



DEPARTMENT OF
CAREER SERVICES

Workforce Issuance

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☐ Policy ☒ Information

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

cc: WIOA State Partners

From: Alice Sweeney, Director
MassHire Department of Career Services

Date: October 24, 2019

Subject: **Creating Customer-Facing Webinars**

Purpose: To provide MassHire Workforce Boards, MassHire Career Center Operators and workforce partners with a professional development opportunity through the Mass Workforce Association for staff to support digital services for customers.

Background: Join a pilot learning community presented by the Mass Workforce Association in partnership with MassHire to understand more about what it takes to deliver quality, engaging content via webinars for jobseekers.

Build capacity at your career center and serve more jobseekers offering workshops online. This pilot was modeled on MassHire Lowell Career Center's award-winning work on jobseeker webinar development presented on MassHire Day 2019.

What is the time commitment?

There will be five, 60-90-minute sessions, taking place on the following dates:

November 19, 2019	MassHire Central Region Workforce Board
December 3, 2019	via webinar
December 17, 2019	via webinar
January 7, 2020	via webinar
January 28, 2020	location TBD

Sessions will begin at 10 a.m. unless otherwise noted.

In addition to these sessions, there is an estimated ten-hour time commitment over three months from participants.

What are the expectations for participation?

If a workforce area is intending to participate in the pilot, Career Center leadership, Career Center Directors and/or Career Center Operations Managers, have mandatory attendance at the kick-off session and the final session. Workforce areas can also collaborate to support a regional approach.

To engage with this opportunity, **at least one person from the participating workforce area OR region is required to attend every session.** Participants can be staff which interface directly with customers, including career counselors, workshop facilitators, technical staff, and/or business services staff.

What are the objectives of the Webinar Learning Community?

By the end of this professional development opportunity, participants will:

1. Develop the necessary proficiencies for creating and sustaining customer-facing webinar content
2. Create and deliver one customer-facing webinar
3. Collaborate with other Webinar Learning Community participants to refine webinar content and webinar delivery skills
4. Set long-term goals to support webinar development and sustainability

Where can I see an example webinar?

Visit MassHire Lowell Career Center's website:

<https://masshirelowellcc.com/upcoming-webinars/>

Action

Requested: (1) Select staff from workforce areas/regions to participate
(2) Register these team members for the kick-off session at this link
<https://www.eventbrite.com/e/making-webinars-that-make-a-difference-tickets-76562774319>

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Attachment: Webinar Learning Community Flyer