

MASSACHUSETTS

# Workforce Investment Act

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**WIA Communication No. 04-83**

Policy  Information

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**To:** Chief Elected Officials  
Workforce Investment Board Chairs  
Workforce Investment Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Regional Directors for Workforce Integration  
DCS Associate Directors  
DCS Field Managers

**cc:** WIA State Partners

**From:** Susan V. Lawler, Commissioner  
Division of Career Services

**Date:** October 20, 2004

**Subject:** Division of Career Services Restructuring

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**Purpose:** To transmit information regarding the recent restructuring of the Division of Career Services.

**Background:** On Wednesday, October 6, 2004 Jane Edmonds, Director of the Department of Workforce Development (DWD), formally announced a restructuring of the Division of Career Services (DCS). The restructuring is aimed at improving and supporting the collaborative efforts of the Commonwealth's workforce investment partners to ensure the provision of quality workforce development services for employers and job seekers.

In recent years, the Commonwealth has made significant progress in developing a more seamless and integrated Career Center System that has expanded training opportunities for both employed and unemployed members of the Massachusetts workforce and improved access to services for the disabled and other consumers who face significant barriers to employment.

While the effort to move toward expanded services and greater integration continues, a careful analysis of the Career Center System's performance to assure consistent delivery of quality services and to demonstrate true performance accountability must also be addressed. To be successful, these efforts must occur at both the state and local level. The announced restructuring will enable DCS to more effectively support a closer relationship and coordination of these efforts between the state and local partners.

In response to the effort to improve its support of the Career Center System, DCS has created four positions titled Regional Director for Workforce Integration. These Regional Directors will be state liaisons to local workforce boards and other partners, supporting the implementation of each area's Annual Business Plan. They will also focus on supporting local area efforts to successfully achieve objectives of additional, targeted resources (i.e., NEGs) provided by State, Federal or other entities under the jurisdiction of DWD/DCS. Primary responsibilities include:

- Working in collaboration with Local Workforce Investment Boards and Chief Elected Officials to ensure a consistent menu of quality employment services for employers and job seekers in each region,
- Ensuring that the Commonwealth's workforce development mission and priorities are conveyed to LWIBs and CEOs,
- Ensuring that the leadership roles and responsibilities of the State, LWIBs and CEOs as delineated in the Workforce Investment Act are clearly understood by all partners,
- Ensuring that system partners have the information and data that will allow them to assess program performance and support effective local planning,
- In collaboration with the LWIBs convening or participating in quarterly performance review meetings and assisting as needed in obtaining technical assistance and/or training,
- Ensuring the broad dissemination of information related to proposed policy changes or changes in law/regulation impacting the local system.

A detailed summary of the Regional Director for Workforce Integration position is attached.

The four Regional Directors for Workforce Integration (with their assigned areas) are:

**Rosemary Chandler** Berkshire, Franklin/Hampshire, Hampden, North Central MA

<b>Diane Hurley</b>	Bristol, Central MA, Greater New Bedford, Metro South/West
<b>Mike Lynch</b>	Greater Lowell, Lower Merrimack Valley, Metro North, North Shore
<b>Dawn McElaney</b>	Boston, Brockton, Cape Cod and Islands, South Coastal

As part of the restructuring initiative, the DCS Field Management operation under Louise Meyer will also change. John Zimatravich and Maureen Tivnan will assume the title of **Associate Director**. The function of the DCS Area Director will also change. The position title has been changed to **Field Manager**. DCS personnel in the position of Field Manager will either function as a Career Center Director in a single workforce area or will carry out DCS management responsibilities in coordination with workforce development partners in dual areas. General functions of the Field Manager position include, but are not limited to:

- Oversight/guidance of DCS Managers within Career Centers
- DCS Representative on LWIB,
- Participate in development of local Rapid Response Set Aside Requests,
- Participates with system partners in developing improvement strategies,
- Directs/oversees the EAS program at local level,
- Manages DCS/DUA Human Resources within the area,
- Manages area budget to ensure that all DCS programs are charged appropriately,
- Ensures connection of UI Claimants to appropriate Career Center services through the Connecting Claimants Seminars.

