



DEPARTMENT OF
CAREER SERVICES

Workforce Issuance

100 DCS 22.119

☐ Policy ☒ Information

To: Chief Elected Officials
MassHire Workforce Board Chairs
MassHire Workforce Board Directors
Title I Administrators
MassHire Career Center Directors
Title I Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
MassHire Department of Career Services

Joan Phillips, Assistant Commissioner
Massachusetts Rehabilitation Commission

Date: June 21, 2019

Subject: **Registered Apprenticeship – Social Media Campaign**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of the social media campaign, sponsored by the Executive Office of Labor and Workforce Development, designed to promote both Registered Apprenticeship and the MassHire System.

Background: In support of the Commonwealth's Apprenticeship Expansion effort, a paid social media campaign will begin in mid-June to increase general awareness about Apprenticeship and direct potential applicants to information about apprenticeship programs across the Commonwealth. The ads will appear on Facebook, Google and LinkedIn. Clicking on the ad will send interested viewers to a landing page (click [here](#)) with information about apprenticeship and pre-apprenticeship programs in Massachusetts including programs in construction and trade, healthcare, manufacturing, information technology and others.

Programs listed on the landing page will include individual points of contact. MassHire is highlighted as a partner to the statewide Apprenticeship system. Additional information and guidance will be provided in future issuances related to MassHire support for Apprenticeship.

Action

Requested: Please share with managers, staff and partners as appropriate.