



DEPARTMENT OF  
CAREER SERVICES

# Workforce Issuance

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☐ Policy ☒ Information

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**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

**Date:** May 6, 2019

**Subject:** **MassHire Day – Awards Ceremony and Workshops**

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**Purpose:** To invite MassHire Workforce Boards, MassHire Career Center Operators, and other workforce investment partners to attend **MassHire Day** on Tuesday, June 18, 2019.

**Background:** MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission. Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers and expanding the talent pool for businesses seeking trained, skilled employees. The brand, MassHire, unifies and empowers all state, regional, and local workforce entities. It enables them to communicate with customers — job seekers and businesses — with a clear, consistent, powerful message. MassHire provides a foundation for conveying the depth, breadth, and connectivity of its value and services across all audiences.

On August 29, 2018, our workforce system launched the new, unified MassHire brand. Sixteen local workforce boards became MassHire Workforce Boards; 29

one-stop career centers became MassHire Career Centers. The Massachusetts Workforce Development Board became the MassHire State Workforce Board, and the Department of Career Services became the MassHire Department of Career Services.

It is with great pride that we announce a celebration of this fantastic achievement – **MassHire Day!**

Who should attend MassHire Day? A mix of MassHire and partner leadership and staff are encouraged to attend. Due to capacity constraints, we ask that each MassHire workforce area team register no more than eight people. Please include finalists from your workforce area as part of this group. MassHire Day will comprise of two parts:

1. **MassHire Awards Ceremony:** The MassHire brand has been enthusiastically and creatively immersed into our everyday lexicon; champions of the brand have emerged and are recognized through the nomination of individuals and partnerships for the MassHire Awards.

Secretary Acosta will announce the winners of the MassHire Awards and acknowledge the partnerships and individuals who advocated for jobseekers and championed businesses in the Commonwealth since the rebrand initiative began.

2. **MassHire Day Workshops:** MassHire Day will feature peer-to-peer workshops presented by the finalists and award winners from each region. They will talk about how to sustain the changes initiated by their innovations, and how they addressed challenges along the way.

**Date:** Tuesday, June 18, 2019

**Time:** 11:00am to 4:00pm

**Location:** Verizon Technology Center, 60 Sylvan Road Waltham, MA 02451

**Inquiries:** Allison.McIntyre@mass.gov

Complimentary boxed lunch will be provided to attendees. Government employees attending the event are responsible for ensuring that their attendance complies with applicable government ethics rules.

**Action**

**Required:** Please share with managers, staff and partners as appropriate. For those interested in attending, **please register by June 3**, through Eventbrite:

<https://www.eventbrite.com/e/masshire-day-tickets-60637574618>

**Attachment:** MassHire Day Invitation