A detailed summary of the Field Manager position is attached.

**Action**

**Required:** Please review the contents of this issuance with all appropriate personnel.

**Effective:** Immediately

**Inquiries:** Please email all questions to [PolicyQA@detma.org](mailto:PolicyQA@detma.org). Also, indicate Issuance number and description.

**Filing:** Please file this in your notebook of previously issued WIA Communication Series Issuances as #04-83

## FIELD MANAGERS

- Oversees and directs DCS Managers and their staff in the delivery of Career Center Services within the context of the one-stops by guiding the DCS Managers in developing effective resource allocation plans to deal with present and future workloads, directing and reviewing the work of the DCS Managers, facilitate cooperative planning and program implementation with the Career Center Director
- Represents DCS as WIB member (Wagner Peyser, Unemployment Assistance, Veterans, TAA, Migrant/Seasonal Farm Workers)
- Participates in Rapid Response Set Aside requests from the Career Centers
- Participates with Career Center partners in the formulation of strategies for improvements and changes to the system and operation, including website update and maintenance.
- Participates/negotiates with municipal LEOs, WIB Chairs and Executive Directors on Career Center Chartering.
- Directs and oversees the EAS program
- Manages DCS/DUA Human Resources within the area (hiring, training, etc.)
- Develops area-wide staffing and equipment plans in consultation with Career Center Managers and other partners based on funding
- Manages area budget to ensure that all DCS programs are charged appropriately. Monitor budget surplus/deficit and prepare budget modifications as needed. Analyze BARS reports monthly and make adjustments.
- Oversees the provision of U.I. Walk-In services by Career Center Staff to customers who come into the Career Centers to file claims and to access assistance in filling out forms, resolving problems, etc.
- Ensure staff at Career Centers are appropriately trained as back up to above positions during peak periods of U.I. claims.
- Ensures U.I. Claimants are connected to appropriate Career Center services through the Connecting Claimants Seminars.
- Coordinates and communicates as needed with Statewide Director of U.A. Call Centers to address customer issues, staffing training and support

## **Regional Directors for Workforce Integration**

**Position Summary:** These positions will represent DWD/DCS central administration in the field. The primary responsibility of these individuals will be to work with the LWIBs, Chief Elected Officials, and Career Center program partners to ensure that the goals and objectives outlined in the Annual Area Business Plans or through additional resources provided through the federal government, or State under the jurisdiction of DWD/DCS are achieved.

### **Major Responsibility Areas:**

1. Work in collaboration with Local Workforce Investment Boards and the Chief Elected Official to ensure that each of the sixteen workforce investment areas provides a consistent menu of quality employment services for residents and employers in the Commonwealth.
2. Ensure that the Commonwealth's workforce development mission and priorities are conveyed to Chief Elected Officials and LWIBs.
3. Ensure that the leadership roles and responsibilities of the State, LWIBs and Chief Elected Officials as delineated in the Workforce Investment Act are clearly understood by all partners.
4. Provide system partners with information and data that will allow them to assess performance.
5. Provide system partners with information and data that will support more effective workforce development planning in the local areas.
6. Explore opportunities with system partners to further integrate operational resources to maximize funding and expand services for customers.
7. Work with local partners to gather and report data for the statewide report card required by the legislature each year.
8. Convene in collaboration with the LWIB, quarterly performance review meetings to review current performance and assist in the provision or procurement of technical assistance where necessary or corrective action plans if appropriate.
9. Participate in Quality Assurance Exit Reviews and assist in development of corrective action plans as necessary.
10. Provide information on statewide initiatives or priorities.
11. Participate in the design/creation of new programs or local initiatives.
12. Ensure the broad dissemination of information related to proposed policy changes or changes in law or regulation that will directly impact the local workforce development system.
13. Work with system partners to resolve issues with DWD/DCS central administration as necessary.