

FY2022 MassHire Report

Executive Office of Labor and Workforce Development



Developed in partnership with the Mass Workforce Association.



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1. INTRODUCTION

The MassHire Department of Career Services (MDCS) oversees the Massachusetts Workforce Development System (MWDS), known as MassHire, which **serves as a vital link between workers and employers** to foster economic opportunity and competitiveness. The MassHire system creates and sustains connections between businesses and jobseekers through a statewide network of employment professionals. This network provides opportunities for a better future for Massachusetts residents and businesses through meaningful work and sustainable growth. The MassHire system operates at high volume in both economic expansions and contractions. Across the Commonwealth, MassHire was a resource for more than 72,000+ job seekers, including UI claimants, and more than 19,000 companies in FY22. During the same period, the unemployment rate dropped from 6.0% in June of 2021 to 3.5% in July Of 2022,^[1] recovering from the height of COVID unemployment at 17.1% in April 2020 and stabilizing the monthly number of Unemployment Insurance (UI) claimants within the MassHire system.

The MassHire system is grateful for support from the Legislature and continued resources in the state budget. In FY23, the Massachusetts Legislature invested \$15M in the MassHire system through the state budget (line item 7003-0803), which requires a report that highlights MassHire metrics covering employer and jobseeker engagement, outreach to diverse communities, and job retention.

Reporting Requirement for Line Item 7003-0803

For the one-stop career centers; provided, that not later than March 3, 2023, the department shall submit a report to the house and senate committees on way and means including, but not limited to: (a) the number of businesses participating for placement of individuals; (b) the number of individuals utilizing the program; (c) outreach initiatives the centers are engaged in to reach minority populations and historically economically disadvantaged populations; and (d) the success rate of individuals finding and maintaining employment utilizing the centers.

[1] Bureau of Labor Statistics (BLS), Seasonally Adjusted Monthly Labor Force & Unemployment Rate Estimates, compiled by MA Dept. of Economic Research, accessed 2/22/23
<https://public.tableau.com/app/profile/maeconomicresearch/viz/FrontPageCharts/MARatesonly>

This report highlights the MassHire system’s FY22 services and outcomes, annualized state-wide data over twelve months, with regional breakouts and local examples for context. FY22 is the most current, comprehensive data set that meets the report requirements.

Key report objectives:

- **Provide an overview of the MassHire system**—the network of 16 employer-driven MassHire Workforce Development Boards (MWDBs) currently operating 25 MassHire Career Centers (MHCCs) and four youth centers.
- **Highlight the benefits of the MassHire system** for jobseekers and employers.

This report primarily focuses on initiatives and strategies completed in FY22, integrating federal reporting information with the reporting requirements identified in the FY23 state budget when possible. The Executive Office of Labor and Workforce Development and Department of Career Services worked with Triverus Consulting on data analysis and information for the report.

2. MASSHIRE EXECUTIVE SUMMARY

The MassHire Workforce Development System (MWDS), known as MassHire, is overseen by the MassHire Department of Career Services and operated by the 16 MassHire Workforce Development Boards, 25 MassHire Career Centers, and four youth centers. An overarching MassHire State Workforce Board develops the Statewide Comprehensive Workforce Plan, as required by the federal Workforce Innovation and Opportunity Act (WIOA). This plan serves as the policy framework and operational standards for the MassHire system including its partner agencies and is managed by the MassHire Department of Career Services (MDCS).

STATE LEVEL

MassHire State Workforce Board creates the Massachusetts Statewide Comprehensive Workforce Plan.

MassHire Department of Career Services oversees the MassHire Career Centers and MassHire Workforce Development Boards.

REGIONAL LEVEL

16 MassHire Workforce Boards design strategies and programs that best meet jobseekers' and businesses' in each region.

25 MassHire Career Centers and 4 youth centers offer employment and training services for jobseekers and employers.



Public Workforce System Vision

All Massachusetts residents benefit from a seamless system of workforce and education services that supports career pathways for individuals and sustains a diverse labor force and thriving economy.

The MassHire system is based on several foundational elements:

- **customer-first** mindset
- **a statewide brand** to unify independent regional operations
- **strong partnerships** with other local, regional, state partner organizations and agencies

The MassHire brand unifies the regional network of operators while allowing each of the 16 local Workforce Boards to adapt service delivery, outreach, and implementation based on the region's needs.

Statewide MassHire Services

MassHire Career Centers offer the following services to *jobseeker customers*:

- **career assessment and coaching**
- **job search assistance**
- **job fairs**
- **workshops on the job search process**
- **access to English for Speakers of Other Languages (ESOL) courses and basic foundational skills**
- **access to education and training programs for a career pathway**
- **information on unemployment insurance and other support programs**

Jobseeker Customer. A person who receives MassHire Career Center services.

Business Customer. A company or employer who receives MassHire Career Center services.

Business Service Representatives at each MassHire Career Center are dedicated to working with companies, and assist *business customers* by:

- **providing labor market information** on local or statewide employment trends, competitive wages, and hiring trends
- **recruiting and screening candidates** for job openings to support expanded growth
- **creating job descriptions, posting job openings** in MassHire's JobQuest online system
- **applying for training resources** to train their existing workers
- **facilitating company partnerships in regions** that result in trained talent to hire new workers for in-demand jobs
- **responding to companies facing layoffs** to connect to resources to prevent layoffs or support to impacted workers

Above are examples of services you can access across all MassHire Centers. Other unique services are offered at each MassHire Center depending on the needs of the region and local resources.

Key Statewide MassHire Metrics

The FY23 budget reporting requirement identified several metrics to include in this report.

Reporting Requirement	FY22 Metric (Unique Counts)
<i>The number of individuals utilizing the program</i>	72,445 Jobseekers Served
<i>The number of businesses participating for placement of individuals</i>	19,021 Business Customers Served
<i>The success rate of individuals finding and maintaining employment utilizing the centers</i>	70.4% of Jobseekers who completed services entered employment. 84.4% of those who entered employment remained employed and <i>on average earned \$13,730 a quarter.</i>
<i>Outreach initiatives the centers are engaged in to reach minority populations and historically economically disadvantaged populations</i>	Each of the 16 MassHire Workforce Areas tailors outreach strategies to meet the unique needs of the local labor market. Highlights are in the Outreach and Jobseeker Services sections.

