



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
MDCS Operations Managers

cc: WIOA State Partners

From: Diane Hurley, Acting Director
MassHire Department of Career Services

Date: February 23, 2023

Subject: **FutureSkills Branding Campaign**

Purpose: To provide MassHire Workforce Boards, MassHire Career Center Operators and other local workforce partners with information and links to resources for the branding campaign for FutureSkills.

Information: The Workforce Skills Cabinet (WSC) is a collaborative effort from the Executive Offices of Labor and Workforce Development, Housing and Economic Development, and Education working to address workforce shortages and needs across the Commonwealth. WSC workforce training grants are funded primarily through an allocation of the American Rescue Plan Act (ARPA) - a \$1.9 trillion federal rescue package to aid in the US' recovery from the economic and health adverse effects of the COVID-19 pandemic.

The WSC worked to create "FutureSkills," a cross-Secretariat, customer-facing umbrella "brand" to unite the state, regional, and local organizations that guide and operate services for businesses and jobseekers in Massachusetts. "FutureSkills" is meant to enhance existing brands like MassHire and quasi-public agencies associated with WSC.

Under “FutureSkills”, Massachusetts is investing ARPA funds to expand the scale of “upskilling” pathways across education, training, and workforce providers in partnership with employers that prepare unemployed and underemployed individuals with the training and skills needed to meet business demand. Commonwealth Corporation administers grants that fall under “FutureSkills” (Career Technical Initiative, Workforce Competitiveness Trust Fund, etc.) on behalf of the Executive Office of Labor and Workforce Development, while other WSC affiliates offer additional funding opportunities.

Establishing a unified “FutureSkills” brand for cross-Secretariat state workforce development efforts leverages the collective strength of available funding and enhances customer awareness and use of vital employment and training services, providing greater clarity and consistency about the Massachusetts workforce system’s mission and role as well as its contributions to supporting Massachusetts economy.

In December 2022, EOLWD launched its FutureSkills integrated media campaign throughout the Commonwealth, starting with electronic billboards. In January 2023, a larger effort followed that includes streaming media and web site advertising as well as an organized organic social media campaign through development of a social media kit for the MassHire system and community partners to use. Attachment A provides a layout of the approved FutureSkills media campaign designs, graphics, usage and additional details.

Marketing Materials Guidelines

The key, overarching message of the FutureSkills campaign is: Massachusetts, like other states across the country, is experiencing a supply and demand challenge. Employers have countless job openings due to a growing shortage of job-ready workers. Many jobseekers are lacking the necessary skills to fill these jobs. Both employers and jobseekers are missing out on opportunities to grow and prosper.

A hashtag can be added to your regional marketing efforts. You may use #FutureSkills or something relevant to your local training opportunities like #CNAtraining, #HVACtraining, or #WorkforceDev.

Refer to the FutureSkills Media Campaign toolkit for instructions on approved font and graphics usage.

When promoting specific programming that includes training partners or employers, tag them in your social media post if they have handles. This will give your message more exposure and encourage your partners to share.

Access to approved graphics, fonts, media and videos are available through SharePoint upon request.

Attachment A: FutureSkills Social Media Kit (ENGLISH)
Attachment B: FutureSkills Social Media Kit (SPANISH)
Attachment C: Market Maker FutureSkills Social Media Kit (ENGLISH)
Attachment D: Market Maker FutureSkills Social Media Kit (SPANISH)

Action

Requested: Please ensure all appropriate management and staff are aware of and familiar with this information.

Effective: Immediately

Inquiries: Email all inquiries related to this informational issuance, including requests for access to the FutureSkills ToolKit, to ashley.terrill@mass.gov.