

MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

# MassWorkforce Issuance

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☐ Policy

☒ Information

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**To:** Chief Elected Officials  
Workforce Development Board Chairs  
Workforce Development 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:** April 12, 2017

**Subject:** **Customer Centered Design Round 4 Webinar**

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**Purpose:** To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the WorkforceGPS webinar: [Customer Centered Design Round 4](#) on Thursday, April 13<sup>th</sup> from 10:00am – 11:30am.

**Background:** Customer Centered Design (CCD) is an amazingly generative process that starts with people and ends with surprising answers tailor-made to put customers' needs at the center of service delivery, processes and customer flow. WIOA implementation presents a huge opportunity to step back from business as usual, and design services with the customer in mind.

This is the fourth in a series of CCD launch webinars designed to introduce the workforce community (i.e.: front-line staff, service providers, leadership, partners, and more) to a proven five-step process called Human Centered Design (HCD). This webinar shows why HCD works and how it can be applied to one of several workforce challenges faced today. Attendees will also learn how to form a team, pick a challenge, and register for a free online training course to engage in the process where a dedicated coach will be assigned to support every step of the way.

**Target Audience:**

- Organizations implementing WIOA
- People who are designing services, writing Request for Proposals (RFP's), etc.

- Partners who serve a broad range of customers including youth, individuals with disabilities, Veterans, employers, etc.
- State and local workforce agencies looking to improve performance outcomes
- All One-Stop partner programs eager to enhance the customer's overall One-Stop experience
- Organizations that have DOL discretionary grants

A WorkforceGPS account is required for registration. WorkforceGPS is the next generation, device-friendly website for peer-to-peer connection and resources. Click [here](#) to create a free account.

**Action**

**Requested:** Please share the information with staff and partners as appropriate.