



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: February 12, 2025

Subject: **Premier Virtual Job Fair Platform Access Change**

Purpose: To notify MassHire Workforce Boards, Career Centers Operators and other workforce partners of the changes to the access of the Premier Virtual Job Fair platform. In late 2020, MDCS secured Premier Virtual Job Fair licenses that were made available for all MassHire Career Center locations for employer hiring events.

Background: Virtual technologies have been identified as essential tools for expanding and adapting our business services, particularly in connecting job seekers to re-employment opportunities through real-time virtual job fairs. Technology that can seamlessly facilitate these connections and provide a comprehensive view of the hiring process is necessary to fully support, track, and report on end-to-end hiring activities. Beginning in late 2020, MDCS secured Premier Virtual Job Fair licenses that were made available for all MassHire Career Center locations for employer hiring events.

MDCS conducted an analysis of usage that demonstrated less than a 25% utilization rate by local areas, with some areas not using the license at all.

Based upon the results of this analysis, MDCS reduced the number of licenses to two (one Statewide and one to be shared among the MassHire Career Centers).

The MassHire Career Center License will be used for local career fairs, recruitment events and other related hiring events.

The MassHire Statewide License will be used for state-wide hiring events.

Locally held Premier Virtual licenses were terminated effective **December 1, 2025**. The information stored in local user profiles remains accessible.

For license needs, access requests, or technical questions related to Premier Virtual, please contact **Ashley Terrill** at Ashley.Terrill@mass.gov.

Action

Required: Please share with all management and appropriate staff.

Effective: Immediately