with services offered by the Career Center of Lowell. www.careercenteroflowell.org/

GREATER LOWELL WIB

• YEAR IN REVIEW • July 1, 2010 - June 30, 2011

Northeast Energy Sector Partnership

In conjunction with the North Shore and Merrimack Valley WIBs, Greater Lowell was awarded a grant focused on expanding the capacity of the local workforce in renewable energy and energy efficiency. With funding made available through the U.S. Department of Labor and the American Recovery and Reinvestment Act (ARRA), the Energy Sector Partnership provides training opportunities for unemployed residents and assists individual companies in training their existing workforce.

The GLWIB and CCL worked with local companies to enroll 63 incumbent workers in training through the grant. With a goal of 33, we were able to almost double that amount. Workers were able to increase their skills in: HVAC installation and maintenance, facilities maintenance, weatherization, and renewable installation, including photovoltaic and solar thermal installation skills.

GLWIB/MCC Partnership for the Academy of Healthcare Professions

The GLWIB/Middlesex Community College Academy for Health Professions Partnership trained job seekers for entry-level healthcare occupations including Certified Nursing Assistant, Phlebotomy, Medical Secretary and Medical Receptionist.

As part of the partnership, a Healthcare Job Fair was held at the Career Center of Lowell, with more than 100 job seekers and 17 local healthcare employers in attendance, in May of 2011. The project concluded on June 30, 2011. However, the GLWIB continued efforts on this initiative by releasing the Greater Lowell Healthcare Strategic Plan 2012-2014. Click [here](#) to download.

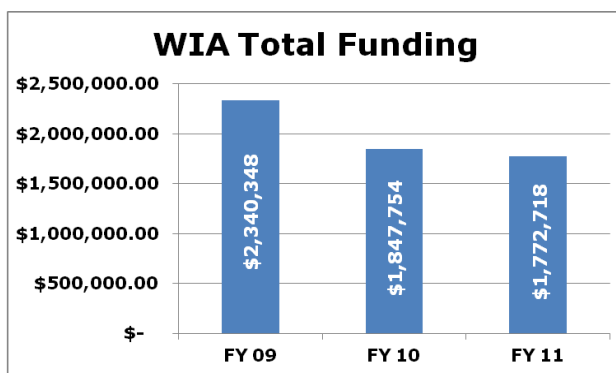
Greater Lowell Ex-Offender Partnership

The GLWIB, in conjunction with a number of community partners including the Lowell Police Department, completed the Greater Lowell Ex-Offender Reentry Strategic Plan in early FY 11. The Partnership continues to convene and implement the initiatives of the plan. To download the plan click [here](#).

WIA Funding

The GLWIB/CCL has received a 24% decrease in Workforce Investment Act funding during the previous two fiscal years. Despite the reduction in funding, the GLWIB/CCL continues to deliver

successful employer and job seeker services, as demonstrated by a 37% increase in the entered employment rate since FY 10 (pg 6).



The GLWIB entered the world of social media in FY 11: Follow Us!



<https://twitter.com/GLWIB>



www.linkedin.com/company/greater-lowell-workforce-investment-board

New Members in FY 11

- Lyle Collman - UPS
- Beverly Woods - Northern Middlesex Council of Governments
- Stanley Usovicz - Verizon
- Peter D. Bata - Raytheon
- Maureen Fitzpatrick - Lowell General Hospital
- Danielle Bergeron - Greater Lowell Chamber of Commerce
- Stacie Hargis - Lowell Small Business Assistance Center

Training Vendor Asset Map

The GLWIB released an update to the Training Vendor Asset Map. The Map is a directory of training vendors in the Greater Lowell Region and surrounding area. Click [here](#) to download.

FY 11 Youth Summer Jobs Program

481 youth ages 14-24 received summer job experience at over 80 worksites throughout the Greater Lowell region.

Connecting Activities Job Fair

The GLWIB Connecting Activities program hosted its most successful Youth Job Fair on May 5, 2011. More than 600 students attended Lowell High School with an all-time high of 48 employers in attendance.

MVRIG/Monster Collaboration

The GLWIB continued its collaboration with Monster on job and workforce development strategies. Click [here](#) to view the MVRIG website.

