



Workforce Issuance

100 DCS 14.595

☐ 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: October 9, 2024

Subject: **Be Pro, Be Proud: Building Tomorrow's Workforce - WorkforceGPS Webinar**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar:
Be Pro, Be Proud: Building Tomorrow's Workforce, Wednesday, October 30th, 2:00 – 3:30.

Background: "Be Pro, Be Proud" tackles a national workforce challenge by offering students, parents, and teachers new perspectives on high-demand technical careers in construction, manufacturing, transportation, utilities, and other sectors. Through its website, social media, and Mobile Workshops, students meet relatable peers, explore job roles, connect with training programs, and find hiring companies. Mobile Workshops offer immersive experiences using augmented and virtual reality (AR/VR) simulators.

This webinar will cover:

- The mission and vision behind "Be Pro, Be Proud"
- How the initiative is making a difference in communities nationwide

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183

- How the initiative is connected to the workforce development system
- Insights into the future of skilled professions and the demand for these essential roles

Whether a high school educator or administrator, union leader, employer, workforce development professional, youth service provider, or someone passionate about the future of our workforce, this webinar will provide valuable perspectives and practical steps to engage with and support the skilled trades.

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.