



Workforce Issuance

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Policy Information

To: 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: January 10, 2025

Subject: **JobQuest: Connect with a Career Coach**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners of the JobQuest (JQ) enhancement to “Connect with a Career Coach.” This guidance regarding the set-up and use of connecting to a Career Coach is to assist all MassHire Career Centers to deliver this service at scale.

Background: The pandemic required a review of existing MassHire service delivery models in the context of social distancing, business closures, and unemployment trends in order to meet customer needs post-pandemic. As a result, MassHire JobQuest has undergone many enhancements to modernize the registration and account management process for customers.

The virtual path to re-employment is a guided pathway and includes a new, customized dashboard for all customers to conveniently manage their job search, career goals and reemployment plan in one place. The virtual pathway guides them through JQ registration, enrolling and attending various workshops, creating a Career Action Plan (CAP), and finally, connecting with a Career Coach

at various steps in the process if they have questions or need guidance on reaching their reemployment goals.

In preparation for the delivery of this service a “Connect to a Career Coach” trial was conducted. This was a five-week pilot program that included four regions from across the state to assist with operationalizing the process in preparation for the state-wide rollout.

Best practices gleaned from the trial include:

1. The role of the Career Coach is to **triage** customers and to briefly assess their needs.
2. Career Coaches must be knowledgeable about Career Center programs and services and should set the expectation for the meeting with the customer up front.
3. Triage time average is 15-20 minutes.
4. Triage and simple questions can be answered in the time allotted.
5. Referrals to appropriate staff should be done by close of business each day and outreach/follow-up to set up an additional meeting should be done within 24-48 hours.

The newly developed Career Coach function is designed to supplement, but not replace, existing methods of communicating with customers.

For system-wide consistency, “Connect to a Career Coach” events have been created in MOSES for each (comprehensive/full service) MassHire Career Center. The service “individual career/employment counseling” has been associated with this event. Events scheduled using WebEx will be fully supported, (e.g., automated attendance tracking). MCCs may utilize other means, e.g., Zoom, GotoMeeting, etc., but these will not be supported by the full functionality that is being developed.

MCCs are strongly encouraged to begin scheduling and utilizing this functionality in preparation for the Virtual Pathway. Upon deployment of the Virtual Pathway, all MCCs will be required to offer a reasonable number of appropriate slots on a weekly basis to be able to support the “Connect to a Career Coach” capabilities. Note: scheduling can be done as individual appointments as well as groups (e.g., waiting room in WebEx).

Other Practices to Consider:

- To avoid late registrations, check off the “do not display on internet” for the event
- Send reminders to customers to increase participation
- Contact customers (email, text, phone call, etc.)
 - Offer to Register for Career Center Seminar
 - Add MOSES notes to document the session and add appropriate services, as applicable

- If a scheduled customer did not attend, document the non-attendance if the reason is known – attendance will be automatically updated if WebEx is used (to clarify: if Zoom or other platform is used, there will be no automated attendance tracking).

Policy: Each MassHire Career Center must develop a local policy/plan describing how the “Connect to a Career Coach” process will be implemented, number of staff involved, and the days and times per week that a career coach will be made available.

Action

Required: In order for MDCS to understand the statewide baseline of availability, please complete the attached Connect to Career Coach Plan Template and submit your plan to Leslie.Seifried@mass.gov no later than August 31, 2021.

Effective: Immediately

Inquiries: Please direct all questions to PolicyQA@mass.gov. Please reference this MassHire Department of Career Services Workforce Issuance number in your inquiry.

Attachment: Connect to Career Coach Plan Template