

Attachment K

MassHire Brand Application for Youth Programming

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators, Youth Program Operators, Youth Service Providers, and other workforce partners of guidance and requirements regarding the MassHire Branding Policy as it relates to the youth service delivery.

This policy will provide guidance for the application of the MassHire Brand in regards to workforce activities that are specific to youth programming under the Workforce Innovation and Opportunity Act (WIOA).

Background: MassHire is the unified brand for the Massachusetts public workforce development system. Establishing a unified brand for the public workforce system will leverage the collective strength of the system and enhance customer and business awareness of employment, training, and program services, provide greater clarity and consistency about the Massachusetts public workforce system's mission and role as well as its contribution to supporting the Massachusetts economy. All WIOA-funded activities and programs fall under the MassHire master brand.

The MassHire brand was developed through a comprehensive process including market and key stakeholder research, brand/messaging testing, and process development for system-wide brand implementation. For more information on the MassHire Brand Charter values and mission, MassHire Brand Implementation Plan, and benefits of adopting the unified MassHire brand please refer to [Mass Workforce Issuance 100 DCS 31.100: MassHire Branding Policy](#).

WIOA-funded youth programming is a critical component within the Massachusetts public workforce system. Application of the MassHire brand to WIOA-funded youth programming will demonstrate connectivity to the larger statewide network of integrated workforce programs and services designed to equip individuals with the education, skills, and training to meet business demand.

Definitions:

Sub-Brand - A sub-brand is a subsidiary or secondary brand that is typically a product or service affiliated with the main brand, but has its own brand name. Sub-brands are often created as an opportunity to reach a new audience.

- Example: Microsoft PowerPoint is a sub-brand of Microsoft.

Cobrand – Cobranding is a marketing strategy that utilizes multiple brand names on a good or service. It encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

- Example: Taco Bell Dorito's Taco Locos uses the Taco Bell and the Dorito brand to market a product jointly.

Endorsement - In this context, endorsement is when an independent brand indicates its association with a master brand via an endorsement from the master brand.

- Example: Many websites will list partners or endorsers at the bottom of their web pages or on a separate page that says "our partners" or "our funders."

Policy: For the purposes of consistent adoption of the MassHire brand across the Massachusetts public workforce system, all WIOA-funded activities and programs, including youth programming, fall under the MassHire master brand.

Application of the MassHire brand will:

- Raise youth and young adult awareness of education, training, and programs services available through the public workforce system.
- Signal to businesses that young people who participate in the MassHire system are well prepared to enter and to be successful in employment.

This policy outlines how the MassHire brand is applied to youth programming, depending on the local area youth service delivery structure.

Youth Services Delivery Structure	MassHire Brand Application
Stand Alone Youth Career Center	MassHire Sub-Brand
WIOA-Only Funded Youth Program	MassHire Sub-Brand
WIOA Youth-Funded Vendor	MassHire Brand Endorsement

1. **MassHire Sub-Brand**

The MassHire name must be adopted as a sub-brand if youth services are delivered in the following manner:

- Stand-alone Youth Career Centers operated by a MassHire Board or Career Center
- By entities for whom WIOA (Titles I or III) is the sole or primary funding source

In these cases, the following naming format should be used:

MassHire - [geolocator] [existing name or other proposed name]

The recommended naming structure is MassHire – [geolocator] Youth. This is the shortest and simplest identification for an employer. However, local areas have flexibility in choosing their naming structures for youth programs.

Examples:

- MassHire - Greater Brockton YouthWorks
- MassHire - Greater New Bedford Youth
- MassHire - North Shore Youth Career Center
- MassHire - Metro Southwest Youth Department

Local Workforce Development Boards and the stand-alone Youth Career Centers that are affiliated with the MassHire Career Center Operator, or entities that receive only or primarily WIOA funding to provide youth services in their workforce area must come to an agreement on the MassHire brand name using the applicable naming format. The local Workforce Development Board must submit the youth services name to PolicyQA@mass.gov for approval on or before June 18, 2018.

These entities may choose to adopt a separate logo for their programming. In this case, a logo will be developed as part of the brand implementation process and provided to the local area. Logos will only be provided to local areas upon request.

See sample logo below:

[This will be updated with a sample logo.]

2. MassHire Cobranding

Entities that adopt a MassHire sub-brand may choose to co-brand with a partner agency if the MassHire entity jointly produces an event, program, or product with a partner agency. General guidance on cobranding is forthcoming.

Examples specific to youth cobranding include:

- MassHire – Greater New Bedford Youth | YouthBuild
- MassHire - North Shore Youth Career Center | Department of Transitional Assistance Young Parents Program

[This will be updated with a sample logo.]

3. MassHire Endorsement

WIOA Youth-funded vendors that are external to the workforce system are encouraged to use the MassHire brand endorsement. Entities that use the MassHire partner logo show support and align with the values and mission associated with the brand.

Local Workforce Development Boards have the authority to require WIOA funded-vendors to use the MassHire endorsement. Boards may consider including a brand endorsement requirement as part of their procurement process.

WIOA Youth-funded vendors that use the MassHire endorsement should use an endorsement logo that says “a MassHire partner”. Endorsed logo options will be included as an addendum to the MassHire Brand Standard Manuals located in [Mass Workforce Issuance 100 DCS 31.100: MassHire Branding Policy](#).

Implementation Plan and Timeline

Local workforce areas should include a description of how MassHire will be applied to WIOA-funded youth programming within their implementation plans due June 18, 2018.

If a local workforce area encounters extenuating circumstances that prevents implementation of the MassHire brand for WIOA-funded youth programming within the implementation timeline, the Local Workforce Development Board should notify PolicyQA@mass.gov as soon as possible.