



# Workforce Issuance

---

**100 DCS 14.569**

☐ Policy ☒ Information

---

**To:** MassHire Workforce Boards 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:** May 6, 2024

**Subject:** **Grow with Google (GwG) Training Scholarship Program, Continued**

---

**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, MassHire Career Center staff and partners of the extension of the Grow with Google (GwG) Training Scholarship Program and staff training. Many of the previous program elements will remain in place. This Issuance replaces the previous related to Grow with Google, 100 DCS 14.445.

**Background:** Google and Coursera have partnered directly with the MassHire Department of Career Services (MDCS) to extend the Google Career Certificate Scholarship Program. This extension will allow additional customers the opportunity to train for a new occupation or career advancement in three to six months in high-growth fields, with no experience required. An additional **1,000** scholarships have been awarded with a **program end date of January 25, 2025**.

Recipients will get professional training through Coursera that was designed by Google to earn a credential in:

- Data Analytics
- IT Support
- Project Management
- User Experience (UX) Design
- IT Automation with Python
- Digital Marketing, and E-Commerce
- Cybersecurity
- Advanced Data Analytics, and
- Business Intelligence

Customers who successfully complete a Google Career Certificate will have the opportunity to connect with top employers that are currently hiring.

The objective for offering GwG Scholarships is to continue to support Economic Recovery efforts by providing tangible training and job opportunities for individuals impacted by the economic downturn.

#### **GwG Admins:**

MDCS' direct partnership with Google and Coursera for the extension of the GwG program requires all Career Centers to reassign Admins and a backup to administer the program.

The Admins can be the same staff from the previous contract or a different staff member. Once identified, Admins and their backups will be sent an invite directly from Coursera. An Excel spreadsheet will be sent under separate cover to identify staff.

MDCS is conducting training sessions for designated Coursera Administrators and their back-ups. For experienced Admins and back-up Admins, there will be refresher training and for newly assigned Admins and back-up Admins there will be a comprehensive training scheduled to go over the Coursera platform and the GwG process.

The refresher and comprehensive GwG trainings are scheduled on the dates and times below. Additional dates will be added based on training needs.

<b>For the designated Coursera Administrators, back-up Administrators, Directors, and Managers training please use the link below.</b>		
Thurs, May 16	1:30pm – 2:30pm	<b>Refresher</b> training for previous Admins and back-up Admins
<a href="https://eolwdma.webex.com/weblink/register/r1f9971aca9a1bb2ded02e6e7ef97bebb">https://eolwdma.webex.com/weblink/register/r1f9971aca9a1bb2ded02e6e7ef97bebb</a>		

Fri, May 17	9am – 10:30am	<b>Comprehensive</b> training for new Admins and back-up Admins
<a href="https://eolwdma.webex.com/weblink/register/r589f1acfd2d00eb8b131a967a0e0b7e0">https://eolwdma.webex.com/weblink/register/r589f1acfd2d00eb8b131a967a0e0b7e0</a>		

**Action**

**Requested:** Please share this issuance with all management and staff.

Please use the respective links above to register for one of the GwG trainings.

**Effective:** Immediately

**Inquiries:** Please direct all questions to Kim Leonard at [kim.m.leonard@mass.gov](mailto:kim.m.leonard@mass.gov). Please reference this MassHire Department of Career Services Workforce Issuance number in your inquiry.

**Attachments:** A: Coursera Administrator Guide  
 B: Coursera Learner Guide  
 C: GwG Flyer  
 D: GwG Flyer - Spanish  
 E: Google Career Certificates - Flyer  
 F: Prescreening Tool - fillable (PDF)  
 G: Prescreening Tool - Editable (Word Doc)  
 H: Prescreening Tool - fillable (PDF) - Spanish  
 I: Prescreening Tool - Editable (Word Doc) - Spanish  
 J: Prescreening Staff Guide  
 K: Follow-up Survey – fillable  
 L: GwG CCS Slide  
 M: GwG Crystal Report <https://www.mass.gov/info-details/grow-with-google>  
 N: Data Analytics - Course Outline  
 O: IT Support - Course Outline  
 P: UX Design - Course Outline  
 Q: Project Management - Course Outline  
 R: IT Automation with Python - Course Outline  
 S: Digital Marketing & E-Commerce - Course Outline  
 T: Specialization learning hours breakdown