



Workforce Issuance

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☐ Policy ☒ Information

To: Chief Elected Officials
MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MassHire DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
MassHire Department of Career Services

Date: August 12, 2021

Subject: **Massachusetts Virtual Job Fair - Outreach Materials**

Purpose: To notify MassHire Workforce Boards, MassHire Center Operators, and other workforce development partners of the outreach materials for the upcoming Massachusetts Virtual Job Fair August 16 – 20.

Background: Massachusetts Virtual Job Fair will be held August 16 – 20, from 10:00 a.m. – 2:00 p.m. each day. Visit www.mass.gov/jobfair for more information.

A variety of outreach materials have been developed and are available:

1. Job Fair landing page: www.mass.gov/jobfair--all efforts drive jobseekers and employers here. Page includes a video from Governor Baker, partnership logos, a list of participating employers, and downloadable flyers in Spanish and English.
2. Flyers (attached in English and Spanish)

3. TV Spot: MassHire Massachusetts Virtual Job Fair - **15 Second** Promotional Video https://youtu.be/Yh1_NBlbMQU
TV Spot Spanish: Feria de Empleo Virtual MassHire de Massachusetts - 15 Segundos de Video Promocional
Video: https://youtu.be/TbMjn79Nw_E
4. TV Spot: MassHire Massachusetts Virtual Job Fair - **30 Second** Promotional Video: <https://youtu.be/ykF105cArng>
TV Spot Spanish: Feria de Empleo Virtual MassHire de Massachusetts - 30 Segundos de Video Promocional
Video: <https://youtu.be/nyGHOKJLC9U>
5. Governor Baker video on YouTube = [MassHire Massachusetts Virtual Job Fair - Governor Baker Announcement - YouTube](#)
6. Radio spots (two :15s, and one :30) attached (Spanish stations translate on air)
7. Social Media graphics attached (campaign includes FB, Twitter, LinkedIn, Instagram)
8. Link: [MassHire Job Fair List of Participating Employers](#)

Action

Requested: Please share this issuance with all appropriate managers, staff, partners and customers.

Effective: Immediately.

Inquiries: Please refer questions to David Gadaire at dgadaire@masshireholyoke.org

Attachment: A. Flyer – English
B. Flyer – Spanish
C. Social Media Graphics