In FY22, key demographics of all MassHire jobseeker customers include:

<h1 style="text-align: center;">72,445</h1> <p style="text-align: center;">jobseekers served across the Commonwealth</p>		
<p>50% or 36,223 ages 22-45</p>	<p>20% were economically disadvantaged individuals, receiving benefits from the Department of Transitional Assistance</p>	<p>41% have a high school diploma/equivalency or less compared to the state overall labor force of 22%</p>
<p>26% or 18,836 are 55+</p>	<p>8% self-report as living with a disability¹</p>	<p>4% served in the active military, naval, or air service.</p>
<p>10% identify that they primarily speak a language other than English.</p>	<p>21% identify as Hispanic, compared to the state's total labor force of 12.3%</p>	<p>16% identify as Black, compared to the state's total labor force of 8.7%</p>
<p>61% identify as White compared to the state's total labor force of approximately 80%</p>		

The MassHire system serves a greater share of workers who are people of color, many of whom have been historically under-represented in the labor force with higher unemployment rates compared to other groups.

¹ Individuals with a physical or mental impairment that substantially limits major life activities, a person who has a record of such an impairment, or a person who is perceived by others as having such an impairment.

The Department of Economic Research offers additional data on state labor force comparisons² through tools like the [Equity Dashboards](#).

In FY22, key highlights from the **MassHire business customer** base include:

19,000+ companies served across the Commonwealth	
Top 3 sectors served: <ol style="list-style-type: none">1. health services2. trade/transportation/warehousing3. manufacturing	Top 3 services provided: <ol style="list-style-type: none">1. listing company job orders2. sponsoring job fairs/recruitment events3. referring job candidates

NOTE: All of the reported statewide demographics and trends vary when broken down by region.

A full picture of information on customer demographics, success rates, and the suite of services available through MassHire is highlighted in consecutive sections.

Funding

The MassHire system leverages multiple resources to serve a diverse customer base. Federal funding—approximately \$100M in FY22—is the foundation for the statewide system, helping to make the MassHire system cohesive and collaborative in serving jobseekers, business customers, and youth. The majority of federal funding mandates eligibility and allowable uses for specific populations or service models that the Boards and Career Centers weave together through the MassHire Career Center delivery system -- offering individuals and business customers a single point of entry and a wide menu of available services.

The legislature’s investment in MassHire Career Centers is critical to the operations of the MassHire system, providing \$9.5M in flexible funding for FY22 that supports critical infrastructure and staffing, as well as regional programming that falls outside federal funding requirements.

Partnership

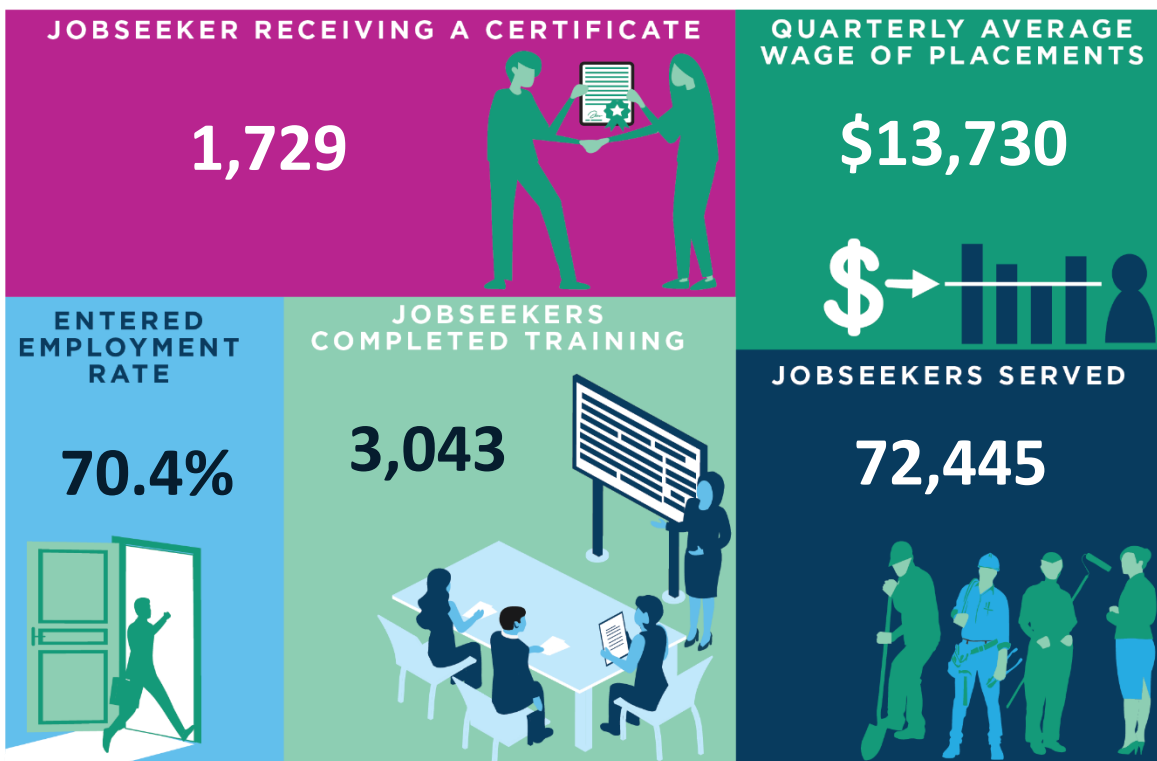
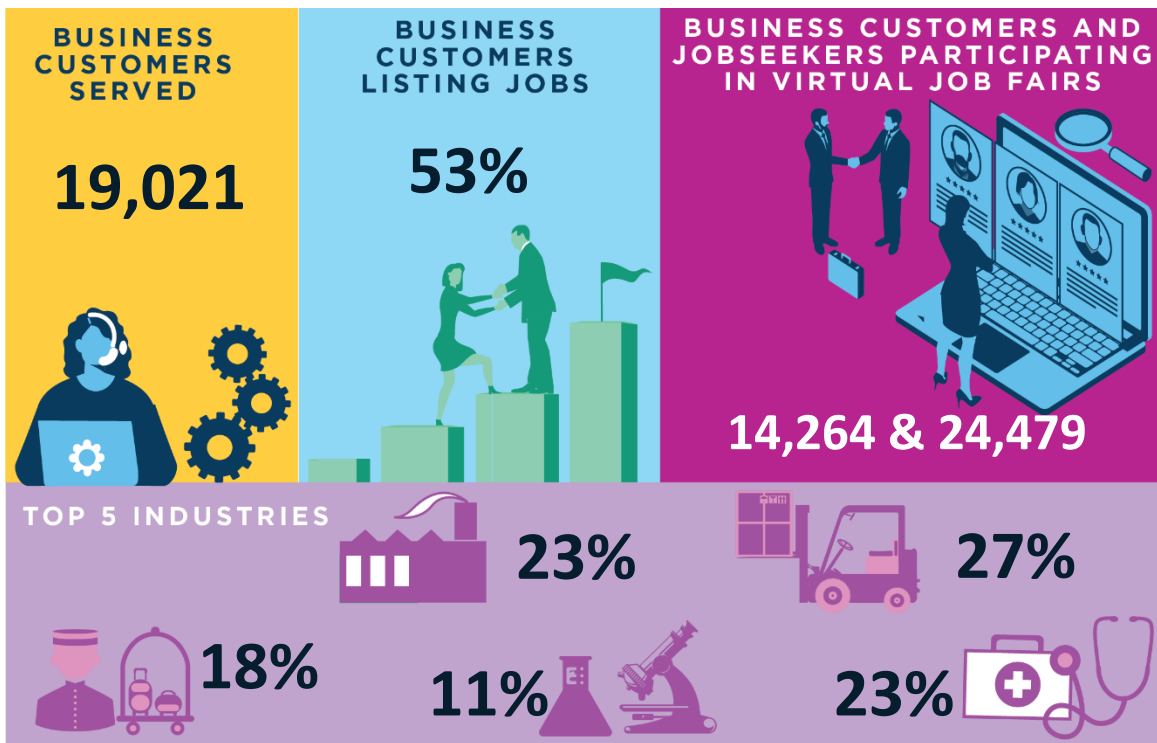
The MassHire system works across state, regional, and local partner organizations to integrate resources such as skill assessment, job search, education and training services for individuals, and job candidate referrals to businesses. This system supports economic strength and

