



Workforce Issuance

100 DCS 14.623

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: Beth Goguen, Director
MassHire Department of Career Services

Date: February 27, 2026

Subject: **Google AI & Digital Skills Partnership**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of free training to expand access to digital skills and AI training across the Commonwealth offered by Google and delivered in partnership with the Massachusetts AI Hub.

Background: Google is making this training available at no cost to every Massachusetts resident, offering AI-supported skill-building in high-growth fields like IT Support, Data Analytics, and Cybersecurity. The courses are delivered online and at your own pace, making them accessible for working adults, jobseekers, and learners from all backgrounds.

To expand digital and AI learning opportunities statewide, Google and the Massachusetts AI Hub are partnering to provide free access to Google AI training through a simple Coursera onboarding process, flexible scheduling, and self-paced coursework. This collaboration reflects a shared commitment to strengthening Massachusetts' future-ready, digitally skilled workforce.

Massachusetts residents will receive no-cost access to Google programs until **December 31, 2027**.

Programs include:

- Google AI Professional Certificate
- Google AI Essentials
- Google Agile Essentials
- Google Career Certificates (e.g., Data Analytics, IT Support, Project Management)

MDCS' partnership with Mass AI Hub requires a MassHire Career Center SPOC assigned to administer the licenses.

Role of SPOC:

- Program liaison between MDCS and MassHire Career Center staff
- Send Coursera invite to jobseekers
- Run Coursera reports to inform counselors of their jobseeker's progress

Role of Counselor:

- Ensure the training matches the jobseeker's goals, skills, and local job demand.
- Utilize the prescreening tool, if needed, as a guide to assess the jobseeker's candidacy for the program
- Prepare jobseekers for online learning by reviewing technology needs and study expectations
- Provide regular check-ins, encouragement, and troubleshooting throughout the training
- Update MOSES with program information

A Microsoft survey was sent to identify SPOCs and back-up SPOCS from each career center and/or region on February 13, 2026. Once identified, SPOCs will be sent an invite directly from Coursera.

Training is scheduled on the dates and times below. Registration links will be forthcoming.

Tuesday, 3/17/26 @ 1:30pm – 2:30pm

Friday, 3/20/26 @ 9:30am – 10:30am

Please refer to Governor Healy's press release [here](#). A promotional flyer is also under development.

Action

Required: Please share this Issuance with all management and staff.

Effective: Immediately

Inquiries: Please direct all questions to the Training and Development team @ mdcstraining@mass.gov.