

Mass Workforce Issuance

Workforce Issuance No. 06-41

☐ Policy ☒ Information

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: June 21, 2006

Subject: Employer E-Newsletter Issue #2

Purpose: To inform local Workforce Investment Boards, One-Stop Career Center Directors and other workforce investment partners about the second issue of an electronic newsletter targeted at employers.

Background: The newsletter, designed to heighten awareness and drive business traffic to the Career Centers, will be distributed via email blast to over 20,000 employers obtained through the DUA employer database. WIB Executive Directors, Title I Administrators and Career Center directors are also included in the distribution.

The newsletter, named Massachusetts Workforce Connection, provides pertinent information to keep employers informed about workforce news and resources.

The second issue includes:

- An introduction section highlighting the response from the first issue.
- A Jobs First Day “Save the Date” callout with a link to the photo gallery featuring photos of activities from last year’s Jobs First Day.
- An article on employers’ access to valuable employment services and how employers can save time and money working with our Career Centers. There is also a link to a map showing the 32 One-Stop Career Centers across the Commonwealth.

- A Workforce Training Fund article describing the three grant programs with a link to a testimonial from Boston Coffee Cake Company.
- Links to various business services/programs.

In addition, options are provided for recipients to unsubscribe to the newsletter or send us feedback via the feedback icon but not through the reply function, which is disabled.

Note: The newsletter is created in html format and contains graphics. Depending on the settings in the email program, the graphics may or may not fully display. To view the newsletter online, go to <http://www.detma.org/employerNewsletter/spring06/>

Action

Required: Please share the newsletter with your staff. We welcome your feedback - please send feedback to Yean-Ai Long at ylong@detma.org.

Effective: Immediately

Inquiries: If you have any questions, please contact Yean-Ai Long at ylong@detma.org