² Bureau of Labor Statistics (BLS), Current Population Survey (CPS), 12-month moving averages, compiled by MA Dept. of Economic Research, accessed 2/7/23
<https://public.tableau.com/app/profile/maeconomicresearch/viz/MARaceandEthnicity/UnemploymentRates>

competitiveness founded on partnerships among businesses, educators, training providers, local leaders, and community-based organizations.

MassHire Workforce Boards bring partners to the table, leverage resources, and integrate services for shared customers through the MassHire Career Centers and partner organizations. For example, in the North Central workforce area, the MassHire partners bring together regional social service agencies, state partners, transportation, and community organizations to align pre-vocational and vocational resources for individuals with disabilities. The integrated team plans how customers will access supports to resolve barriers to employment, streamlines referral to services (from multiple agencies) and conducts outreach to the target populations through social media, community-based employment events, and free education.

3. MASSHIRE METRICS: AT A GLANCE



4. MASSHIRE CAREER CENTERS OVERVIEW

The public workforce system is a network of entities working together to provide employment and training services to jobseekers and skilled talent to businesses, bolstering economic strength and competitiveness. The public workforce system is designed to be locally responsive and demand-driven, serving several key groups: youth; individuals with barriers to employment; workers who lost their jobs and are receiving unemployment insurance, underemployed workers interested in new employment opportunities; and employers.

MassHire Career Centers are the “front door” of the state’s workforce development system. Located across the Commonwealth’s 16 workforce regions, the 25 MassHire Career Centers and four youth centers serve as a vital link between jobseekers and businesses to bring about economic opportunity for residents and employers alike.

MassHire Career Centers are a key partner in delivering successful local training programs, not only helping on the recruitment side, but also ensuring that participants succeed in training and attaining employment. The Centers work closely with local employers, many of which are small- to medium-sized businesses, to ensure access to the talent they need to grow and thrive.

MassHire Career Centers play a key role in helping unemployment insurance claimants, people looking for work, and those who are underemployed, to find jobs and upskilling opportunities. Career Center staff actively manage cases to ensure success by helping jobseekers find and complete training and education opportunities and connect to in-demand jobs at local businesses. MassHire Workforce Boards and Career Centers organize job readiness and occupational training for at-risk youth, connecting them to summer and year-round jobs and internships and fully preparing them to enter the world of work.

Detailed information on MassHire programming, populations and outcomes are throughout the report.

5. JOBSEEKER CUSTOMERS AND SERVICES

Working together under a state-wide cohesive brand – MassHire -- the federal- and state-funded system of 25 MassHire Career Centers, four youth centers, and 16 MassHire Workforce Boards act as a hub to provide services for jobseekers and companies.

This section explains jobseeker services, demographics, outreach strategies to diverse populations, and outcome data for jobseekers who exited the system and found employment, or accessed training and certifications. In addition, examples of ways in which the state’s career center line-item funding support jobseekers are included throughout.

MassHire delivers “universal access,” an opportunity for any individual or business to connect with the MassHire system and receive services.

Referrals connect a majority of individuals to MassHire who enroll as customers—via the Department of Unemployment Assistance, a partner agency, and word of mouth, through calls and virtual meetings, etc.

