

City of Cambridge

*ECONOMIC DEVELOPMENT, TRAINING
AND EMPLOYMENT COMMITTEE MEMBERS*
Councillor Henrietta Davis, Chair
Councillor Marjorie C. Decker
Vice Mayor David P. Maher

In City Council November 20, 2000

The Economic Development, Training and Employment Committee conducted a public meeting on Friday, October 27, 2000 at twelve o'clock and ten minutes p.m. in the Sullivan Chamber.

The purpose of the meeting was to continue discussion on employment issues as they relate to career placement agencies, to plan an agenda and any other matter which comes before the committee.

Present at the meeting were Councillor Henrietta Davis, Chair of the Committee; Vice Mayor Maher, Councillor Sullivan, Councillor Decker, Ellen Semonoff, Deputy Director of Human Services, Susan Mintz, Office of Workforce Development, Susan Walsh, Office of Workforce Development, Malaina Bowker, Deputy Director of Community Development, Elaine Madden, Project Planner, Community Development Department, Jason Marshall, Project Manager, Assistant to the mayor and Donna P. Lopez, Deputy City Clerk.

Councillor Davis convened the meeting.

Ms. Semonoff, Deputy Director of Human Services, stated that the staff was ready to report on the four topics from the last meeting as follows:

- To provide an update on the top 25 employers in the city;
- To provide update on the labor market survey;
- To discuss services provided by career source; and
- To discuss the program at Bunker Hill College.

The discussion proceeded on the top 25 employers in the city. Ms. Bowker, Deputy Director of Community Development, distributed a list of the top 25 Cambridge Employers which is attached as **ATTACHMENT A**.

Councillor Davis asked about a link to the top 25 employers. Ms. Bowker informed the committee that Community Development will be contacting the top 25 employers to provide a link to the employers web page. This could be completed in a month and then will be attached to the city's web site under the Resources heading. Councillor Davis asked how many Cambridge residents are employed by these employers. Ms. Bowker responded that this information was not requested from the

employers. Ms. Bowker responded that this information was not requested from the employers. Councillor Davis asked if this information can be secured. Ms. Bowker stated that the focus has been on getting the labor market survey mailed which will take place next week. Ms. Semonoff stated that the employers may not provide the information on residency of their employees, especially when company's home offices are not located in Cambridge. Councillor Davis commended the staff for the list of the 25 top employers in Cambridge. She also requested that the staff investigate the best place to link this information to the City Page. Mr. Jason Marshall, Project Manager, Assistant to the Mayor, stated this information could be on the City Council and/or City Manager page. This way the city can see how many hits this site received for this information. Ms. Madden, Project Planner, Community Development Department, stated that the city could have multiple links.

Councillor Davis suggested that a press release could be done by the Public Information Officer to get the word out about the links. When this service is up and running, the city could share this information with the companies about how many hits were made to the site. If it can be shown that this service is financially beneficial to the companies and the city has taken the initiative to provide the service this could foster a partnership connection, she said. Ms. Madden stated that if employers ask their employees what were their resources and the city's Home Page is the resource, this could be a good alliance.

Councillor Davis asked if the committee felt it was a good idea to bring representatives from these businesses to the committee meetings. Mr. Marshall stated that if the 25 top employers were brought to the meetings, a partnership will be fostered and these businesses will bring in other resources. Ms. Susan Mintz stated that when the employers see that there is a benefit to them, they will participate.

Councillor Davis expressed an interest to do a letter to thank companies. She felt it would be a good idea to have 1-2 representatives from the businesses to meet with the committee. It was agreed that the results of the labor market survey would be received first and then representatives from business will be invited to the meeting.

Mr. Marshall suggested that it would be helpful to list the Career Source and/or resources at the top of the link page and then list the employers/companies.

Councillor Davis asked if the city's MIS office should be included. Ms. Bowker stated that she will be meeting with MIS.

Again, Councillor Davis stated that she wanted the service of the links publicized. Ms. Mintz stated that if a press release is done by the Public Information Officer this will inform the employers of what services are available in the city.

