

Mass Workforce Issuance

Workforce Issuance No. 15-05

☒ **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: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: January 20, 2015

Subject: Continuation of Mass BizWorks Program and Tracking Icon in MOSES

Purpose: To notify Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the state's continuation of the Business Engagement process via the Mass BizWorks Program and the role of the state's business services partners; and the tracking of Business Services.

Background: Employer engagement has been a core function of the Massachusetts workforce development system since the inception of the Workforce Investment Boards and the One-Stop Career Center system. However, the number of participating employers had remained static for several years and opportunities for deeper, long-term partnerships with business had not been realized to its fullest potential. Given the sunset of the Expanding Business Engagement NEG Grant and the continuation of the work under the Mass BizWorks Program, the state intends to re-enforce the strategic dimensions of the program that would enable the WIB's, Rapid Response and the career centers to continue and expand the work that has been started.

Challenges: Given that the Expanding Business Engagement Grant has made great strides from its beginnings, Massachusetts will maintain its focus on the many challenges ahead through the Mass BizWorks Program. Massachusetts will continue to develop deeper partnerships with employers, provide high level, value added services to companies and continue to increase the number of companies

served and the number of job seekers hired. Massachusetts will continue to develop policies to promote stronger collaboration across key secretariats, adapt its infrastructure to a more effective regional approach and adopt a service delivery strategy that maximizes the potential of employer outreach staff. Continuing to improve performance metrics will allow Massachusetts to better capture authentic outcomes and promote value-added business engagement.

Services available to companies through the Mass BizWorks Program include:

- BSR's stationed in 34 One-Stop Career Centers that work with employers to help them recruit, hire, train and deal with retention issues
- Workforce Training Fund Program to help train employees
- Rapid Response Team Lay-off Aversion services and re-employment assistance
- Work Share Program to help retain good employees during the down cycle
- OJT and Learn-at-work Grants that support innovative workplace training
- Workforce Competitive Trust Fund meeting the skills needs of high demand occupations
- Massachusetts Office of Business Development, helping companies to expand or relocate

The next steps to move these initiatives forward:

- Secretary of Labor & Workforce Development embarking on marketing campaign to Chamber of Commerce and other business events (dates to be announced)
- Mass BizWorks representative present at Business Expo events (schedule available on [Mass BizWorks web-site](#))
- Continued development of a Mass BizWorks phone line (1-800-252-1591)
- Continued development of regional business focus groups
- Maintenance and reproduction of Mass BizWorks Resource Guide & Reference Card
- Continued development of a marketing plan and materials consistent across agencies that are concise and easily understandable to businesses
- Development of additional training program(s) designed to fortify front line staff with the tools (from various entities) to assist businesses
- Continued development of systems that will capture multiple services that are currently being provided to businesses, and accurately track the services and promote more comprehensive identification of business needs
- Continued encouragement and support of the EBE/Mass BizWorks Committee(s) and Regional Workgroup / input sessions

Mass BizWorks Tracking: In an effort to determine whether or not there is “engagement” of more businesses, DCS MOSES experts have developed a “Mass BizWorks” Icon in the MOSES system. Based on a review by the Mass BizWorks Systems Development & Tracking Committee, as well as feedback from various business services partners, it is agreed:

“...that if you engaged a business in a two way conversation regarding the various programs offered by the commonwealth and whether that conversation be by phone, e-mail, and or in person and/or you are making a presentation to a group of businesses, that activity should be recorded in the MOSES system by clicking the

BizWorks Icon in MOSES” along with any other appropriate business service that should be entered.

Action

Required: Please ensure all appropriate management, staff and partners are aware of this information. Using the attachment, please determine the committee(s) you, as an individual, or your company/agency/organization has the most interest and/or expertise. Regular participation on any of the committees, as determined by the activities of that particular group, is required for successful output.

Please email your request for committee or local team assignment, via to Elaine Joyce at ejoyce@detma.org.

Attachments: Flow Chart
Mass BizWorks Initiative Plan
Committee / Regional Teams Description

Effective: Immediately

References: Workforce Issuance 12-64 November 30, 2012
MA Department of Career Services, Expanding Business Engagement – Technical Assistance Grant, July 13, 2012.

Inquiries: Please email all questions to Ken Messina Rapid Response / Business Services Manager, kmessina@detma.org or PolicyQA@detma.org. Also, indicate Issuance number.