

MassHire Implementation Incentive Funding Scope of Work

EOLWD has designated \$372,000 in Implementation Incentive Funding for eligible local areas that achieved branding implementation criteria in six areas, outlined in the MassHire Branding Policy Issuance 100 DCS 31-100. Small areas are eligible for \$18,000; mid-size, \$24,000; and large, \$30,000. Allocation of funds per region is outlined in the Appendix on Page 2 of this document. Adhering to the timeline and components below demonstrated the steps necessary for a high quality and timely implementation on the part of the region, and thus qualified the region for receipt of incentive funds. This incentive funding, while based on criteria that advance statewide implementation of the new MassHire brand, may be used for other non-branding program costs consistent with WIOA.

Funds may be used to achieve any of the following purposes or goals consistent with WIOA:

- Implement initiatives, programs, or efforts related to the local area's WIOA Regional Labor Market Blueprint
- Serve populations with higher than average rates of unemployment, including Black, Hispanic/Latino, Veteran, American Indian, and Individuals with Disabilities
- Implement Business-Driven strategies to serve employers
- Implement initiatives consistent with the Apprenticeship Expansion Plan and work to expand apprenticeship to priority industries (healthcare, manufacturing, and tech) and diversify the existing apprenticeship pipeline
- Increase access and awareness of the services and offerings of the MassHire network

Work Plan:

The region must submit its **Work Plan** to EOLWD/DCS for authorization to proceed by December 14, 2018. The **Work Plan** will include:

1. Proposed Expenditures
2. Budget Narrative

Please email the Work Plan to: Lisa.J.Caissie@Massmail.state.ma.us

Contracting:

- This contract represents the Scope of Work for discretionary support resources.
- All funds must be fully expended by June 30, 2020.

Reporting:

- Each region must submit a narrative report delineating progress made toward SOW deliverables by June 30, 2020.

Please email Reports to: Lisa.J.Caissie@Massmail.state.ma.us

Appendix 1. Local Area Size Designation

Small (\$18,000)	Medium (\$24,000)	Large (\$30,000)
Berkshire	South Shore	Bristol
North Central	Brockton	Boston
Cape & Islands	Lower Merrimack Valley	Metro North
Greater Lowell	Central Mass	Metro South West
Greater New Bedford	North Shore	Hampden
	Franklin-Hampshire	