“Universal access” means that at the first point of contact with MassHire, an individual is considered a customer that can access basic services. Those who qualify for specific programs based on eligibility criteria (e.g., Veteran’s programming) can access greater support that addresses their unique needs.



Get Hired Night at the Basketball Hall of Fame in Springfield, MA.

Universal Access and Hybrid Service Models: Making a Difference on the Cape

Universal access is making a difference at MassHire Cape & Islands allowing traditionally underserved communities to receive workforce services locally:

- **Low- income individuals** with limited or no access to broadband or computers use the Career Center’s internet and/or wireless networks to conduct job search and training
- **Older jobseekers lacking computer skills** take full advantage of virtual workshops, job fairs, and meetings by using the Career Center’s equipment and staff support
- **Non-native English-speaking jobseekers** use translation services at the Career Center to access job search resources.

Offering hybrid (in-person and virtual) services contributed to the Career Center working with **126% more jobseekers and 326% more business customers** than expected.

Jobseeker Service Categories

MassHire Career Centers offer jobseekers a variety of services both on-site or virtually.



Job Search

Career Centers provide jobseekers with access to up-to-date local, statewide, and national job listings, job fairs, recruitment, and information sessions. While services such as career coaching benefit certain jobseekers, others gain from learning about work search techniques and getting assistance completing online applications. Jobseekers may also learn about and access online job search tools: JobQuest, Mass Career Information Service (MassCIS), and the Transferable Occupation Relationship Quotient (TORQ) tool to map a job seeker's skills across various job types, etc. All MassHire Career Centers have an in-person resource center with adaptive equipment to increase access to the job search services.

Workshops to Support Job Search

Career Centers strive to be creative and engage jobseekers with innovative workshops and seminars that address wide-ranging topics so that jobseekers move from job loss to job gain. Jobseekers can choose from in-person and virtual events and webinars. In addition to foundational workshops on resume writing, preparing for interviews, and labor market information, MassHire also offers innovative workshops such as:

- First Contact: Winning the Video Interview
- Avoiding the Online Application Blackhole
- Crushing Stereotypes: The Power of Mature Workers

- Speak & Be Heard: Business Communication
- Moving Past Job Loss
- Thinking Deeper: Critical Thinking & Problem Solving
- LinkedIn: Mastering the Basics

Counseling

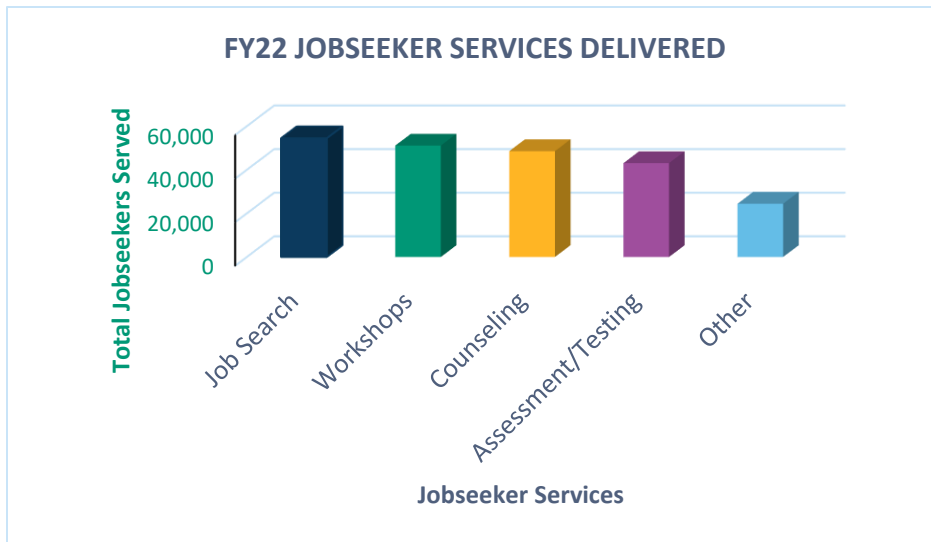
Career Centers offer jobseekers 1:1 coaching with experienced career counselors, customizing assistance during the career development journey. Counseling is often required to continue to receive unemployment benefits or to participate in WIOA-funded training, but is especially important for jobseekers who face barriers to employment.

Assessment and Testing

Career Centers administer assessments to assist jobseekers in understanding their skills, aptitudes, and interests. This helps jobseekers navigate to appropriate resources to propel their job search process and find careers where transferable skills may be an asset.

Services Delivered

In FY22, the following broad service categories were most utilized by the customer base.



In-house services provided directly through MassHire Career Centers align and connect our partners, including supports from the Department of Unemployment Assistance, the Department of Transitional Assistance, Massachusetts Rehabilitation Commission, Massachusetts Commission for the Blind, the Adult and Community Learning Services programming for adult education and ESOL, and the Senior Community Employment Program. MassHire centers also partner with community organizations to connect jobseekers with transportation, housing, and childcare or other supportive benefits.

Access to Job Training

MassHire Career Centers offer funding to eligible jobseekers through Individual Training Accounts paid for by federal dollars. This funding pays for a jobseeker to attend training at an approved education and training organization. Due to limited available funding, only 5% of all MassHire customers enroll in training through Individual Training Accounts paid for with federal funding. **In FY22, 3,043 individuals attended and completed training.** Some regions utilize a portion of the Career Center line-item funding to increase the available training resources beyond federal funding capacity. In addition, MassHire job seekers may also be enrolled in training opportunities paid for through state resources like the Career Technical Initiative, Community College programming and beyond.

Individuals enrolled in training programs funded through MassHire receive intensive, one-on-one case management and coaching to support completion and job placement. Career Center workforce professionals help training participants problem solve when the unexpected happens—a car breaks down, childcare falls through, or an illness arises—so that they do not lose out on the training or employment opportunity. Sometimes this requires emergency funds to help the participant get back on track or a referral to a partner agency that can help provide the resources necessary to sustain them through the training program. Many Career Centers leverage state line-item funding (filling gaps in federal dollars) to provide flexible funding for wrap-around supports for jobseekers along their training and career development journey.