CAREER CENTER AT A GLANCE

The Career Center of Lowell served 8,458 job seekers during FY 11. See below for the demographic breakdown:

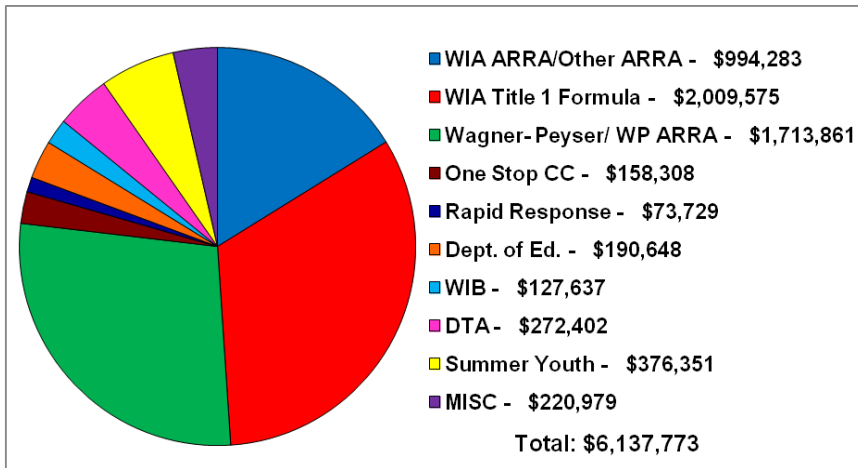
CCL Customer Gender Breakdown	
Male	4,834
Female	3,624
CCL Customer Age Breakdown	
Under 18	625
19 thru 21	498
22 thru 45	3,853
46 thru 54	1,967
55 and over	1,515

CCL Demographics	
Caucasian	5,367
Hispanic	1,049
African American	505
Asian	1,355
Native American	25
Pacific Islander	5
Other	145
Unknown	80

CCL Customer Education	
Less than High School	1,378
High School Diploma/GED	2,722
Some College/Voc Degrees	1,443
Associate Degree	732
Bachelors Degree	1,311
Advanced Degree	584
Information Not Available	286

	Veterans	Customers with Disabilities
Total Served	623	644
Total Entered Employment	104	27

Greater Lowell Residents	6,563	80%
Billerica	375	4%
Chelmsford	539	6%
Dracut	657	8%
Dunstable	32	.3%
Lowell	4,217	51%
Tewksbury	288	3%
Tyngsboro	210	2%
Westford	247	3%
Non Greater Lowell Residents	1,634	25%

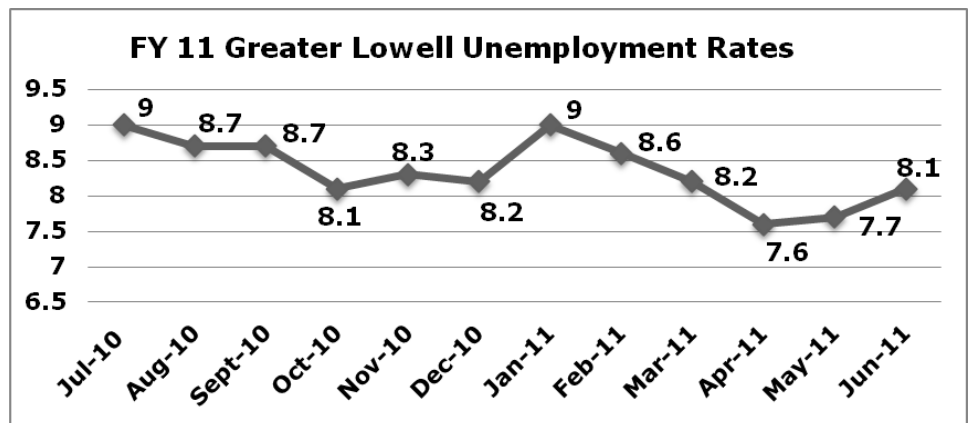


FY 11 GLWIB/CCL Program Budget

This chart (left) illustrates the funding streams that support our services. The Career Center of Lowell received the majority of funding from WIA Title I Formula and WIA Wagner-Peyser. In FY 2010, the WIA American Recovery and Reinvestment Act (ARRA) funding allotted extra services and training opportunities for WIA Title I Adult, Dislocated Workers, and Youth.

Unemployment Services

As part of the MA One-Stop Career Center model, the Career Center of Lowell also serves customers seeking unemployment insurance. In FY 11, the Greater Lowell area saw a decrease in unemployment rates, compared with FY 10.

