



Dear MassHire Partners:

All of our local areas have launched their MassHire Career Centers and Workforce Boards, and we have implemented digital bulletin boards across the state through our partnership with MassDOT. Our launch events, combined with our billboard advertising, strive to introduce businesses and job seekers to our newly branded workforce system with consistent messaging and an introduction to our new logo and name. Now, utilizing targeted forms of paid media will maintain the momentum and excitement that each local area has generated.

We are pleased to announce that we will be making available a certain amount of funding for paid social media advertising—i.e., targeted Facebook ads and Google Ad words that can help drive businesses/employers and job seekers to your local career centers. In order for us to prioritize and determine each local area's budget and level of funding, we are asking that each Workforce Board Director submit their request for funding a paid media effort to EOLWD **no later than Thursday, January 10, 2018**. Some specifics to consider when submitting the program or initiative, or goal you want to promote through paid social media:

- Paid Media will take place during the period Feb19-June19.
- MassHire Workforce Boards and Career Centers should consider projects or events that they would like to promote during this timeframe only.
- All requests should be submitted on behalf of the local area. The local area should determine internally which projects are the highest priority, and the final decision should be communicated to EOLWD and MORE by the area Workforce Board Director, Career Center Director, or Brand Ambassador.
- All advertising will be delivered through our communications vendor, MORE Advertising.
- MORE will design and place each advertising initiative and report bi-weekly metrics to EOLWD and local area(s).
- Messaging will be approved by local area and EOLWD prior to placement. To ensure efficient and timely execution, each local area will have a maximum of two opportunities to provide feedback on messaging.
- Budgets by request will be determined by EOLWD and MORE Advertising after reviewing target audiences and target geographic areas impacted.



- Priority will be given to multi-area collaborations (i.e. skills training across multiple areas) where these multi-area requests will impact the largest number of people.
- Areas can submit multiple requests, if it does, please indicate requests in order of priority (highest impact to lowest impact).
- All Facebook ads will originate from a centralized MassHire Facebook page and will direct users to local Facebook pages or web addresses.
- Once the first round of funding is awarded, we anticipate a second round of funding in the Feb-Mar19 timeframe if all funds has not been exhausted in Round I.

We hope that this funding will continue the momentum we began in August 2018 when we initiated the statewide launch of the new MassHire Workforce Development system.

Once you review this information and the attached template, should you have any questions about this new funding opportunity, please do not hesitate to contact us with questions or clarifications.