To supplement federal support, state and regional partners work together locally to develop new career pathways by integrating MassHire and partner organization training resources to increase jobseekers' ability to obtain good jobs, leading to economic self-sufficiency.

Career Centers Job Training Partnerships

The **MassHire Worcester Career Center** hosted their 8th in-person job readiness-training program since transitioning from the virtual class format during the COVID-19 pandemic. The three-week engaging curriculum focuses on self-awareness, soft skills, and workplace readiness. Each graduate receives a \$600 stipend upon completion. In total, 428 participants have graduated from the program since inception in 2017. After completing, graduates can pursue additional training programs, GED support or employment with assistance from the Career Center, including referrals to the Mass Internet Connect (MIC) program to get access to a Chromebook or subsidized internet access.

In Hampden, the Massachusetts Rehabilitation Council (MRC) training partnership leverages the **MassHire Career Centers'** expertise in career exploration and its ability to connect jobseekers with in-demand training opportunities and placement activities. As part of the initiative, MRC provides access to vocational rehab training funds for training MassHire jobseekers with disabilities. This program is the result of a partnership between **MassHire Department of Career Services** and MRC.

Spotlight: MassHire Central Region CDL Training Leads Participants Towards Upward Mobility



The recruitment and retention of commercial truck drivers has become a global concern in recent years as the economy experiences supply chain disruptions. The American Trucking Association reported a projected shortage of 80,000 drivers in 2021, an all-time high that could potentially reach as many as 160,000 by 2030. Programs like **MassHire Central Region Workforce Board's CDL Training** are helping to fill the commercial need for truck drivers and have provided upward mobility for underemployed and unemployed individuals like Hector.

Senior Program Manager at MassHire Central Region Workforce Board, Debra, says the CDL program, which ran from September 2020 to September 2022 and was state-funded through the Workforce Competitiveness Trust Fund (WCTF), effectively equipped participants to pass the CDL test and prepared them for a fruitful career through a comprehensive professional development curriculum. "A lot of our students come in having dropped out of college or high school, and this becomes a motivator, to kind of pick them up and to know they can move forward," says Debra.

Worcester resident Hector is one of those students who found great success and a second chance in life. Beaming with uncontainable gratitude, Hector says, *"This program completely turned my life around. It has helped further my career and provided financial and physical/psychological stability."*

As a father of young children, he remembers how before taking on the CDL training, he worked 2-3 jobs to make ends meet. The most challenging aspect was not being able to spend quality time with his little ones. *"I used to get up very early in the morning and not see them until late at night,"* he says; and although it seems like ages ago, this was just last year. *"Everything changed in a matter of weeks,"* he says.

After receiving his CDL Class B license, Hector interviewed with several local trucking companies, obtaining a position at Mondelz Transportation in Rhode Island and joining the Teamsters Union. Since then, he's had the opportunity to drive trucks for renowned companies like Sysco, Subaru, and Nabisco. Then, once upon a time, the Walt Disney Company made him a whimsical offer. Disney was filming in Rhode Island and needed a qualified driver to transport props and equipment to and from movie sets— and there was Hector, ready to handle deliveries with the tact and responsibility the job required. *"I have the power to decide where I want to work. It's a great feeling to pick and choose, and even negotiate,"* says Hector.

Watching with his children and telling them he was there when it happened was a moment his family will never forget. Since then, Hector has worked with another film crew and has big plans for the future. *"Now I am able to be there for my children. I have gone to places I never thought I would have gone, all within my first year. Doors have continued to open. I am looking into becoming a homeowner and owning a truck to open my business. Programs like this give people hope to achieve and reach their potential, improve their lives, and obtain financial stability. I am grateful for the people of MassHire who helped me every step of the way and have stayed in contact,"* says Hector.³

³ Source: WCTF 2022 Annual Report

Spotlight: Virtual Job Fairs and Recruiting

In March 2020, with the COVID-19 virus rising, MassHire Career Centers faced a service delivery challenge for both business and jobseeker customers: To adapt services and continue universal access, a MassHire team of customer-facing and IT staff stood up a new statewide platform to host virtual job fairs.

In November 2020 at the height of the pandemic, MassHire held its first statewide virtual job fair. 349 business customers⁴ and 1,577 jobseekers attended the ground-breaking event. Following this event, local MassHire areas and Career Centers held 173 virtual recruiting events and job fairs on Premier's platform, where 10,867 jobseekers and 2,496 business customers attended.

Building on this work, Massachusetts led the way in August 2021 to become the first state in the country to connect employers with jobseekers on an upgraded Premier virtual platform. The Commonwealth truly put the system to the test during a five day (August 16–20, 2021) statewide job fair. The timing of the event aligned with the ending of federal pandemic unemployment assistance (PUA) with the goal of helping the massive number of people on PUA transition back into the workforce as benefits phased out in the Fall of 2021. As a result of a broad-reach bilingual marketing campaign that included radio and TV commercials, several social media channels, emails, and billboards, 1,692 business customers and 17,266 jobseekers participated in the events over the week. This became the largest job fair event in Massachusetts history.



In FY22, MassHire held more than 88 virtual recruiting and job fair events, connecting 24,479 jobseekers⁵ with 14,264 business customers.

MassHire supports jobseekers who need assistance with technology to participate in virtual jobs fairs. Access to digital literacy services, free wi-fi hot spots, Chromebooks, and MassHire staff is available.

In a post-COVID environment, MassHire will continue to sponsor both in-person and virtual job fairs and recruitment events, depending on the needs of the region. MassHire has an opportunity to influence a hybrid in-person/virtual model and expand access for companies and jobseekers to MassHire services.

⁴ Data in this spotlight story is from Premier Virtual.

⁵ A jobseeker attending multiple events is counted each time they attend an event.