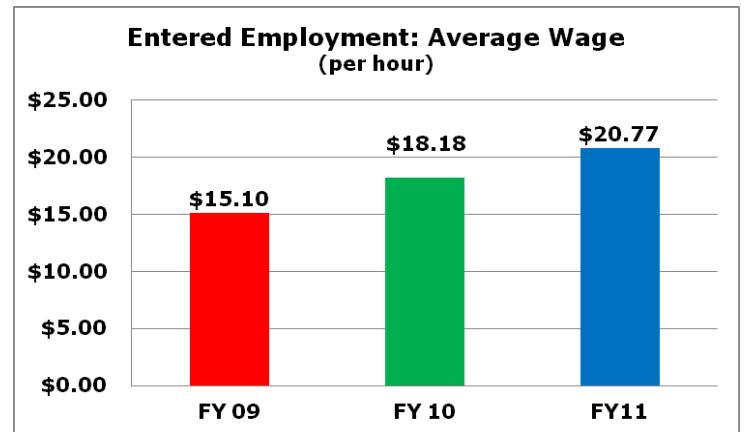
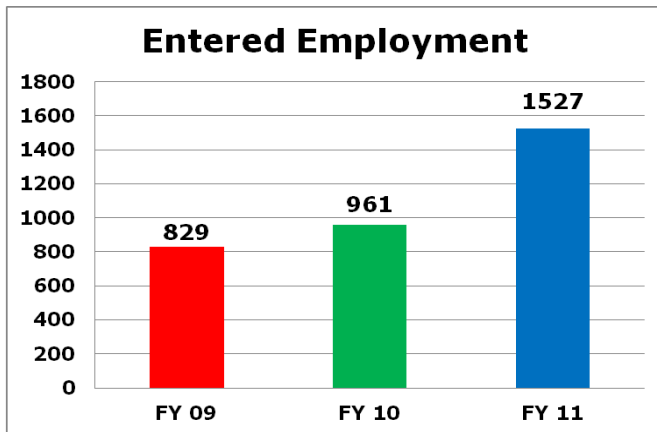


Job Seeker Services

The CCL provides several comprehensive services to customers in the Greater Lowell region. The first step in becoming a CCL member is attending a Career Center Seminar which explains the programs and resources available to help customers successfully gain employment. More than 4,800 new customers attended seminars this year. Once a customer attends the seminar, they have a variety of options including meeting one-on-one with a Career Advisor to develop a Career Action Plan (CAP).

Individual Services Provided	
Service	Customers
Assessment/Testing	5,602
Workshops	6,379
Counseling	5,412
Resource Room	4,231
Job Search	7,697
Job Development	906
Training Services	625
Referrals to Non CC Services	36

More than 1500 Career Center of Lowell customers entered employment, which represents a 37% increase in placements from FY 10. In addition, the average wage of customers entering employment was \$20.77 which represents a 13% increase from FY 10.



Department of Transitional Assistance (DTA)

The Career Center of Lowell has administered the DTA Competitive Integrated Employment Services program for the last two years. During those two years, including FY 11, the CCL has consistently ranked first in performance in the Commonwealth.

DTA FY 11 Performance	Employment Ready	Employment Training and Education	Employment Supports
Enrollment	20	21	36
Entered Employment	15	18	27
Entered Employment Rate	75%	90%	90%

Business Services

The GLWIB and Career Center of Lowell provide various services to employers in the region. The Business Services team served 533 employers, 219 of which were new to the Career Center. In FY 10, the Career Center implemented a Job Order system that employers could utilize to post job openings. The CCL Business Service teams works with employers to fill job orders by matching and conducting pre-screenings with CCL customers, and referring the most qualified. This year there were 875 job orders placed with the Career Center. The Career Center of Lowell hosted three Job Fairs including an event with a focus on the Healthcare industry, as well as 22 on-site recruitments.

Employer Services in FY 2011			
Total Employers Served	533	Workforce Development Services	10
Employers Listing Job Orders	249	Business Information Services	84
General Employer Services	503	Labor Exchange Services	306
Financial Incentive Services	141		

Young Adult Career Center

The Greater Lowell Workforce Investment Board in partnership with the Career Center of Lowell provides federal and state funds to support and maintain a framework of education, training and employment services for at-risk youth ages 14-24. The goal is to re-connect youth with education and employment strategies, which will lead to a life-long attachment to the workforce and ultimately, economic self-sufficiency.

The Greater Lowell WIB contracted with seven community organizations to provide services to both In-school and Out-of-School youth. Services include: GED Preparation, Drop-out Prevention, Job Preparation and Job Placement. This year, 151 (57 Out-of-School, 94 In-School) young adults were provided with services.

Each summer, the GLWIB and Career Center of Lowell operate summer jobs program for low-income young adults ages 14-24. The FY 11 Summer Jobs Program included the final year with American Recovery and Reinvestment Act (ARRA) funding which allotted for an additional 132 jobs. A total of 481 jobs were created for young adults at 81 worksites throughout Lowell and the surrounding communities of Billerica, Chelmsford, Dracut, Dunstable, Tewksbury, Tyngsborough, and Westford.

Young Adult Summer Jobs Program	
Funding Source:	Youth Served:
YouthWorks I	136
YouthWorks II	123
Shannon (LPD)	38
ARRA Summer	132
Discretionary(CCL)	52
Total Youth Served FY11 Summer:	481

GLWIB Youth Council

The Greater Lowell Workforce Investment Board works with a solid group of dedicated community volunteers who serve in an advisory capacity to the GLWIB and the Career Center.

