



DEPARTMENT OF  
CAREER SERVICES

# Workforce Issuance

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**100 DCS 08.125**

☐ Policy ☒ Information

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**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:** May 12, 2021

**Subject:** **MassHire Statewide Virtual Manufacturing Training Program**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners of a pilot for a statewide virtual manufacturing module-based, exploratory program targeting unemployed workers throughout the state.

**Background:** The Executive Office of Housing and Economic Development in collaboration with the Mass Technology Collaborative is supporting a program funded through the CARES Act, through which the MassHire Career Centers will assist unemployed jobseekers who have been permanently separated from their jobs due to COVID-19.

The program is led by the Advanced Manufacturing Captains from four Massachusetts regions: Southeast, Northeast, Central and Western MA. Recognizing that there are industry and occupational sectors significantly impacted by COVID-19 with many jobs not coming back, this program will identify those sectors and target outreach to people affected by the pandemic.

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

Participants will be recruited through the MassHire system through UI claimant information and direct public solicitation. The virtual training concept will provide enrollees with career awareness and skills for entry level positions in the manufacturing industry.

The expectation is for MassHire Workforce Boards and Career Center staff, statewide, to support the Manufacturing Captains to implement and track this pilot program to assist unemployed individuals to consider manufacturing as a viable career choice. MassHire Career Centers will hold at least one virtual job fair in each of the four regions to bridge the link between program completers and manufacturing companies with openings.

### **Summary of the Virtual Manufacturing Grant:**

The following activities will be offered through the grant program and coordinated by the four manufacturing Captains:

- Pilot statewide virtual manufacturing program to target unemployed
- individuals; especially those who worked in industries that have been hard hit due to the pandemic.
- Robust recruitment strategies to fill training sessions.
- Coordinated training calendar to offer a suite of hybrid curated Tooling U modules for participants to explore entry level careers in manufacturing.
- Regional offerings that include independent and hybrid curated training.
- Wrap around services that include statewide and regional job fairs:
  - Four coordinated Virtual Job Fairs will be offered for participants across the state.
  - Each consortium will offer a Manufacturing Virtual Job Fair that provides employers an opportunity to connect with job seekers across the state.
  - This opportunity allows participants to learn about the manufacturing opportunities across the state.
- Access to career center services to participate in workshops and job placement activities.
- Potential entrance into additional trainings through the traditional manufacturing grant programs in local areas.

### **Program Elements and Deliverables:**

#### **New Pipeline Activation**

Through an organized recruitment process led by the MassHire Career Centers, recruit 500 participants, statewide, particularly targeting UI claimants permanently separated from impacted industries due to COVID-19 to transition into careers in manufacturing.

**Career Transition Support Network**

MassHire Career Centers across the state will provide staff to support individualized services including coaching, monitoring and follow-up to UI claimants for exploration, training, and employment in the manufacturing industry.

**Manufacturing Training Models**

Participants will use the Tooling U platform to provide flexible and self-paced curriculum modules including access to a content expert who will provide technical and academic support to ensure a successful learning experience for the participants.

Note: Each region has budgeted VMT funds for a Tooling U facilitator/expert to assist the students; approaches will vary by region.

**Accessing Statewide Employment**

Conduct 4 statewide virtual job fairs to provide participants with access to both regional and statewide career employment opportunities in the manufacturing industry.

**Direct Employment Using On-the-Job Training (OJT)**

Provide direct employment in manufacturing to a number of the participants using the OJT job creation and coaching model.

**Transition to Advanced Manufacturing Training**

Participants will have special access to transitioning to Advanced Manufacturing training programs being conducted by the four regional Manufacturing Hubs.

**Recruitment strategies will vary from region to region and may include:**

- Fliers
- Email blasts to UI claimants
- Email blasts to community partners with access to the target audience
- Social media campaigns
- Local cable and radio

**Tooling U Curriculum Training Concept - Manufacturing Career Awareness Modules (20 hrs)**

Curriculum can be customized.

