

Mass Workforce Issuance

Workforce Issuance No. 12-64

Policy Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIA State Partners

From: Alice Sweeney, Acting Director
Department of Career Services

Date: November 30, 2012

Subject: **Expanding Business Engagement Subcommittees: Request for Participation**

Purpose: To invite your participation in the new Massachusetts Expanding Business Engagement (EBE) initiative. We are seeking volunteers to participate on one of the three sub committees that are designed to facilitate the exchange of technical assistance, professional development and strategic planning opportunities.

The subcommittees are:

- Marketing
- Staff Training and Development
- Tracking/Systems Development

There is also the opportunity to participate on one of the five Local Operations Teams.

Background: DCS has launched the new Expanding Business Engagement Program to help the state's workforce development and economic development systems meet the needs of its business customers. Thus far, we have researched current materials and publications, conducted stakeholder interviews to understand the overall vision for serving businesses and gathered ideas for moving forward, and facilitated regional input sessions.

The next step is to move the initiative toward defining the “how:”

- How do businesses become more aware of the services available?
- How are an individual company’s needs identified?
- How do partners from economic development, workforce development and education communicate and collaborate to provide solutions?

The regional input sessions have culminated in the commitment for multi-partnered stakeholder committees to work toward:

- the development of a marketing plan that is consistent across agencies that is concise and understandable to businesses,
- the development of a training program(s) designed to fortify front line staff with the tools (from various entities) to assist businesses,
- the development of systems that will capture multiple services that are currently being provided to businesses, accurately track the services and promote more comprehensive identification of business needs.

Action

Required: Please determine the committee(s) on which you, as an individual, or your company/agency/organization has the most interest and/or expertise.

Please note: Regular participation on any of the committees, as determined by the activities of that particular group, is required for successful output.

Please submit your request for committee or local team assignment, using the attached template to Maria Cairra at mcaira@detma.org, by close of business on Friday, December 7, 2012

Attachments:

- Flow Chart and EBE Plan Explanation
- Committee Assignment Request Template

Inquiries: Questions regarding the Expanding Business Engagement program should be directed to Ken Messina, Rapid Response/Business Engagement Manager, kmessina@detma.org.