



# Workforce Issuance

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☐ Policy ☒ Information

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**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:** September 25, 2024

**Subject:** **Elevate Your Outreach – WorkforceGPS Webinar**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar: Elevate Your Outreach, Wednesday, October 2nd from 1:00 – 2:00.

**Background:** With the release of TEGL 03-23, the U.S. Department of Labor (DOL) wants to ensure that workforce organizations “effectively and equitably conduct outreach to meet the needs of and better engage businesses and jobseekers.” However, the question remains: what is considered “reasonable” in terms of outreach? How is “reasonableness” demonstrated and qualified? Join this engaging session as three workforce organizations highlight their proven methods for effective outreach strategies and showcase their impactful results.

**Key Topics:**

- Identifying strategies and methods for positive and innovative customer outreach

An equal opportunity employer/program.

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- Identifying key goals and objectives for effective business outreach and revealing how private industry reaches certain markets
- Steps for showing “reasonableness” regarding outreach methods
- Developing knowledge and skills for identifying and engaging key workforce partners

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.