



***EXECUTIVE DIRECTOR'S
ANNUAL REPORT FY'11***

**REMEMBER THAT THERE IS NOTHING STABLE IN HUMAN AFFAIRS; THEREFORE
AVOID UNDUE ELATION IN PROSPERITY, OR UNDUE DEPRESSION IN
ADVERSITY. -SOCRATES, PHILOSOPHER (469?-399 BC)**

This year we had to concentrate on the avoidance of “undue depression in adversity” part of the above aphorism. FY '12 budget issues, another restructuring of our staff and phasing out two significant grant programs were highlights of our year. Of course, along with these adverse conditions we experienced significant positive accomplishments in Fiscal Year 2011.

Most significantly this year the budget erosion of the past three years has taken a stiff toll, forcing us to close two Career Opportunities Centers. Our Falmouth and Orleans Centers will close prior to the start of the next fiscal year. Clients will have to travel to our Hyannis location for face to face services.

Establishing the Orleans office several years ago was especially gratifying. We were able to enter into a partnership with the County to operate the facility. It was a very difficult decision to eliminate our Outer Cape presence.

Though we have been forced to consolidate our footprint, our commitment to serving the entire region is still paramount. We will seek alternative methods to outreach to our regions jobseekers and employers in FY '12.

Midway through this year our Youth Services Coordinator, Ellen Sheret, left to pursue other opportunities out of state. This provided us with a chance to reexamine our structure and realign our staff.

Our restructuring took the form of shifting youth services to Joan McDonald, who was finishing up our two large grant programs, and the hiring of a part time bookkeeper. Previously our bookkeeping was accomplished by an existing staff member as part of their responsibilities. Up until her departure in February it had been Ellen Sheret who was doing

the books. In March we hired Andrea Melvin, an experienced full charge bookkeeper, to work part time. Welcome aboard Andrea.

This year we also had a change in our County leadership. The Chief Elected Official for the WIB is a County Commissioner. As the Barnstable County Commissioners reorganized their leadership Sheila Lyons was appointed our CEO, replacing Bill Doherty. Commissioner Doherty was a very hands on member of the Board. His attention to detail and strong leadership will be missed. We welcome Sheila in her new role and look forward to working closely with her.

One of our successful changes this year was the completion of the relocation and realignment of our School to Careers program. This state funded, connecting activities initiative, provides career exploration and internship support to in school youth. The program uses the Commonwealth's Work Based Learning Plans as the basis for connecting academic achievement with work experience. As part of her Youth Services responsibilities Joan McDonald will now oversee the School to Careers Program.

In 2009 we were able to support employment for over 230 youths in our region with stimulus funding. In FY '10 there was no funding available for a summer youth program. I am pleased to report that through extensive lobbying efforts with state officials we have secured Youthworks grant to provide a summer program.

The grant is small, \$30,000 for services in the town of Barnstable. But it does allow us to participate, for the first time, in this recurring state grant program. I don't think that it can be stressed too strongly how much this kind of youth employment opportunity, coupled with our locally developed employability skills program, enhances the chances for future workplace success for the participating youth.

A separate report on our FY 2010 youth programs is included with the meeting materials for this annual meeting.

In FY 2011 we continued to operate our highly successful Cape Area Management Program (CAMP). This program provides early career managers with training in general management theory, teamwork, continuous quality improvement, and project management. We have two training partners on this grant. The National Graduate School of Quality Management in Falmouth is providing classroom training, and Ernie Oliveira of DEO Associates is providing practicum sessions for the program.

The training program delivered six cycles of this training to over 160 individuals representing over 40 businesses. The CAMP program is a great illustration of how the WIB does much of its work. We closely examined extensive labor market information to determine the needs of local employers and workers. The data indicated that many local

businesses promote workers to supervisory and management positions and that the individuals promoted often lack an education or training background in management. Armed with data we applied for a discretionary training grant to help meet the local need. We were awarded \$490,000 to train regional employees.

The CAMP program is ending at the end of this year. Though state and federal funding is diminishing, we will continue to seek discretionary funding to support large scale training interventions on behalf of our regional employers.

In addition to the CAMP program, we are also wrapping up our \$200,000 discretionary grant that allowed us to form and develop a highly successful healthcare partnership. In addition to establishing the partnership, this grant supported training a cohort of over 25 Certified Nursing Assistants and providing a number of incumbent CNA's with a year of work at Cape Cod Community College that has prepared the students to matriculate in an advanced degree or certificate program to further develop their employment prospects.

