



Workforce Issuance

100 DCS 14.476

☐ 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: Diane Hurley, Acting Director
MassHire Department of Career Services

Date: October 19, 2022

Subject: **Outreach and Marketing with WIOA – WorkforceGPS Webinar**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of a webinar sponsored by the Employment and Training Administration (ETA) – Outreach and Marketing with WIOA: Exploring the Possibilities!

Background: ETA is excited to announce a webinar that came out of the State and Local Area Listening Session feedback. This webinar will provide Technical Assistance (TA) on how Workforce Innovation Opportunity Act (WIOA) funds can be used for outreach and marketing. Presenters will also provide innovative strategies for using funds to reach diverse populations as well as leveraging dollars for outreach and marketing.

The Next Level Now TA Collaborative webinar, **Outreach and Marketing with WIOA: Exploring the Possibilities!**, will take place on **October 27, 2022 at 1:00 pm EST.**

Register at: nextlevelnow.workforcegps.org/announcements/2022/10/03/14/12/Outreach-and-Marketing-with-WIOA-Exploring-the-Possibilities.

Action

Requested: Please share with managers, staff and partners as appropriate.

Effective: Immediately