



Workforce Issuance

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☐ Policy ☒ Information

To: 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: April 19, 2024

Subject: **Business Services Representatives Assessment Findings and Strategies for Improvement - WorkforceGPS Webinar**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar: [Business Services Representatives \(BSR\) Assessment Findings and Strategies for Improvement](#), Wednesday, May 1st from 1:00 – 2:00pm.

Background: This webinar will examine the results of a BSR knowledge assessment conducted by the **Next Level Now Collaborative** team in August-September of 2023. Knowledge gaps in sector strategy work, promising practices related to registered apprenticeships and sector partnerships will be discussed, while offering strategies for improvement at the local level.

The primary audience for this webinar is Business Services Representatives. The goal of this webinar is to provide resources for Business Services Representatives, for them to explore promising practices of implementing

business service strategies and building relationships with the business community.

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

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

Effective: Immediately.