1. Career Awareness
  - a. Manufacturing 101
  - b. Manufacturing 102
2. Introduction to Basic Manufacturing Work Standards
3. OSHA 10
  - a. Safety

4. Manufacturing Basics
  - a. Quality
  - b. Basic Measurement Techniques
  - c. Machining Mathematics
  - d. Blueprint Reading
  - e. Metal Cutting

## **Massachusetts CARES Act Participant Eligibility and Documentation**

### **Eligibility**

Individuals unemployed due to COVID or who experienced reduced hours due to COVID are eligible to participate in this program.

### **Documentation**

- Individual is a PUA or UI recipient (past or present)
  - Look up the individual in MOSES from the RESEA file; document in Notes section of case record that individual is/was UI claimant.
- Individual is NOT a PUA or UI recipient:
  - Staff person discusses **\*COVID-Impacted Criteria**. If the individual meets one of the criteria upon verbal discussion, document in MOSES Notes.

#### **\*COVID-Impacted Criteria:**

**Staff review and case note documentation of COVID eligibility** established by CARES, including as set forth in Attachment III to UIPL No. 16-20, SEC. 2102(a)(3)(A)(ii)(I)(aa-kk). These include situations where:

(aa) the individual has been **diagnosed with COVID-19** or is experiencing symptoms of COVID-19 and seeking a medical diagnosis and therefore the individual experienced unemployment or reduced hours;

(bb) a **member of the individual's household has been diagnosed with COVID-19** and therefore the individual experienced unemployment or reduced hours;

(cc) the **individual is providing care for a family member** or a member of the individual's household who has been diagnosed with COVID-19 and therefore experienced unemployment or reduced hours;

(dd) a **child or other person in the household for which the individual has primary caregiving responsibility is unable to attend school or another facility** that is closed as a direct result of the COVID-19 public health emergency and

such school or facility care is required for the individual to work and therefore the individual experienced unemployment or reduced hours;

(ee) the **individual is unable to reach the place of employment because of a quarantine** imposed as a direct result of the COVID-19 public health emergency and therefore the individual experienced unemployment or reduced hours;

(ff) the individual is unable to reach the place of employment because the individual has **been advised by a health care provider to self-quarantine** due to concerns related to COVID-19 and therefore the individual experienced unemployment or reduced hours;

(gg) the individual was scheduled to commence employment and does not have a job or **is unable to reach the job** as a direct result of the COVID-19 public health emergency and therefore the individual experienced unemployment or reduced hours;

(hh) the individual has become the breadwinner or major support for a household because the **head of the household has died** as a direct result of COVID-19 and therefore the individual experienced unemployment or reduced hours;

(ii) the **individual has to quit his or her job as a direct result of COVID-19** and therefore the individual experienced unemployment or reduced hours;

(jj) the **individual's place of employment is closed** as a direct result of the COVID-19 public health emergency and therefore the individual experienced unemployment or reduced hours;

(kk) the individual meets any additional criteria established by the Secretary for unemployment assistance under this section

**NOTE:** Third-party documentation is not required (e.g., doctor note, letter from former employer, letter from child's school, etc.), but acceptable to collect, if available.

### Contact a Regional Captain

#### Central Region

Kelley French, Deputy Director T: 978.580.5906  
[kfrench@massshirenorthcentralwb.com](mailto:kfrench@massshirenorthcentralwb.com)

#### Northeast Region

Brian M. Norris, Executive Director T: 978.857.5394  
[Bnorris@massshiremwb.org](mailto:Bnorris@massshiremwb.org)

**Southeast and Cape Cod Region**

Donna J. Ramos, Chief Operating Officer T: 508.979.1504 x 113

[donna@masshiregreaternewbedford.com](mailto:donna@masshiregreaternewbedford.com)

**Western Region** - (Berkshires and Pioneer Valley)

David M. Cruise, President & CEO T: 413.755.1362

[dcruise@masshirehcvb.com](mailto:dcruise@masshirehcvb.com)

**Action**

**Requested:** Please share this information with all appropriate managers, staff and partners, and assign point-persons to participate in information sessions and training as appropriate.

The four regional Captains will convene MassHire Directors in their region to brief them on the new resources and discuss recruitment strategies.

**Effective:** Immediately