Service Delivery Enhancements

Through the career center line item, MassHire Career Centers have enhanced basic service delivery based on regional needs and funding levels, including:

- **Increased individual training enrollment**, by funding stipends for jobseekers and by adding training dollars after depleted WIOA funding
- **Enhanced training programs** based on successful training initiatives
- **Created customized programs to address specific jobseekers' needs**, for which federal or state funding is inaccessible
- **Increased MassHire staffing** for outreach, enrollment, career coaching, and placement, addressing increased demand as jobseekers **rebound from the COVID-19 pandemic**
- **Offering professional development to MassHire employees** such as resume-writing training leading to Professional Resume-Writer certification
- **Diversifying the MassHire workforce** by hiring staff who equitably represent various cultural, ethnic, gender, and abilities in the region
- **Upgraded facilities and build outs** by funding new computers and new cubicles for an updated, modern resource room

MassHire Workforce Boards track how state funding is leveraged through MassHire in each region.

5.1. SERVING DIVERSE POPULATIONS

Each MassHire Workforce Area customizes and designs services based on not only universal jobseeker needs, but also its local constituents' needs, which vary by area. The section highlights different examples from across the system.

Multilingual Services

The MassHire system work with diverse populations to accelerate employment. In FY22, the MassHire customer base spoke 80 different languages. Recognizing its diverse constituency, language access services are provided across all of MassHire Career Centers supported by local bilingual staff and the [Office of Multilingual Services](#) within the Executive Office of Labor and Workforce Development (EOWLD).

Through the *Office of Multilingual Services*, EOWLD makes the state's workforce system more accessible for jobseekers who have Limited English Proficiency (LEP). One-on-one counseling and workshops are available in up to twelve languages. Additionally, MassHire staff has access to telephone translation and interpretation services in 360 languages to assist diverse communities. See section on Multilingual Services (9.2) for more about LEP services.

Access To Recovery (ATR)

This program gives adults in early recovery from Substance Use Disorders (SUDs) wider access to a full range of community services to help them succeed in their recovery. ATR operates in five regions embedded within MassHire — Boston, Springfield/Holyoke, Worcester, Lowell, and New Bedford—providing services to help participants on the road to recovery.

Hampshire Hope and the Opioid Task Force of Franklin/North Quabbin

The Franklin/Hampshire Workforce Board partners with both these organizations to offer employer-focused workshops and related substance abuse services. Business customers interested in becoming informed about and/or establishing a recovery-friendly workplaces participate.

Afghan Refugee Focused Job Fair

MassHire Central Worcester, focused on specialized services for refugee and immigrant residents and created a partnership with Ascentria Care Alliance to host a job fair specifically targeting Afghan refugee population. The Career Center also included Refugee and Immigrant Assistance Center (RIAC). Ascentria's mission is to "empower people of all backgrounds to rise together and reach beyond life's challenges." They use an innovative client-centered care model to help vulnerable individuals and families in transition move forward and thrive - physically, intellectually, socially, spiritually, and economically.

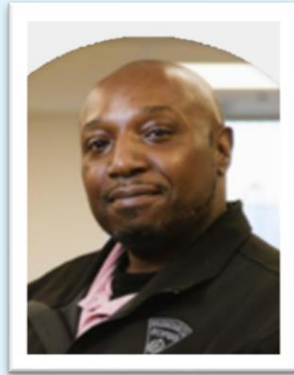
CORI-Friendly Job Fairs

MassHire Central partnered with Worcester County District Attorney & the Worcester County

Sheriff's Office to offer in-person job fairs with CORI friendly employers. Collaboration and planning occurred during FY22, with actual events executed in October 2021 and August 2022. Both the district attorney and sheriff attended and spoke at the August 2022 event. MassHire Business Service Representatives identified employers, who expressed interest in working with the returning citizen target population.

Spotlight: Coming Full Circle

Jeremy's life has come full circle. Once incarcerated, Jeremy now helps returning citizens as they transition back to their communities. Working as a Credible Messenger in an initiative of the Massachusetts Executive Office of Public Safety and Security, Jeremy supports justice-involved individuals and their families. In his new role, Jeremy works with clients as they near their release date, helps them develop plans for success and is there as a support throughout their transition process.



"I have the lived experience and know what they are going through. That means a lot," Jeremy said. Jeremy found this essential position through the MassHire Boston Career Center. Though Jeremy was working when a MassHire career advisor notified him about the job, Jeremy immediately applied because he believed so strongly in the work. He was hired and began work in August.

"This is a job where I feel like I can really make a difference," Jeremy said. He is committed to using the time he served as a starting point to help others learn from his experiences and to avoid the mistakes he made.

Jeremy was incarcerated for four years and, after his release in 2011, was referred to MassHire to get help with his job search. He worked on his resume, did mock interviews, and participated in workshops to become job ready. He found his first job, as a manager at Haley House, through the career center. And, since then, MassHire has always been there to help him find the right next job.

"MassHire has been instrumental in my professional life," Jeremy said. *"They have gotten to know me and assisted me in finding the job that matches my skill set, career goals, and experience."*

5.2. JOBSEEKER CUSTOMER DEMOGRAPHICS

In FY22, the career centers served **72,445** unique jobseekers statewide. Key highlights from demographic patterns of customers are below.

- **Jobseekers ranged in ages from teenagers to older adults**—36,223 (50%) between the ages of 22 and 45 and 18,836 (26%) of people 55+.
- **20% of all MassHire customers who are economically disadvantaged individuals**, receive benefits from the [Department of Transitional Assistance](#).
- **10% of all MassHire customers** identify that they **primarily speak a language other than English**.
- **8% of all MassHire customers self-report as living with a disability**. These are individuals with a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.
- **4% of all MassHire customers served in the active military, naval, or air service**.

