



# Workforce Issuance

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100 DCS 08.121

Policy  Information

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**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:** July 30, 2020

**Subject:** **MassHire Virtual Service Delivery Requirements**

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**Purpose:** To provide guidance to MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners with regard to the MassHire Virtual Service Delivery requirements.

**Background:** MassHire Workforce Boards and Career Centers strive to increase capability and capacity to deliver services to jobseekers and business through virtual modes. The COVID environment creates a critical need to scale up the delivery of high-quality virtual services. The term “Virtual Services” (as opposed to “Remote Services”) will be used throughout this policy as it is more readily understandable by the general public and targets various and wide offerings of an organization’s services and workflow. Virtual services include a wide range of administrative, technology, and professional support tasks, all of which can be

completed remotely via phone, email, web-based video conferencing, fax, or internet.

Virtual services are necessary to provide jobseeker customers with resources, tools, and program services vital to education, skill development and skills training to meet business demand. Business customers rely on virtual services that provide assistance with layoff aversion, downsizing or layoff assistance and recruitment and hiring support to supply qualified candidates most suitable for particular business needs.

As such, the MassHire system has the responsibility to increase the availability and delivery of virtual workforce services for job seekers and businesses to align with changing workforce conditions.

A variety of trainings and tools have been developed to assist staff in providing virtual services. Please refer the [Workforce System Staff Training](#) webpage for available trainings related to virtual service delivery.

MassHire Career Centers also seek to provide customers with “meaningful assistance” with Unemployment Insurance services. WIOA requires, as a career service, the provision of both information and assistance to individuals regarding UI claims filing (section 134(c)(2)(A)(x), WIOA; 20 CFR 678.430(a)(10)). Additional information regarding MassHire Career Centers providing meaningful assistance to Unemployment Insurance services will be provided in future issuances.

In the context of providing assistance to UI claimants , “Meaningful assistance” refers to having staff that are well-trained in UI claims filing (navigation) and claimant rights and responsibilities available and accessible in career centers.

**Policy:** MassHire Career Centers must work toward the development and implementation of a comprehensive suite of virtual services that supports each component of the customer flow.

#### **CORE SET OF VIRTUAL SERVICES**

The MDCS and local areas will work together to develop a **core set of virtual services** (manufactured by MDCS and hosted by MDCS as appropriate off of mass.gov or a software platform procured at a future date) and offer **additional virtual services within the mandatory topic areas** that each local area will design and implement for mandatory workshop topics.

The **core set of virtual services** must be available to individuals during the initial intake process that will be designed at the state level for usage across the system include:

- **Career Center Seminar** (Orientation for All Customers)
- **Initial RESEA Review** (Required for RESEA Enrollees)
- JobQuest profile-creation and continued work toward development of a full profile
- **Resume Workshop** to create or enhance a customer's resume
- **Labor Market Information** and Tools Workshop
- **Transferable Occupation Relational Quotient (TORQ)** Note: other assessment tools may be used for those with barriers\*)

\*Barriers can include ESOL, literacy barriers, etc.)

MDCS is providing support to local areas in delivering services virtually and increasing the numbers and types of virtual service delivery over time. MDCS is providing a platform for shared content through a central repository to deliver on the core virtual services identified above through MDCS designed workshops. It is expected that the above core set of virtual services Please see MassWorkforce Informational Issuance 08.123 at <https://www.mass.gov/doc/dcs-info-08-123-sharepoint-shared-access-to-masshire-career-center-resources/download> .

These **core virtual services** will ensure consistency across the MassHire Career Center system to delivery on a common customer flow. In addition, they are necessary services to assist in the development of an individual's Career Plan.

## **CUSTOMER FLOW**

All MCCs must implement the Virtual Service Customer Flow (Attachment A) to ensure readiness for all customers. The virtual customer flow comprises a set of minimum services requirements (described above) that must be made available virtually to all customers, including UI claimants. As part of the universal customer flow, MDCS and DUA will also support local areas in establishing meaningful assistance to Unemployment Insurance services through MassHire Career Centers.

All unemployed individuals, including UI claimants and other referrals, contact a local MassHire Center and register. All customers will be referred to the Career Center Seminar. After completion of the Career Center Seminar (CCS), career center staff will contact the job seeker and address next steps for resume development/improvement and offer an assessment consisting of TORQ (or other appropriate assessment tool for those with barriers). Job seekers will also need to complete Labor Market Information (LMI) research. These services are all part of developing a career plan.

The career plan should also include other baseline service workshop/topics to support the job seeker’s training and employment goals as appropriate. Career Center staff and job seekers will work together to map workshop participation.

A matrix has been developed (see Attachment B) to address the components of customer flow and some requirements that are specific to continued UI eligibility. Barriers to receiving remote services and best practices for addressing those barriers have also been included.