Councillor Davis again expressed an interest to have representatives of businesses join this committee. She suggested that this is one way the city is trying to

help businesses. Ms. Walsh, Workforce Development Office, stated that the business community might not view this as a huge gesture. Mr. Marshall suggested that it would be better to wait for the results of the survey. Ms. Bowker stated that she did not want to detract from the survey. Ms. Semonoff suggested meeting with business representatives in a couple of months.

Councillor Davis asked when the links will be ready. Ms. Bowker responded that she was optimistic that it might be ready in a month.

Councillor Davis stated that she and the Mayor could send a letter to the top 25 employers informing the employers that the committee is trying to make the links and we are hopeful that all of the top 25 employers will join this effort.

The discussion turned to Labor Market Survey. Ms. Bowker stated that 1,800 surveys are being sent to emerging companies via a letter from the City Manager. The Chamber of Commerce, she said, has offered to do follow-up calls. Councillor Davis asked how many responses are expected. Ms. Bowker responded 300. Councillor Davis asked to have the Labor Market Survey attached to this report, **ATTACHMENT B**.

Councillor Sullivan asked how is the city connecting to new employers who do not require advanced degrees with employees. Councillor Davis stated this is the goal of the committee. Ms. Bowker stated that Labor Market Survey is for new industries such as health and science, biotech industry, computer information industry and general business. The survey asks the type of jobs, skill required, if training was done in-house and where does the company expect to see job growth.

Vice Mayor Maher informed the committee that he met a business owner and told him about the links to the top 25 employers. The business owner was very excited about this service. His company employs 300 employees and cannot find entry/moderate level employees. His company provides in-house training, he said. He stated that this business owner would be interested to come and talk with this committee. This is a young company that is taking young people and shaping them, he said. Ms. Semonoff stated that most businesses in the city are small companies.

The committee proceeded to the discussion of Career Source.

Ms. Mintz gave an overview on Career Source. The state, she said, went to a one-stop shopping for workforce development. A series of services can be obtained; however, these sources depend on what are the applicant needs. Career Source offers core services such as job information and posting and training programs. Resume development is considered an enhanced service and a fee is charged for this service.

Vice Mayor Maher asked if appointments are required. Ms. Mintz responded that orientation is done first, but then appointments are required.

Ms. Semonoff asked Ms. Mintz if there are group services available without a fee. Ms. Mintz responded in the affirmative. The Department of Employment Training (DET) model is followed. Services provided by DET are provided by Career Source.

Councillor Decker asked if the fee charged allows an applicant to get expert help to prepare a resume that takes in the persons skill level so that the person can get an appropriate job. Ms. Mintz responded in the affirmative. She further stated that there is an additional service of a resource room available without charge to do your own resume. One staff person staffs the resource room. Councillor Decker stated that it takes creative expertise to translate skills into a resume for people to get a job. A level of sensitivity is also required. Ms. Mintz stated that Career Source has two customers - the job seeker and the business owner. Business services are available. Job postings can be dropped off at Career Source. Job Fairs are also conducted. Councillor Decker asked for information, in writing, about the funding of Career Source and what is the expectation of their work. Ms. Semonoff stated that city money is not used.

Councillor Davis asked how should this committee have a meeting with Career Source. Should the committee go to Career Source for the next meeting. The committee all agreed that the next meeting would be held at Career Source. Ms. Semonoff stated it is important to have a good understanding of what exists, what is missing and what could be done better. The city is fortunate that Career Source is physically located in Cambridge, she said.

Councillor Davis asked what are the gaps and what services are Career Source not providing. Ms. Mintz responded that the focus is on Cambridge residents and Cambridge jobs. We could work with Career Source to form a partnership to focus on Cambridge residents as a priority.

Councillor Decker asked why aren't Cambridge residents being sent to the Office of Workforce Development instead of Career Source. Ms. Mintz responded that Career Source has a larger applicant pool.

Councillor Davis stated that the benefit to employers to forming a partnership is to maximize Cambridge employees to get a credit under the Parking and Transportation Demand Management Ordinance (PTDM).

