

# Mass Workforce Issuance

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**Workforce Issuance No. 06-49**

Policy  Information

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**To:** Chief Elected Officials  
Workforce Investment Board Chairs  
Workforce Investment Board Directors  
Title I Administrators  
Career Center Directors  
Title I Fiscal Officers  
DCS Associate Directors  
DCS Field Managers

**cc:** WIA State Partners

**From:** Susan V. Lawler, Director  
Division of Career Services

**Date:** August 4, 2006

**Subject:** Department of Workforce Development Web Portal Launch

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**Purpose:** To inform local Workforce Investment Boards, One-Stop Career Center Directors and other workforce investment partners that, effective August 9<sup>th</sup>, the Department of Workforce Development (DWD)'s website will have a completely new look and feel with respect to content and navigation. DWD's portal will merge content from [www.detma.org](http://www.detma.org) (DCS's and DUA's website) and [www.mass.gov/dat](http://www.mass.gov/dat) (Division of Apprentice Training's website). Neither of these divisional websites will be functional after the DWD portal is launched.

Beginning on August 9, visitors to [www.detma.org](http://www.detma.org) will receive a message to go to DWD's portal, while visitors to [www.mass.gov/dat](http://www.mass.gov/dat) will be automatically redirected to DWD's portal.

**Background:** In a memo to you in March regarding DWD's rebranding initiative, Jane C. Edmonds, DWD's Director, shared news about the development of a DWD portal. This portal will create a single entry point and synergy for all information related to workforce development, training and the labor market.

DWD has adopted the "Mass.Gov" model -- the DWD portal will share the Mass.Gov look and feel, employing the same navigation functionality as Mass.Gov and other agencies' sites that have also embraced the Mass.Gov model. The portal will have some new features and functions that will make it easier for user navigation and website management such as search capability, flexible content update, web metrics, and more. Being a part of the Mass.Gov portal "community" has other advantages such as the

sharing of dedicated web resources, the transfer of knowledge and best practices, and continuous website enhancements and functionality.

You may preview the portal at:

<http://www.mass.gov/?pageID=dlwdhomepage&L=1&L0=Home&sid=Edwd>.

The portal content is organized into four tabs: Job Seekers, Claimants, Apprentices and Employers. The most common topics will be easily accessible on the homepage and in each of the tabs. The portal structure is designed to encourage online transactions and on many pages, customers will be able to find the Online Services section.

When you check out this site, please be aware that it's still a work-in-progress as changes continue to be made to the content and navigation. Due to the tight project timeframe, very few edits have been made to the existing content, which include over 250 *html* pages and more than 300 *pdfs* from the three websites. Post-launch, editing and improvements will be made to enhance the portal content.

Initially, there will be a soft launch. After that, we will communicate the portal launch through the following channels:

- Email to employees
- Distribution of launch posters and flyers to Career Centers
- Regional training for Career Center field staff
- Inserts in UI Checks and Connecting Claimants Letters to claimants and job seekers
- Inserts in September's Contributions Report (Form 1) plus email to employers
- Email to other state agencies
- Press release from DWD in September

**Action**

**Required:**

Be sure to share this bulletin with your staff and do the following:

1. On August 9, please update links to static pages on [www.detma.org](http://www.detma.org) or [www.mass.gov/dat](http://www.mass.gov/dat). This cannot be done before August 9. You do not have to update links to web applications like JobQuest, TrainingPro, UI Online for Workers and others. Please review Attachment A for a list of links to some common programs and services.
2. Place the posters (upon receipt) in key locations, and encourage staff and customers to check out the new website after the launch. Show customers how to navigate the portal and find relevant information.
3. Gather and send feedback and suggestions for improvements to [customeroutreach@detma.org](mailto:customeroutreach@detma.org).

This is your opportunity to help shape the portal content – you can help by giving us feedback on what type of online information your customers seek, how they use the website to meet their needs, and how we can make it easier for them to locate information and/or perform transactions.

**Effective:** August 9, 2006

**Inquiries:** If you have any questions or need assistance, please contact Yean-Ai Long at [ylong@detma.org](mailto:ylong@detma.org).