**MANDATORY VIRTUAL WORKSHOPS/TOPICS (local implementation):**

A comprehensive suite of virtual services involves mapping out the virtual services needed to move an individual through the customer flow. In addition to the **core virtual services** (workshops designed by MDCS), local areas should consider working with partner agencies including WIOA or community partners (e.g., libraries or community-based organizations) that offer virtual worksites, tools, and resources to expand capacity of virtual service offerings.

Local areas must establish goals to scale up the delivery of high-quality virtual services and consider how these services are made accessible for target populations. When gaps in virtual services offerings are identified, local areas must work toward addressing these gaps.

**Local areas should review the mandatory virtual workshop topics to be designed by local areas and work with staff to implement the following workshop topics (bullets) under each topic area.**

<b>Mandatory Virtual Workshop Topics</b>	
<p><b>Assessments/Job Readiness</b></p> <ul style="list-style-type: none"> <li>● Identifying Skills</li> <li>● WorkKeys</li> <li>● TORQ</li> <li>● MassCIS</li> <li>● Myers-Briggs Type Indicator</li> </ul>	<p><b>Labor Market Information/Job Search</b></p> <ul style="list-style-type: none"> <li>● Resume Development</li> <li>● Cover Letters</li> <li>● LinkedIn &amp; other job boards</li> <li>● Applicant Tracking Systems</li> <li>● Interviewing (including virtual and telephone interviews)</li> <li>● Salary Negotiation</li> <li>● Networking</li> </ul>
<p><b>Training/Testing</b></p> <ul style="list-style-type: none"> <li>● TABE</li> <li>● Career Scope</li> <li>● Pathway to Training</li> <li>● Overview of Eligibility</li> </ul>	<p><b>Business Services*</b></p> <ul style="list-style-type: none"> <li>● Virtual Job Fairs</li> <li>● Layoff Aversion Assistance</li> <li>● Rapid Response Services for Layoffs/Closings</li> <li>● Business Recruitment</li> </ul>

	<i>(RSI Recruitment Model)</i>
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\*Business Services Baseline Workshop can address the business customer or jobseeker.

MassHire Career Centers must ensure customers have access to all career center activities and workshops to meet federal requirements, including but not limited to the workshops described above.

### **TRACKING ATTENDANCE VIRTUALLY**

Local areas must establish Standard Operating Procedures to track jobseeker attendance at required mandatory workshop topics for sessions implemented independently by each region as well as elective services and events.

- One example is the setup of a job seeker's attendance window; the job seeker must provide membership ID to receive credit for participation.

MassHire Career Centers must establish local policy that includes parameters for customer engagement to receive credit for participation.

### **INTERACTIONS WITH CUSTOMERS**

Staff must consider the most effective way to interact with customers one-on-one and in group settings (e.g. WebEx, Zoom, Go-to-Meeting), based upon individual needs/skills and career center capacity/capability.

The following considerations must be made:

- Video conferencing gives staff the ability to screen share to view important documents, etc.
- It is also acceptable for staff to assist individuals over the phone when a customer does not have access to technology that would allow for video conferences. Staff should exercise flexibility in assisting customers with significant barriers to employment to ensure customers are meeting program requirements and deadlines.

### **CROSS-PROMOTION OF SERVICES**

- MassHire Career Centers may cross-promote available virtual offerings and other services provided at other MassHire Career Center locations.

## RECORDING INFORMATION IN MOSES

- All services, including participation in virtual services, must be recorded in MOSES.

### **ASSISTANCE TO UNEMPLOYMENT INSURANCE SERVICES THROUGH MASSHIRE**

- All MassHire Career Centers must provide meaningful assistance to Unemployment Insurance customers.
- Training and resources will be available to staff providing assistance to UI customers.
- MassHire DCS will work with local areas and DUA to define requirements around baseline UI assistance provided by MassHire Career Centers.

#### **Action**

**Required:** MassHire Workforce Boards and Career Centers must establish policies and Standard Operating Procedures (SOP) on the delivery of virtual services that meets the requirements outlined within this policy.

**Policies and SOPs must be updated to reflect all of the above.**

MassHire Career Centers must develop capacity to deliver virtual services outlined above in order to minimize foot-traffic at career centers, once they are re-opened to the public for in-person access.

**Effective:** Immediately

**Inquiries:** Please email all questions to [PolicyQA@MassMail.State.MA.US](mailto:PolicyQA@MassMail.State.MA.US). Also, indicate Issuance number and description.

**Attachment:** A: Virtual Service Customer Flow  
B: Barriers Matrix  
C: Android Phone Scanning Instructions  
D: iPhone or iPad Scanning Instructions