Vice Mayor Maher asked what was the gross differential between Career Source and another employment agency. Ms. Mintz did not know this information. Vice

Mayor Maher stated the committee needs to know this information. He further stated headhunters are doing specialized business today. Can Career Source provide this level of expertise or is it entry level only. Ms. Mintz stated it is the goal to provide the level of expertise.

Ms. Semonoff stated that the Office of Workforce Development serve some applicants better than Career Source. Career Source needs to do a better job with its client base.

Councillor Davis asked what is the next step. Ms. Semonoff stated that the committee should hear from Career Source and then talk to employers about Career Source services. Ms. Mintz will contact a representative of Career Source and the next meeting will be scheduled for a Tuesday at noon. (Tentative dates discussed were November 14 and November 28) at Career Source.

The committee decided to postpone discussion on the program at Bunker Hill until Tuesday, December 12, 2000 at noon at which time the committee will receive an update on the links to the top 25 Cambridge employers.

Councillor Davis thanked all attendees.

The meeting adjourned at one o'clock and thirty-five minutes p.m.

For the Committee,



Councillor Henrietta Davis
Chair

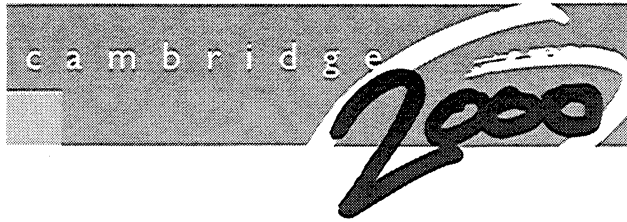
Top 25 Cambridge Employers October 2000

Attachment A

2000 Rank	NAME OF EMPLOYER	EMPLOYEES ¹	BUSINESS
1	HARVARD UNIVERSITY	8128	EDUCATION
2	MIT	7102	EDUCATION
3	CITY OF CAMBRIDGE	2931	GOVERNMENT
4	MT AUBURN HOSPITAL	2059	MEDICAL
5	LOTUS DEVELOPMENT CORP./IBM	1558	COMPUTER SOFTWARE
6	FEDERAL GOVERNMENT	1464	GOVERNMENT
7	CAMBRIDGE PUBLIC HEALTH COMM.	1370	MEDICAL
8	MILLENIUM PHARMACEUTICALS	1211	BIOTECHNOLOGY/R&D
9	COMMONWEALTH OF MASSACHUSETTS	1124	GOVERNMENT
10	DRAPER LABORATORIES	1044	RESEARCH & DEVELOPMENT
11	BIOGEN	998	BIOTECHNOLOGY
12	ARTHUR D. LITTLE	887	MANAGEMENT CONSULTING
13	GENZYME	877	PHARMACEUTICAL PRODUCTS
14	QUEST DIAGNOSTICS	735	CLINICAL TESTING SERVICES
15	GENUITY/Formerly GTE INTERNETWORKING ²	731	RESEARCH & DEVELOPMENT
16	CAMP, DRESSER, MCKEE	665	ENGINEERING
17	SAPIENT CORP ³	641	MANAGEMENT CONSULTANTS
18	NECCO/HAVILAND	622	CONFECTIONARY PRODUCTS
19	EF INTERNATIONAL ³	582	EDUCATION/TOUR PACKAGES/AU PAIRS
20	GENETICS INSTITUTE	557	BIOTECHNOLOGY
21	WHITEHEAD INSTITUTE ³	550	RESEARCH & DEVELOPMENT
22	LESLEY COLLEGE	546	EDUCATION
23	MODERN CONTINENTAL ³	537	CONSTRUCTION
24	FORRESTER RESEARCH ³	483	BUSINESS SERVICES
25	YOUVILLE HOSPITAL	478	MEDICAL

1. All figures collected between 7/00 and 10/00. All figures reflect employment within the the City of Cambridge only. Whenever possible, totals are based on Full Time Equivalents (FTEs). Part time workers were counted as 0.5 FTEs, unless otherwise indicated by employer response.
2. Genuity, formerly GTE Internetworking and Bolt, Beranek & Newman, has moved a substantial number of jobs out of Cambridge over the past year.
3. New to list in 2000.