This year the WIB submitted our final documentation for recognition by the state as a High Performing Workforce Investment Board. I am delighted to report that we completed the process, which included the development of a new strategic plan for the agency.

To develop the strategic plan we hired the Boston consulting firm Strategy Matters and engaged in a nearly year long process. The strategic planning efforts allowed us to form and convene several new employer partnerships which will allow us to process real time input in several sectors of our economy.

Partnerships are formed in healthcare, technology, including marine technology, and hospitality. The process also led to our participation in a retail partnership formed by the Cape Cod Chamber of Commerce. These employer partnerships will continue to provide us with feedback on employer needs.

The WIB continued to be the local intermediary for a number of state programs. We continued our intermediary efforts on behalf of local businesses by promoting the Workforce Training Fund and providing assistance to applicants to the WTF. We are currently in the process of planning a fall information session on the WTF, details will be provided shortly.

The WIB was again very successful in our promotion and publicity efforts this year. We have successfully placed over 20 print and a similar number of radio pieces detailing our efforts. Monthly radio appearances commenting on unemployment data were established this year. We also appeared on several local cable television shows in the region.

We continued to develop and refine our Weekly Update electronic newsletter. We currently push the newsletter to over 400 recipients and receive quite a bit of positive feedback on the usefulness of the information that we include. As part of our strategic planning process we are developing a new platform for our on line presence which will allow us greater flexibility and range in our media presence.

We continue to partner with the Barnstable Patriot to provide a monthly column on current workforce development issues. This forum is a great chance to reach an audience that would not ordinarily receive info on our efforts. We have been writing this column for over eight years, providing continuity and reinforcement of our message and brand in the mid-Cape region.

As part of our efforts this year we hosted a visit by our new 10th District Congressman, Bill Keating. The Congressman met with us in his Washington office and visited our Hyannis Career Opportunities Center to acquaint himself with our services. We expect that he will be a supporter of workforce development issues in Congress.

We also hosted a visit by Governor Patrick this year. His administration has been supportive of workforce issues and we look forward to continued support throughout his current term.

In FY'11 the WIB continued our involvement with the Barnstable County CEDS process, albeit in a different way. CEDS is a Comprehensive Economic Develop Strategy document that is provided to the federal Economic Development Administration every 5 years. Previously we chaired a subcommittee on Workforce Development initiatives and participated on the business development committee. Over the past year we have worked with several organizations to establish a pathway to assist both new and existing businesses to develop and grow. The process is most directly aimed at emerging entrepreneurs and is establishing a referral and tracking system to accelerate growth and development.

The WIB continued our involvement with the Regional Technology Development Corporation. As a founding director of the organization we have been providing support and input as the group seeks to develop commercial opportunities based on technologies being developed in the Woods Hole Marine Science and Technology institutions. We consider these efforts as a leading opportunity for job creation in the region, job creation that will develop family sustaining wage positions in our region. Current activity which we hope will lead to the establishment of a national innovative water technologies center on Cape are a very exciting development that could lead to significant job growth.

The Executive Director continues to be involved in community activities in the region. Recently I was appointed to the Executive Committee of the Housing Assistance

Corporation. This is an exciting new opportunity to work with a population highly in need of training and workplace skills development. We also continue to serve as Treasurer of the Board of Directors of Independence House in Hyannis. I am continuing my involvement with the Hyannis Rotary Club, the Southeast Economic Development District (SEED), Cape Cod Chamber of Commerce and, as mentioned above, the Regional Technology Development Corporation.

The Executive Director also continued his involvement at the state level serving on the Executive Committee of the Massachusetts Workforce Board Association.

The WIB collaborated with a large number of organizations this year, including:

- Barnstable County
- Barnstable Patriot
- Cape Cod Chamber of Commerce
- Cape Cod Foundation
- Cape Business Magazine
- Housing Assistance Corporation
- Dennis Yarmouth School District
- Barnstable School District
- Cape Cod Regional Technical School
- Upper Cape Tech
- Cape Cod Community College
- National Graduate School of Quality Management
- Regional Technology Development Corp. of Cape Cod
- Cape Cod Tech Council
- Martha's Vineyard Chamber
- Martha's Vineyard Commission
- Massachusetts Workforce Board Association
- Nantucket Community School
- ACCESS Program
- Mashpee Wampanoag Tribal Council
- We Can

I want to recognize the professionalism and productivity of the entire WIB staff. Razza Millard, Joan McDonald and Andrea Melvin made it possible to accomplish everything detailed above, thank you.

David Augustinho
Executive Director