



Workforce Issuance

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☐ 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: November 3, 2022

Subject: **Veterans' Employment & Training Service to Invest in Customer Experience for Veterans - WorkforceGPS Webinar**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar – Veterans' Employment and Training Service to Invest in Customer Experience for Veterans, Monday November 14th from 2:00 – 3:00.

Background: Veterans' Employment and Training Service (VETS) awarded a customer experience (CX) contract to Technical Assent, LLC, a service-disabled Veteran-owned small business, to improve the customer experience for Veterans, transitioning service members, and military spouses using VETS' resources. VETS seeks to design and deliver CX services aligned with the Executive Order on Transforming Federal Customer Experience guidance.

Last year, more than 2,800 VETS-funded staff served more than 370,000

Veterans, transitioning service members, and military spouses worldwide. Approximately 45,000 of those assisted by VETS were at American Job Centers through the Jobs for Veterans State Grant. In the first phase of this initiative, designed to lay a foundation for a multi-year CX program, VETS will work with Technical Assent, LLC to gather data to gain a deeper understanding of the experiences of Veterans at the more than 2,300 American Job Centers across the U.S. and through the VETS' funded Jobs for Veterans State Grant program using a Human-Centered Design approach.

This great opportunity to get the military-to-civilian employment transition right and leverage partnerships to maximize Veteran employment outcomes. Please join to learn more about how VETS and Technical Assent, LLC will utilize Human Centered Design to partner with states and other American Job Center stakeholders to provide better services through the Jobs for Veterans State Grant.

WorkforceGPS is an online technical assistance website created to help build the capacity of America's public workforce investment system. Sponsored by the Employment and Training Administration of the U.S. Department of Labor, WorkforceGPS was developed specifically for workforce professionals, educators, and business leaders. WorkforceGPS is free but does require account registration.

Action

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

Effective: Immediately.