Source: Cambridge Community Development Department and cited employers, 2000.



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

November 2, 2000

Dear Chief Executive Officer:

The City of Cambridge is conducting a study of the changing Cambridge labor market in three of the city's largest and fastest growing industry groups: business and finance, information technology and biotechnology, science and health. The purpose of the study is to gain information about existing and future employment opportunities in these industries. We hope the results of this study will also be helpful to you as you seek employees in this challenging labor market.

We have identified your company as belonging to one of these industry groups and ask for your help in providing the city with information about your existing and future workforce needs. We have enclosed an Employment Survey to be completed by your Director of Human Resources (or other appropriate person in your firm) and returned to us. In the survey you are asked to identify your company's job types in Cambridge, educational and skill requirements, and areas of anticipated growth.

The survey has been designed to minimize the amount of time needed to complete it. The survey can be completed in hard copy and returned to the city in the enclosed self-addressed envelope, or completed on line at ci.cambridge.ma.us/~CDD. Elaine Madden of the city's Economic Development staff at (617) 349-4618 can answer any questions you may have.

Thank you in advance for your assistance. Please feel free to contact my office if I can be of any assistance at (617) 349-4300.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy". The signature is fluid and cursive, written over a white background.

Robert W. Healy
City Manager

Cc: Director of Human Resources
Attachment



2000 Things 2 Do in 2000

Section 1: Contact Information & Company Profile

Company Name: _____

Name & Title of person completing survey: _____ Phone: _____

Annual revenue last reporting period (optional) \$ _____ Additional locations: Y or N* Year established: _____

Description of business: _____

Section 2: Employment Profile of Company

1. What are the types of jobs that currently exist at your company in Cambridge? Please estimate the salary range and number of employees in each job type. For your convenience, you can choose job types from the list provided at the end of the survey or attach your own existing list in a similar format.

Please write in job title	Salary Range (please check one)						Number of employees in Cambridge
	<\$20k	\$20 - 40k	\$40 - 60k	\$60 - 80k	\$80 - 100k	Over \$100k	
Job Type 1:							
Job Type 2:							
Job Type 3:							
Job Type 4:							
Job Type 5:							
Job Type 6:							
Job Type 7:							
Job Type 8:							
Job Type 9:							
Job Type 10:							
Job Type 11:							
Job Type 12:							
Job Type 13:							
Job Type 14:							
Job Type 15:							
TOTAL NUMBER OF EMPLOYEES IN CAMBRIDGE							

* Please indicate if you have company locations outside Cambridge. However, this survey is only asking for information on your Cambridge employment.

You may also go to <http://www.ci.cambridge.ma.us> to complete the survey on-line and then email it to: emadden@ci.cambridge.ma.us.

2. What are the educational requirements for each of the job types referenced above? Please check one box.

	Less than high school diploma	High school diploma	Vocational training related to job type	Associate's degree (2-year)	Bachelor's degree (4-year)	Master's degree	*Technical Certificate	Doctoral degree	Other
Job Type 1									
Job Type 2									
Job Type 3									
Job Type 4									
Job Type 5									
Job Type 6									
Job Type 7									
Job Type 8									
Job Type 9									
Job Type 10									
Job Type 11									
Job Type 12									
Job Type 13									
Job Type 14									
Job Type 15									

*Required in addition to a college degree.

3. What are the most important skill requirements for the employees that fill each job type? Please check three or fewer boxes.

