



YOUTH COUNCIL

MINUTES

**Wednesday, June 11, 2014
Merrimack Valley Workforce Investment Board Conference Room
439 South Union Street – Suite 102
Lawrence, MA 01843**

Youth Council MEMBERS PRESENT:

Francisco Brea, Michael Bevilacqua, Sonia Morales, Steve Noroian, Tom Raiche, Lisa Remington, Megan Shea, Michael Strem, Ellen Weinhold, Cal Williams

MVWIB Youth Council MEMBERS ABSENT:

Howard Allen, Janet Allison, Marina Acosta, Beverly DeSalvo, Tom Connors, Irene Chalek, Brad Howell, Superintendent John Lavoie, April Lyskowsky, Wilberto Mejias, Ed Fitzgerald, Maria Miles, Linda Piergeorge, Donna Rivera, Ed Warnshuis

MVWIB STAFF PRESENT:

Rafael Abislaiman, Cristy Gomez, Mary Kivell

OTHERS:

Joseph Bevilacqua, Dale Hollingshead, Brian Norris, Denise Perrault

I. Call to Order and Introductions

A quorum being present, Cal Williams called the meeting to order at 11:40 a.m. and introductions were made around the table.

II. Approval of May 14, 2014 Minutes

Youth Council Chairman Cal Williams called for a motion to approve the minutes of the May 14, 2014 meeting.

Motion by Megan Shea, seconded by Howard Allen, to approve the minutes of the May 14, 2014 Youth Council minutes as submitted. Motion passed.

Cal then called on MVWIB Chair Joe Bevilacqua. Joe reported that there is positive news out of Washington with a new deal for WIA reauthorization. It has not been reauthorized for more than ten years. Joe continued his remarks stating that as chair

of the National board he can report that youth unemployment issue is a big concern. Joe said that there is a recommendation for apprenticeship programs for all areas. It will be the new workforce development model for the country. He also said that it is good that community colleges and technical schools are working together with us on things like advanced manufacturing. He also said that he wanted to thank Rafael Abislaiman and WIB and Career Center staff for their work. Although the unemployment numbers are high Joe said imagine where they would be if we weren't here.

III. Youth Programs Update

Youth Programs Director Cristy Gomez presented the youth program update. She said that things have been very busy organizing and recruiting for the 2014 Summer Youthworks Program. We extended the recruitment deadline to May 30th and would be holding the lottery this afternoon for Haverhill and Methuen. Cristy said that there are about 20 privately paid Mayor's Initiative slots. 148 youth will be trained the following week at LHS for an orientation and then 10 hours of workshops. Ultimately about 330 kids will be trained. More youth will be notified this afternoon and start work on Monday.

She said that they have received 488 applications as of May 16, 2014 of which 471 were complete. At the current pace, we will receive about 650 applications. Cristy said that in Lawrence we have 185 slots. We have currently received 306 applications of which 297 are complete for a total of 151 males and 155 females. 117 were received from Haverhill of which 113 were complete. There were a total of 65 males and 52 females. Methuen had a goal of 31 and a total received of 65 with 61 complete. 38 were males and 27 were females.

Cristy also said that we are working on the Connecting Activities grant which will be submitted later this week. She reported that the Haverhill In-School program held its graduation and awards dinner and some of the graduates are going to college. The LARE program is going well.

Rafael Abislaiman said that any employer who hires and contributes to the Mayor's Summer Jobs has no liability as we are the employer of record and process payroll. He said that if any employer is interested is becoming a job site to contact Susan Ingham or Jeff Pierce at ValleyWorks Career Center.

Megan Shea asked about ITAs and Lisa Remington said that we do them for youth too. Rafael said that our numbers are low due to first quarter sequestration, not being out in the community enough and because we changed age old criteria. We want people who can get and hold a job.

Rafael said that we recently lowered the minimum academic level recently from 7.9 to 6.9 for adults but the youth criteria has stayed at 7.9. Adults are those 18 and older

and most youth policies impact and focus on 16 and 17 years old. The ITA cap is up to \$6,000.

Rafael said that the Mayor's Summer Jobs Program has been having its birthing pains. Most problems related to partners submitting the wrong enrollment forms. Currently we have a total of 70 contributions or direct hires although the Mayor wanted 184 (one to one public/private). Rafael said that this is a good start to build on next year. Direct hire sites include Lawrence Public School which hired 30; the Youth Development Organization which hired 15; and Lawrence Community Boating which hired 6.

We've learned that it's best to assume that people need help with forms. The problem is balancing our relationship with long term employers who work with kids and those who provide funding to subsidize a youth for an additional free hire.

Howard Allen reported that he is working with Cristy to revamp the internship program and will have more to report at a later date.

