

MASSACHUSETTS

# Workforce Investment Act

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**WIA Communication No. 05-82**

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:** Jane C. Edmonds, Director  
Department of Workforce Development

Susan V. Lawler, Director  
Division of Career Services

**Date:** November 7, 2005

**Subject:** Employer E-Newsletter

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**Purpose:** To inform local Workforce Investment Boards, One-Stop Career Center Operators and other workforce investment partners about the inaugural issue of an electronic newsletter targeted to employers to be distributed today, November 7, 2005.

**Background:** The newsletter, designed to heighten awareness and drive business traffic to the One-Stop Career Centers, will be distributed via email blast to over 16,000 employers obtained through the DUA employer database. WIB Executive Directors, Title I Administrators and One-Stop Career Center Directors are also included in the distribution.

The newsletter, named Massachusetts Workforce Connection, provides pertinent information to keep employers informed about workforce news and resources.

The inaugural issue includes:

- An introduction to the newsletter and the organization behind it
- A link to the employer PSA in streaming video format
- Hire-A-Veteran Month in November
- Recruiting and hiring services provided by One-Stop Career Centers
- Tax credits available through the WOTC Program
- Links to various business services/programs

In addition, options are provided for recipients to subscribe or unsubscribe to the newsletter, or to update email addresses. Recipients of the newsletter can also submit feedback to DCS via the “feedback” icon but not through the “reply” function, which will be disabled in conjunction with the newsletter distribution process.

**Note:** The newsletter is created in html format and contains graphics. Depending on the settings in the email program, the graphics may or may not fully display. To view the newsletter online, go to [www.detma.org/EmplNews](http://www.detma.org/EmplNews).

**Action**

**Required:** Please share the newsletter with your staff. We welcome your feedback - please send feedback to Yean-Ai Long at [ylong@detma.org](mailto:ylong@detma.org).

**Inquiries:** If you have any questions, please contact Yean-Ai Long at [ylong@detma.org](mailto:ylong@detma.org).

**Filing:** Please file this in your notebook of previously issued WIA Communication Series Issuances as #05-82.