

# Mass Workforce Issuance

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**Workforce Issuance No. 08-49**

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 Managers

**cc:** WIA State Partners

**From:** Michael Taylor, Director  
Department of Workforce Development

**Date:** November 13, 2008

**Subject:** **It's Just Good Business: A Conference for Massachusetts Job Developers**

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**Purpose:** To inform Local Workforce Investment Boards, One-Stop Career Center Operators, and other local workforce development partners of the upcoming conference for job developers - **It's Just Good Business: A Conference for Massachusetts Job Developers** scheduled for December 9, 2008.

**Background:** The Massachusetts Medicaid Infrastructure and Comprehensive Employment Opportunities Grant (MI-CEO) is sponsoring a one-day conference for job developers and other business/employer oriented staff from disability-related agencies and the workforce development system. The conference will focus on:

- strategies for improving connections with the business community that will enhance their ability to meet the needs of job seekers and employers;
- learning about resources, including the *Job Developer's Forum*, an online tool for job developers; and
- networking with fellow job developers.

Attendees will be able to choose from more than 14 workshops designed to advance professional knowledge and skills.

The event is free of charge and is scheduled for:

**Date/Time:** Tuesday, December 9, 2008 from 9:30AM to 4:00PM  
[Registration & breakfast 8:30 to 9:30]

**Location:** Royal Plaza Hotel and Conference Center  
Marlborough, MA

Scheduled activities include:

- The Keynote Speaker will present the business perspective – why this is good business and how to promote more effective partnerships between the business community and human service/workforce systems
- Two rounds of breakout sessions with 7 sessions offered during each round. Proposed topics include:
  - Using job vacancy data in job development
  - Collaborating locally to improve business relationships
  - Overcoming the barriers posed by electronic job applications and tests
  - Dealing with CORI in the job search process
  - Representing job seekers with disabilities
  - Working for the Commonwealth - an update on efforts to make MA a model employer
  - Job carving and negotiation
  - Emerging industries in MA
  - Understanding the workforce system
  - Getting in the door: a workshop for new job developers
  - Supporting individuals with mental illness in the job search and job development process
  - Integrating employer incentives into your job development
  - Building sustainable relationships with businesses
  - Closing the deal

**Required:** Individuals planning to attend the conference *must* pre-register. Registration is open until November 18, but slots will be filled on a first come basis. If you are interested, please speak to your manager.

You may access information about the conference and register on-line at:

<http://massworks.org/goodbusiness/>

**Inquiries:** All questions regarding the conference should be directed to:

Berenise Reyes-Albino  
61.287.4314 (voice/TTY)  
800.720.2396 (toll-free voice)  
[berenise.albino@umb.edu](mailto:berenise.albino@umb.edu)