IV. Special Presentation

Cal then introduced guest speaker Brian Norris, Marketing Manager, Northeast Advanced Manufacturing Consortium. Brian began by stating that he is working for this WIB and the Lowell WIB under the Northeast Advanced Manufacturing Consortium (NAMC) which is a partnership of leaders of industry, academia, private support organizations, and government created to organize and execute the state's advanced manufacturing strategy within the northeast region of Massachusetts. The focus is on building a regional workforce development infrastructure to create the skilled labor pipeline needed by advanced manufacturers to remain globally competitive and support profitable growth within Massachusetts. The state launched this initiative in 2011 with five core strategies: Promoting Manufacturing, Workforce & Education, Technical Assistance and Innovation, Cost of doing Business, and Access to Capital. Brian said that the initial focus is on Workforce and Education to obtain the following outcomes:

- a. Providers of educational and training services will work more cooperatively with employers;
- b. Increase the supply of qualified employees for advanced manufacturing openings;
- and c. Craftsmanship recognized as a value-adding and job-creating component of the state's manufacturing enterprise.

Brian also stated that the Consortium will strive to establish relationships with northeast advanced manufacturers and help them recruit, train, and hire appropriately skilled employees. They will also help manufacturers provide professional and advanced skills training for their incumbent workers.

Brian continued his presentation explaining pie charts of the manufacturing firms, by sector, within the MVWIB area. There are 630 with a high concentration of fabricated metal products, computer and electronics, machinery, miscellaneous, food, and chemicals. In Lawrence alone there are a total of 109 with a high concentration of fabricated metal products, computer and electronics, machinery, miscellaneous, food,

and chemicals. He referenced Zolin Technologies and ADTECH as examples of fabricated metal product manufacturers. Aeroflex Microelectronic Solutions and Nexcelom Bioscience are examples of computer and electronic product manufacturers and Flowserve and Solectria Renewables, LLC as machinery manufacturers. B.G. Peck and OBP Medical, Inc. are miscellaneous and Sekisui Voltek and Key Polymer Corporation are plastics and rubber products manufacturers. Brian asked who would be manufacturing here in five years. He mentioned a Mass Advanced Manufacturing Innovation Forum he had attended at MIT and he quoted Secretary of Housing & Economic Development, Greg Bialecki as stating that “we are in the midst of change as profound as the shift from agriculture to manufacturing during the industrial revolution.” Brian said that the ability to harness power to run machines changed the character of manufacturing from craftsmanship and custom built products to the division of labor and mass production. A massive migration from farm to city began. The need to staff these factories led to education reform and the six main principles of Horace Mann, a Massachusetts legislator. Our education system today still largely follows those principles and still turns out the type of student valued by the Industrial Revolution. Brian quoted from The Economist, that as factories become more efficient, thanks to automated milling machines and robots equipped with vision and other sensing systems. As the number of people directly employed in making things decline, the cost of labor will diminish too. This will encourage makers to move some of the work back to rich countries, not least because new manufacturing techniques make it cheaper and faster to respond to changing local tastes. The wheel is almost coming full circle, turning away from mass manufacturing and towards much more individualized production.

At this same conference Senator Ed Markey said that if you are still here you are an advanced manufacturer and if you are to continue to succeed, we need to invest in education. If Massachusetts were a nation, we'd be 2nd in world in reading and 5th in math. We need to link professors to producers and inventors to investors to help workers capture the benefits of innovation. Brian asked if we are educating people properly to be productive and what will our manufacturers make in five years. He said that he doesn't know but according to the recent MIT Forum we can expect the following segments to be big: Digital Manufacturing, Visualization & Informatics; Advanced Sensing, Measurement & Process Control; Advanced Materials Manufacturing; and Industrial Robotics. These markets will use new materials and processes. What skills will our workers need? Robots are only a collection of gears, motors, actuators, computers, software. These companies will be hiring fewer workers, but they will need smarter, more versatile workers; people who are ready to learn, who can solve problems, and can adapt to new technologies. We have to develop curricula that build skills in math, reading, writing, computer software, problem solving, teamwork, and critical thinking. In addition, they will need engineering knowledge and skills. If we can get kids to think about digital when thinking about manufacturing, they might get excited about manufacturing and there lies our challenge!

Mike Strem commented that there is a big difference in education in some other countries especially in math. Francisco spoke about comparing technology and the disadvantage of not having these skills. Brian said that we need to make this work. Tom Raiche said that there is a need to recruit manufacturers out of Boston as we have a wealth of space, a transportation hub and are only one half hour away from Boston. Steve Noroian opined that the schools are not prepared for this and Howard Allen said that they are still running on an agricultural calendar and that foreign competition is tough. Rafael said that extending the school year is only a partial fix when you have students who go to school for 12 years and barely learn to read and write. Cal said that at our students need to be competitive and at the top of their game. Steve Noroian said that they need to bring technology into the classroom. Brian noted that the Vocational schools are making a lot of effort to work with manufacturers. Ellen Weinhold said that so much money is spent on SPED that schools do not have the funds. She felt that they should get rid of MCAS and allow the teachers to teach. Dale Hollingshead said that Common Core raised the standards of MCAS and students will be tested on the application of materials.

V. Adjournment

Having no further business Howard Allen made a motion to adjourn, seconded by Tom Raiche. Motion passed and the meeting was adjourned.

Respectfully submitted,

Mary Kivell

Mary Kivell
Recorder