



Workforce Issuance

100 DCS 05.173

☐ Policy ☒ Information

To: Chief Elected Officials
MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MassHire DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
MassHire Department of Career Services

Date: March 17, 2022

Subject: **Massachusetts Employer Poll to Inform Workforce Strategies**

Purpose: To notify MassHire Workforce Boards, MassHire Center Operators, and other workforce development partners that the Commonwealth is issuing a short poll (<5 minutes) to Massachusetts employers with active emails on the MassHire distribution list. The poll will capture employers' largest hiring barriers in the current labor market.

Background: The Workforce Skills Cabinet is determining how to deploy American Rescue Plan (ARP) funds to support the hiring needs of companies. This poll will inform the Cabinet's strategies for providing employer support for hiring and training. It is an informal poll and is meant to supplement – not replace – many existing survey efforts from the State and its partners.

The poll, issued by a survey vendor BCG, will:

- Rank hiring barriers in order of importance, including lack of resumes vs lack of qualified resumes

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183

- Identify the education level that is most difficult to hire (high school, credential/associates, bachelors+)

EOLWD/BCG will launch the link to the employer poll through employer-facing partner organizations like MassHire, Chambers of Commerce, AIM, MBR and quasi-public agencies. The goal is coverage across geographies, industries and size to reach as many as 10,000 employers in total.

The poll will launch today and be accessible by employers for two weeks. Poll analysis will be distributed to market makers prior to the April 11 “roadshow” kickoff.

Action

Requested: Please share this issuance with all appropriate managers, staff and partners.

Effective: Immediately.

Inquiries: Please refer questions to Mathew Burke at matthew.s.burke@detma.org.