



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: Beth Goguen, Director
MassHire Department of Career Services

Date: March 20, 2026

Subject: **CareerOneStop: Help Your Customers Stand Out in Their Job Search
– WorkforceGPS Webinar**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar: [CareerOneStop: Help Your Customers Stand Out in Their Job Search](#), Thursday, May 7th, from 2:00 – 3:30.

Background: There's no shortage of reasons that job searches are currently taking twice as long as they were just a few years ago. Job seekers need actionable advice, not theories and explanations. In this webinar, presenters will outline some concrete steps to help boost job search using free and accessible CareerOneStop tools.

Presenters will start with strategies for networking, including ideas to move past a fear of rejection and easy ways to get started. They will talk about targeted job searches and employer research, then explore using AI to get resume ideas while

avoiding a generic application. They will finish with ideas for short-term credentials that can help customers land a job in an in-demand occupation.

The CareerOneStop team will demonstrate how CareerOneStop.org can help clients in their job search. The presentation will be followed by a dedicated question-and-answer session for all participants.

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.