

# Mass Workforce Issuance

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**Workforce Issuance No. 12-33**

☐ 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 Operations Managers

**cc:** WIA State Partners

**From:** George Moriarty, Director  
Department of Career Services

**Date:** July 9, 2012

**Subject:** **Expanding Business Engagement Grant**

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**Purpose:** To provide Local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners with notification of forthcoming regional meetings to discuss employer engagement and to develop a plan of action for the Expanding Business Engagement Grant.

**Background:** Secretary Goldstein has identified employer engagement as one of the Cornerstones of EOLWD's workforce development strategy. Employer engagement is also one of the top priorities of the U.S. Department of Labor, which issued a new RFP to foster better connections with businesses. Massachusetts applied for the *Expanding Business Engagement* grant to support revitalized and enhanced business engagement activities within the state. We are one of only 13 states that were awarded \$70,000 nationwide.

As a first step under the grant, we will schedule regional meetings to discuss employer engagement and to develop a plan of action. Ken Messina will be the point person for DCS and will take the lead in organizing the meetings. Some suggested topics for discussions might include:

- A review of existing outreach efforts and the services provided to companies.
- Ways to increase and expand employer engagement.

- How to measure improvements.
- Defining appropriate roles and responsibilities.
- Programs and services that could add value to our relationship with business.
- Staff training needs, especially around any new programs and services.

We will also involve other partners that provide services to employers, such as the Massachusetts Office of Business Development, DUA/WorkShare, and local economic development agencies. Ken will send a follow up email with suggested dates, times, and locations for these meetings.

**West/Central Regions**

Berkshire, Hampden, Franklin Hampshire, Central MA, North Central MA

**North East/Metro-Southwest**

Lowell, Lower Merrimack Valley, North Shore, Metro South-West

**Boston/Metro North, South East**

Boston, Metro-North, South Shore, Brockton, Bristol, Cape and Islands, Greater New Bedford

**Action**

**Required:** Please disseminate this information amongst staff working with employers.

**Effective:** Immediately

**Inquiries:** Please direct all questions to Ken Messina at 617-626-5703 or email [kmessina@detma.org](mailto:kmessina@detma.org). Also, indicate Issuance number and description.