The Youth Council meets on a quarterly basis and recommends program initiatives and provides oversight for WIA and other State supported grants for economically disadvantaged youth.

The diversity of the Youth Council members represents the citizenry of the City of Lowell and the Greater Lowell community.

Shawn Barry, Chairperson University of Massachusetts Lowell Center for Family, Work, and Community

- Fred Abisi
Lowell Adult Education
- Nicole Austermann
Shriver Job Corps Center
- Maryann Ballotta
Neighborhood Services/Lowell Police
- Tom Belkakis
Lowell Adult Education
- Stephanie Burke
Division of Youth & Family Services
- Candy Campbell
Catholic Charities-Merrimack Valley
- Andy Chandonnet
Greater Lowell YWCA
- Jim Conlon
Big Brother/Big Sister of Greater Lowell
- Kaitlin Corcoran
City of Lowell Youth Services
- Eric Cousineau
Division of Youth & Family Services
- Greg Croteau
UTEC
- Maria Cunha
Middlesex Community College
- Elaine Davey
MA Rehab. Commission
- Peter Faticanti
City of Lowell Recreation
- Kelli Fish
CTI/YouthBuild
- Karen Frederick
CTI
- Alisen Grenham
Lowell Housing Authority
- Veronica Holmes
Caleb Foundation
- Joseph Hungler
Boys & Girls Club of Greater Lowell
- Jennie Kennedy-Wagner
Dept. of Youth Services
- Carol McCarthy-Lavoie
Lowell DTA
- Margaret McDevitt
Lowell Middlesex Academy
- Kathy Murphy
Greater Lowell Technical High School
- Charlene Pires
Greater Lowell Technical High School
- Rachel Pronovost
NFI/DYS
- Arthur Ramalho
West End GYM
- Juan Carlos Rivera
UTEC
- Sayon Soeun
Light of Cambodian Children

Youth Representatives

BunthunVoath Chea - Lowell High School

Jennifer Mao - Lowell High School

Bunkeath Meng - University of Massachusetts Lowell

GREATER LOWELL

WORKFORCE INVESTMENT BOARD MISSION

“Dedicated to developing and sustaining a skilled and educated workforce to respond to current and emerging labor market needs by addressing the skills gap and enhancing the youth pipeline to effectively position the Greater Lowell community for continued success in the 21st century.”

GLWIB Members

Kevin Coughlin, Chair, Saints Medical Center
Jeanne Osborn – First Vice-Chair, Eastern Bank
Matt Sepe – Second Vice-Chair, Middlesex Community College

Fred Abisi - Lowell Adult Education Center
Rasy An - Pailin City Enterprises/Cambodian Mutual Assistance Association
Peter D. Bata – Raytheon
Danielle Bergeron - Greater Lowell Chamber of Commerce
Lyle Collman - UPS
Carolyn Cox - Cox Fuel Company
Dr. Carole Cowan - Middlesex Community College
Susan D'Amore – University of Massachusetts-Lowell
Elaine Davey – MA Rehabilitation Commission
Susan de Mari - The Lowell Five Cent Savings Bank
Chris Dick - Trinity Ambulance
Maureen Fitzpatrick - Lowell General Hospital
Elaine Fox - AFL-CIO
Karen Frederick - Community Teamwork, Inc.
James Gilet - Red Mill Graphics
Beth Goguen - MA Department of Workforce Development
Stacie Hargis - Lowell Small Business Assistance Center
Nancy Harrington - Greater Lowell Technical School
Susan Jepson - National Senior Network
Susan Gath Koerber - Gath Insurance
Colleen Lovering - Life Care Center of Merrimack Valley
Michael McQuaid - Career Center of Lowell
Theresa Park - City of Lowell Economic Development Office
Bonnie Posnak - Ideal Tape Inc.
Tscherina Telesford - Shriver Job Corps Center
Stanley Usovich – Verizon
Beverly Woods – Northern Middlesex Council of Governments
Ray Wrobel- Northern Massachusetts Telephone Workers
Community Credit Union

GLWIB Committees

Executive Board

Kevin Coughlin
Dr. Carole Cowan
Michael McQuaid
Jeanne Osborn
Matt Sepe
Sue Gath Koerber
Ray Wrobel

Strategic Planning

Matt Sepe, Chair
Shannon Norton
Michael McQuaid
Jeanne Osborn
Theresa Park

Workforce Issues

Susan D'Amore
Cathy Byrnes
Elaine Davey
Maureen Fitzpatrick
Sue Jepson
Michael McQuaid
Bobby Tugbiyele

Emerging sectors

Carolyn Cox, Chair
Jay Donovan
Michael McQuaid
Rasy An
Joan Ladik
Lisa Tuzzolo
Judy Burke
Marci Barnes
Stacie Hargis

**FOR MORE INFORMATION
PLEASE CONTACT**

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