

Mass Workforce Issuance

Workforce Issuance No. 09-40

Policy Information

To: 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: Rosemary Chandler, Director
Division of Career Services

Date: June 10, 2009

Subject: **Training – Back to Basics: Core Job Development**

Purpose: To notify Local Workforce Investment Boards, One-Stop Career Center Operators and local workforce investment partners of a one day, regional training session to create a consistent, yet flexible, customer driven approach to the provision of services throughout the state for both job seekers and employers.

This training is designed to enhance job development skills, increase job development activity throughout the career centers, and to ensure quality information sharing regarding job development activity.

Core Job Development:

- Job Development Definition
- Self Assessment
- The 9 – Step Job Development Process
 - Assess Job Seeker Work Readiness
 - Identify Business Sectors and Resource Materials
 - Develop Your Marketing Approach
 - Plan and Initiate the Phone Call
 - Working Through Employers' Objections
 - Close the Deal – Set Up the Interview
 - Review Next Steps with Job Seeker
 - Record Results in MOSES
 - Follow-up

- Leveraging Job Development to Build and Sustain Employer Relations

The training will begin at 9:00 am and will end at approximately 4:00 pm. Seating is limited to **25 participants** per session.

Lunch will not be provided.

Dates and Locations:

DATE	LOCATION
Friday, July 24th	Plymouth Career Center
Friday, August 14th	Worcester Field Office
Thursday, August 20th	VWCC Lawrence
Thursday, September 17th	FHCC Northampton
Thursday, September 24th	Hurley Building / Gazda Room

Action

Required: Please register through the HR Training Department's intranet [registration form](#) or via email at HRTRNG@detma.org no later than **July 1, 2009**.

Name
 Employee ID Number (if you are not a DWD employee, please indicate NONDWD)
 E-mail Address
 Telephone Number
 Name of Training Class
 Requested Date of Training

Inquiries: Please direct all inquiries to Pat Zorka at pzorka@detma.org or Leslie Mark at lmark@detma.org.

Directions:

Hurley Building	19 Staniford Street – Gazda Room 4 th Floor Boston, MA 02114 (click for map)
Franklin/Hampshire Career Center	178 Industrial Drive – Suite 1 Northampton, MA 01060 (click for map)
ValleyWorks Career Center	439 South Union Street – Building #2 Lawrence, MA 01843 (click for map)
Worcester Field Office	340 Main Street – 6th Floor Worcester, MA 01608 (click for map)
Plymouth Career Center	36 Cordage Park Circle – Suite 200 Plymouth, MA 02360 (click for map)