Percent of Customers: Priority Populations			
20%	Non-native English speakers	8%	Veterans
Economically Disadvantaged, Receiving Public Assistance	10%	People with Disabilities	4%

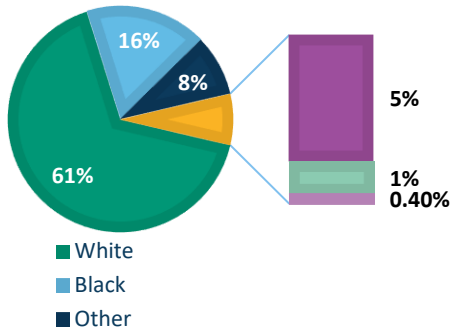
- **Job Seekers by Race and Ethnicity:** The MassHire system serves a greater share of workers who are people of color⁶, many of whom have been historically under-represented in the labor force with higher unemployment rates compared to other groups⁷. Jobseekers served by MassHire identify as:
 - *21% Hispanic or Latinx compared to the state’s total labor force of 12.3%*
 - *16% Black compared to the state’s total labor force of 8.7%*
 - *61% White compared to the state’s total labor force of approximately 80%*

⁶ The total jobseekers by race may total more than 100% because some jobseekers identify with more than one race/ethnicity. [The National Institute of Health defines each of the seven categories reported.](#)

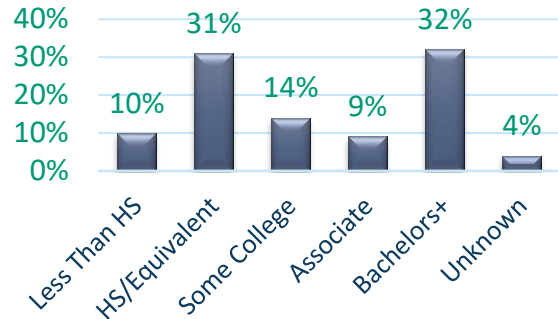
⁷ Bureau of Labor Statistics (BLS), Current Population Survey (CPS), 12-month moving averages, compiled by MA Dept. of Economic Research, accessed 2/7/23
<https://public.tableau.com/app/profile/maeconomicresearch/viz/MARaceandEthnicity/UnemploymentRates>

The MassHire system serves **individuals who need training and skill development the most**: 41% of jobseekers served have only a high school diploma/equivalency or less compared to the state overall labor force; only 22% of Massachusetts workers have a high school diploma/equivalency or less.

JOBSEEKER RACE

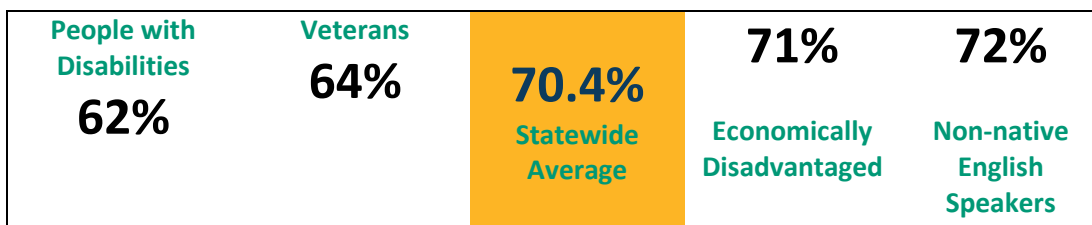


JOBSEEKER EDUCATION RANGE



PRIORITY POPULATIONS

Within the FY22 population of MassHire customers who exited services, the average entered employment rate across ALL customers was 70.4%. The employment rate for Veterans (61%) and individuals with disabilities (58%) was below the statewide average employment rate (70.4%). Whereas individuals who are economically disadvantaged (71%) and English speakers of other languages (72%) had entered employment rates higher than the statewide average.



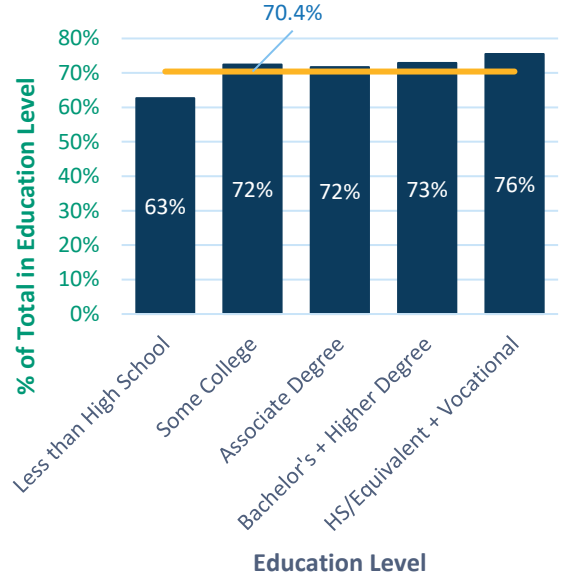
Entered Employment: Education Level

Entered Employment Rate By Education

Attainment Level: The employment rate for MassHire customers with less than a high school degree was 63% and below the statewide rate of 70.4% for all customers. Individuals with more educational attainment were above the total customer average continuing to demonstrate that education is an asset in the job market.

High school equivalent / vocational education (76%) is the highest positive differential over the statewide average (70.4%) in any segment.

