

MassWorkforce Issuance

100 DCS 24.101

☐ Policy ☒ Information

To: Chief Elected Officials
Workforce Board Chairs
Workforce Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: February 23, 2016

Subject: **Establishment of the Business Engagement Committee**

Purpose: To notify Local Workforce Boards, One-Stop Career Center Operators, Operations Managers, Business Service Representatives and other Local Workforce Partners of the establishment of the **Business Engagement Committee**.

Background: In June 2012, Massachusetts embarked on an Expanding Business Engagement (EBE) initiative. The initiative was subsequently re-branded as MassBizWorks with a purpose to enhance and align services offered to Massachusetts businesses through multiple MA agencies, the MA Workforce Development System and system Partners in order to help businesses thrive and grow. This effort continues to be a major business service strategy for the Commonwealth.

On August 28, 2015, MassWorkforce Issuance 100 DCS 24.100, "The Mass BizWorks Company Coordination Committee," established the Company Coordination Committee (CCC) to develop protocol and procedures to improve coordination statewide among career centers and other business service providers, minimize duplication and meet the recruitment needs of businesses.

Concurrently, the Workforce Innovation and Opportunity Act (WIOA) Steering Committee established a Business Strategies Workgroup to identify policies and strategies on how Massachusetts can leverage interagency collaboration to increase outcomes for businesses, meet business demand for hiring and talent development, and identify industry need for skills training models (on-the-job training, apprenticeship, sector strategies).

At the state leadership level, Governor Baker created the Workforce Skills Cabinet (WSC), which aligns Labor and Workforce Development, Education, and Housing and Economic

Development to gather ideas and strengthen the pipeline to employment. To that end, the Governor's BizWorks Business Response Team was launched. David Muldrew, EOLWD Assistant Secretary for Employer Services is the secretariat-level lead for the Governor's BizWorks Business Response Team.

To ensure consistent communication and collaboration across partners providing services to businesses and to collectively promote the work of the WSC, the Governor's BizWorks Business Response Team and MassBizWorks, the Commonwealth will merge the work of CCC and the WIOA Business Strategies Workgroup to form a new **Business Engagement Committee**.

The **Business Engagement Committee** will combine the skill sets of both committees' members, focusing on the successful roll-out and implementation of Governor Baker and Secretary Walker's Demand 2.0/Business Engagement Model across the MA Workforce Development System and partner agencies.

The **Business Engagement Committee** in conjunction with the Workforce Skills Cabinet (WSC) is charged with finding a way to help people who are looking for work get the skills they need to fill the jobs that exist in the Commonwealth, and to help businesses find qualified workers.

The **Business Engagement Committee** will assess, identify, formulate and recommend MA Workforce System business customer operation procedures and best practices across the state and among all partners. In addition, the committee will implement a strategy to allow data sharing to inform the results of the provision of services to businesses across multiple partner agencies.

These collective efforts will serve to enhance and align Massachusetts Workforce System services to businesses, statewide.

**Action
Required:**

EOLWD will convene a meeting of the current CCC and WIOA Steering Committee Business Strategies Workgroup to discuss the formation of the new Business Engagement Committee, including membership, to ensure the process remains all-inclusive and that cross representation from Local Board Directors, Career Center Directors, Operations Managers and Business Service Representatives, WIOA Core Partners, Education and Economic Development remains in place.

The meeting is scheduled to be held at 19 Staniford Street, Boston, in 6th floor Minihan Hall on Tuesday, March 1, 2016 at 10:00am to 11:30am. Please note photo identification is required at the security desk in the building lobby.

Please disseminate this information to all staff and partners.

Inquiries:

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