	Administrative	Computer programming	Critical thinking	Customer service	Data analysis	Financial or accounting	Graphic design software	Industry-specific experience	Management	Marketing/Sales	Math skills	Scientific lab skills	Spreadsheet analysis	Verbal communication	Word processing	Writing	Other:
Job Type 1																	
Job Type 2																	
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Job Type 9																	
Job Type 10																	
Job Type 11																	
Job Type 12																	
Job Type 13																	
Job Type 14																	
Job Type 15																	

4. For which job types do you offer in-house training programs for new hires who do not meet your skill or educational requirements? Please circle or underline the number below that refers to the job type.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

5. For the job types identified in question 4, please indicate if the training you provide is technical and job-related (T), generic (G) (for example basic office skills), or both (B). Please enter the most accurate letter next to each job type.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

6. Which job types allow for advancement within the firm? Please circle or underline as many as apply.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

7. Which sources have been most useful in recruiting new employees? Please check two.

- Newspapers
- Internet job boards
- Temporary employment agencies
- Job fairs
- Cambridge Employment Program
- Career Source
- Recommendations from current employees
- College career centers
- Other:

8. What is your best estimate of the percent of your Cambridge-based employees that are residents of Cambridge? Please circle or underline one category.

0 – 10% 11 – 20% 21 – 30% 31 – 40% 41 – 50% 51 – 60% 61 – 70% 71 – 80% 81 – 90% 91 – 100%

Section 3: Growth Rate Information

9. Please estimate the number of new jobs that will be created in each job type in Cambridge over the next 5 years.

	Number of New Jobs
Job Type 1	
Job Type 2	
Job Type 3	
Job Type 4	
Job Type 5	
Job Type 6	
Job Type 7	
Job Type 8	
Job Type 9	
Job Type 10	
Job Type 11	
Job Type 12	
Job Type 13	
Job Type 14	
Job Type 15	

Thank you for your time in completing this survey!

Please call Elaine Madden at 349-4618 with any questions regarding the survey or if you would prefer to complete it over the phone. You may also go to <http://www.ci.cambridge.ma.us> to complete the survey on-line and then email it to: emadden@ci.cambridge.ma.us.

The following is a list of suggested job types to assist you in completing the enclosed Employment Survey. Please provide your company's particular job types to the list on the survey.

Account Executive	Management
Administrative Assistant	Management Analyst
Architects, Planners	Manager - General Office
Bookkeeping & Accounting	Marketing Analyst
Brokers	Network Technician
Building and Maintenance Staff	Packagers, Shipping & Receiving
Commercial Artist	Personnel Staff
Computer Programmer	Personnel Supervisor
Customer Service Representative	Project Manager
Data Entry	Public Relations Specialist
Data Warehouse Developer	Researcher
Database Analyst	Software Technician
Desktop Publisher	Statistical Analyst
Drivers	Surveyors & Mapping Scientists
Engineer	Technical Service Manager
Financial Analyst	Technical Writer
Graphic Designer	Telemarketer
Hardware Technician	Transportation Planners
	Web Designer

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Job Type 10									
Job Type 11									
Job Type 12									
Job Type 13									
Job Type 14									
Job Type 15									

*Required in addition to a college degree.

3. What are the most important skill requirements for the employees that fill each job type? Please check three or fewer boxes.

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Job Type 14																	
Job Type 15																	

The following is a list of suggested job types to assist you in completing the enclosed Employment Survey. Please provide your company's particular job types to the list on the survey.

Account Executive (including sales)

Administrative Assistant

Bookkeeping & Accounting

Child Care Worker

Chiropractor

Counselor (Social Worker)

Customer Service Representative

Dental Assistant

Dental Hygienist

Dentist

Emergency Medical Technician

Human Service Case Manager

Interpreter

Management

Manager – General

Medical Records Technician

Nurse

Nursing Assistant

Nutritionist

Occupational or Physical Therapist

Occupational or Physical Therapist Assistant

Optometrist

Personal and Home Care Aide

Personnel Staff

Personnel Supervisor

Pharmacist

Physician

Physician's Assistant

Psychiatric Aides & Technicians

Psychologist

Section 1: Contact Information & Company Profile

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Name & Title of person completing survey: _____ Phone: _____

Annual revenue last reporting period (optional) \$ _____ Additional locations: Y or N* Year established: _____

Description of business: _____

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CITY OF CAMBRIDGE – EMPLOYMENT SURVEY

INFORMATION TECHNOLOGY INDUSTRY SECTOR

The following is a list of suggested job types to assist you in completing the enclosed Employment Survey. Please provide your company's particular job types to the list on the survey.

