



# Workforce Issuance

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**100 DCS 22.134**

☐ 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:** April 11, 2024

**Subject:** **Apprenticeship Training Representative & Business Services Representative Training Series**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators and other local workforce partners of a Training Series sponsored by US DOL Registered Apprenticeship.

**Background:** Apprenticeship Training Representative (ATR) and Business Services Representative (BSR) Training Series sponsored by the U.S. Department of Labor (U.S. DOL) Registered Apprenticeship (RA) Technical Assistance Center of Excellence on Strategic Partnerships & Systems Alignment. This series of trainings will be moderated by the U.S. DOL Office of Apprenticeship and is designed to bring collaboration around RA efforts between ATRs, BSRs, Veterans' Representatives, and other workforce professionals that engage directly with employers.

ATRs and BSRs are key in system alignment for RA and the workforce system. By collaborating, ATRs and BSRs can rapidly accelerate effective employer outreach and engagement in RA nationwide. While both ATRs and BSRs have their own unique set of responsibilities, the overlap in their respective roles related to employer engagement presents a natural opportunity to collaborate for accelerating industry’s understanding and adoption of RA to build talent pipelines which will, in turn, benefit job seekers who are served by Local Workforce Development Board case managers.

Please register for training at the following links. Prior attendance is not required to attend the second sessions or the Capstone Collaborative.

**ATR Trainings:**

Session I, May 23rd, 11am-12pm ET: [Understanding the Public Workforce System and BSR Role](#)

Session II, June 11th, 11am-12pm ET: [Promising Practices for Building Effective ATR/BSR Partnerships](#)

**BSR Trainings:**

Session I, April 23rd, 11am-12pm ET: [Understanding Registered Apprenticeship as a Business Services Opportunity](#)

Session II, June 6th, 11am-12pm ET: [Making Apprenticeship Central to WIOA Business Services](#)

**Capstone Collaborative:**

June 13th, 11am-12:30pm ET: [ATRs and BSRs: Collaborating to Expand Registered Apprenticeship](#)

For more about the Center’s work and to find resources, including additional webinars, please visit the [Center of Excellence website](#). For specific technical assistance requests, please use this [link](#) or contact Center Program Manager, Judy Blanchard, at [judy.blanchard@safalpartners.com](mailto:judy.blanchard@safalpartners.com).

**Action**

**Required:** Please share with manager, staff and partners as appropriate.

**Effective:** Immediately