Account Executive	Marketing Analyst
Administrative Assistant	Mechanical Engineer
Bookkeeping & Accounting	Medical Lab Assistant
Brokers	Medical Lab Technician
Building and Maintenance Staff	Medical Researcher
Commercial Artist	Network Technician
Computer Programmer	Packagers, Shipping & Receiving
Customer Service Representative	Personnel Staff
Data Entry	Personnel Supervisor
Data Warehouse Developer	Project Manager
Database Analyst	Public Relations Specialist
Desktop Publisher	Scientific Lab Assistant
Drivers	Scientific Lab Technician
Electrical Engineer	Scientific Researcher - Biology, Chemistry
Financial Analyst	Software Technician
Graphic Designer	Statistical Analyst
Hardware Technician	Technical Service Manager
Management	Technical Writer
Management Analyst	Telemarketer
Manager – General Office	Web Designer

Section 1: Contact Information & Company Profile

Company Name: _____

Name & Title of person completing survey: _____ Phone: _____

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Description of business: _____

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Job Type 14																	
Job Type 15																	

4. For which job types do you offer in-house training programs for new hires who do not meet your skill or educational requirements? Please circle or underline the number below that refers to the job type.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

5. For the job types identified in question 4, please indicate if the training you provide is technical and job-related (T), generic (G) (for example basic office skills), or both (B). Please enter the most accurate letter next to each job type.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

6. Which job types allow for advancement within the firm? Please circle or underline as many as apply.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

7. Which sources have been most useful in recruiting new employees? Please check two.

- Newspapers
- Job fairs
- Recommendations from current employees
- Internet job boards
- Cambridge Employment Program
- College career centers
- Temporary employment agencies
- Career Source
- Other:

8. What is your best estimate of the percent of your Cambridge-based employees that are residents of Cambridge? Please circle or underline one category.

0 – 10% 11 – 20% 21 – 30% 31 – 40% 41 – 50% 51 – 60% 61 – 70% 71 – 80% 81 – 90% 91 – 100%

Section 3: Growth Rate Information

9. Please estimate the number of new jobs that will be created in each job type in Cambridge over the next 5 years.

	Number of New Jobs
Job Type 1	
Job Type 2	
Job Type 3	
Job Type 4	
Job Type 5	
Job Type 6	
Job Type 7	
Job Type 8	
Job Type 9	
Job Type 10	
Job Type 11	
Job Type 12	
Job Type 13	
Job Type 14	
Job Type 15	

Thank you for your time in completing this survey!

Please call Elaine Madden at 349-4618 with any questions regarding the survey or if you would prefer to complete it over the phone. You may also go to <http://www.ci.cambridge.ma.us> to complete the survey on-line and then email it to: emadden@ci.cambridge.ma.us.

The following is a list of suggested job types to assist you in completing the enclosed Employment Survey. Please provide your company's particular job types to the list on the survey.

Account Executive (including sales)

Administrative Assistant

Bookkeeping & Accounting

Computer Technician

Customer Service Representative

Data Entry

Database Analyst

Financial Analyst

Graphics Designer

Management

Management Analyst

Manager – General Office

Marketing Analyst

Medical Lab Assistant

Medical Lab Technician

Medical Researcher

Personnel Staff

Personnel Supervisor

Public Relations Specialist

Scientific Lab Assistant

Scientific Lab Technician

Scientific Researcher - Biology, Chemistry

Statistical Analyst

Web Site Manager/Designer

COMMITTEE REPORTS

Communication from Donna P. Lopez, Deputy City Clerk, transmitting a report from Councillor Henrietta Davis, Chair of the Economic Development, Training and Employment Committee, for a meeting held on October 27, 2000 to continue discussion on employment issues relating to career placement agencies and to plan an agenda for the Committee.

In City Council,

November 20, 2000

Report accepted

PLACED ON FILE!