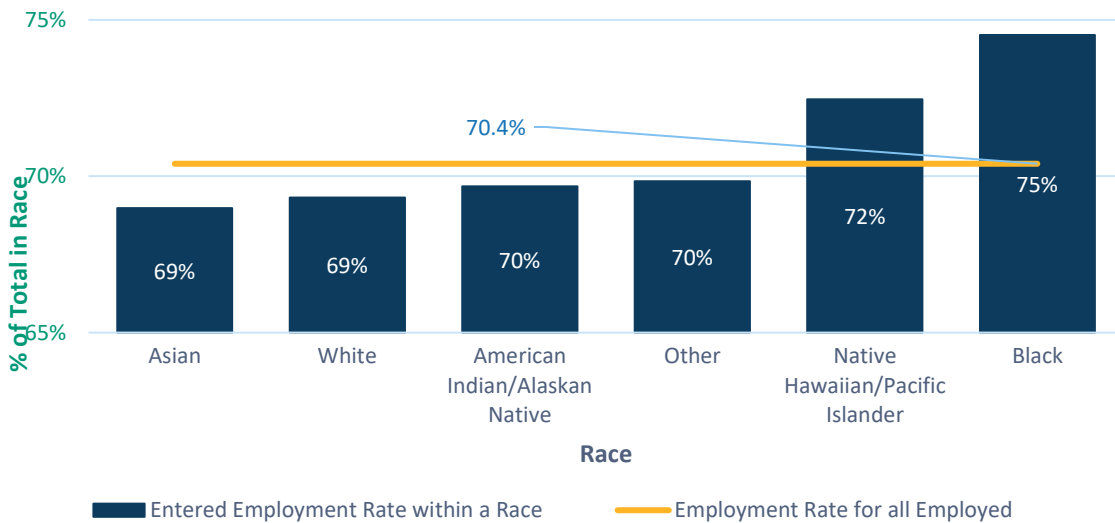
ENTERED EMPLOYMENT RATE WITHIN AN EDUCATION LEVEL



Entered Employment: Race and Ethnicity

The chart below displays the employment rate for each race during FY22. The employment rate for Asians and Whites (69%) and American Indians/Alaskan Natives (70%) is lower than the statewide rate (70.4%) for all customers; and Native Hawaiian/Pacific Islanders (72%). Black employment rate (75%) is the second highest positive differential over the statewide average (70.4%) in any segment. And, the employment rate for the Hispanic population is 68%.

ENTERED EMPLOYMENT RATE WITHIN A RACE



5.3. CERTIFICATIONS AND CREDENTIALS

In addition to employment, credentials and certifications are another outcome for jobseekers that helps to boost employment rates and wages. Attaining a certification increases jobseekers' marketability, earning power, confidence, and credibility. MassHire primarily tracks certifications and credentials for those who completed training funded through MassHire.

Of **2,584 exiters who completed training** while receiving MassHire services in FY22, 85% completed training and **70% (1,729) achieved an industry certification** as a result of the training (not all training enrollees were in programs lead to formal certifications). **Note:** FY22 exiters have up to a year to report certifications achieved; therefore, the measure will likely increase by the close of FY23.

Spotlight: Certification Heating It Up



Michael came to the MassHire Berkshire Career Center for services after a layoff from BJ's Wholesale where he worked for 10 plus years as an assistant manager. Michael has been in retail management most of his career and was trying to find suitable employment to support his family. Due to labor market conditions in Berkshire County, he was unable to find a position with comparable wages. Working with a Career Center Employment Specialist, they developed a **Career Action Plan** that identified training as a key next step. With a career and comprehensive assessment along with local Berkshire County labor market research, Michael completed the **HVAC/R Technician certification training at Berkshire Community College** utilizing WIOA funding provided through MassHire. Michael was the first student to complete the new **online digital course** and gain his certification.

Michael came to the MassHire Berkshire Career Center for services after a layoff from BJ's Wholesale where he worked for 10 plus years as an assistant manager. Michael has been in retail management most of his career and was trying to find suitable employment to support his family. Due to labor market conditions in Berkshire County, he was unable to find a

Once Michael gained his certification, MassHire identified **Four Seasons Heating & Cooling, Inc.** who was looking for new HVAC technicians. Due to Michael's lack of job experience, both the employer and Michael decided he would benefit from a full-time, **on-the-job (OJT) training program** utilizing WIOA funding to help supplement his wages. This training program will provide Michael with the onsite day-to-day work experience needed for the Heating & Cooling industry. The employer has conveyed they are very happy with the progress Michael has been showing during his training. After successfully completing the OJT program and meeting all Four Seasons' job requirements, Michael will have an opportunity for a full-time employment. With MassHire Career Center services and funding/training opportunities, Michael has gained new skills, hands-on experience, and a whole new career path that he is not only passionate about but also supports his family.

Spotlight: Greater New Bedford Coastal Career Provides Medical Assistant Training

MassHire Greater New Bedford Workforce Board was the lead grantee in this initiative in partnership with training provider Coastal Career Academy.

IN HER OWN WORDS

My Name is Nereida. I'm 37 years old, and I have been interested in working in the medical field for a long time. But as a mom of two, with little to no help, I had no choice but to work full-time factory jobs for most of my adult life. My kids are older now, and life is getting a little easier, so I decided to look for information on what was the best way for me to start in the healthcare field while still providing for my children. I decided to go for a Certified Nursing Assistant (CNA) licensure and then try to move on from there. I walked into Coastal Career Academy, but the school happened to be closed that day. I saw a CNA PRO flyer at the door, and I decided to call the number on it. It was the best decision of my life. I contacted Barбора, the coordinator of the program. Soon after, I learned that this program was so much more than just getting a free course! It was a great opportunity for me to grow professionally and emotionally.

I started the course, and I was supported every moment of the way. I knew that whenever I had any doubts, all I had to do was to make a phone call. The program also trained me for interviews, helped me with job applications and set interviews for me, and even helped with transportation costs. But the best part hasn't even started. This is only the beginning of my journey. I'm starting as a CNA, but the program offers the opportunity to further my education, and I'm planning to take advantage of it all. My goal is to keep studying and grow within the healthcare field while working as a CNA and provide for my children.



"This is a wonderful opportunity because many students come to us, and they face many challenges, including a lack of a support system. We train and support them from start to finish. We are truly trying to break barriers and to nurture them through the process to help them succeed. I am grateful to provide this program for our community." — Debra Gomes, Owner & Director of Coastal Career Academy

For more success stories on how certifications accelerate employment, watch these videos:

[John Pimentel values his advanced manufacturing certification](#) and [Andrew Goldberg's returns from retirement, thanks to his robotics certification](#)

6. OUTREACH TO MINORITY AND HISTORICALLY ECONOMICALLY DISADVANTAGED POPULATIONS

Each MassHire region tailors its outreach strategies to include diverse communities such as Black, Indigenous, and People of Color (BIPOC); LGBTQIA+; individuals with disabilities; individuals for whom English is not their primary language; economically disadvantaged individuals; at-risk youth; returning citizens; individuals in recovery from substance use disorders; women-owned businesses; and businesses owned by any historically disadvantaged population.

Traditional and Digital Marketing

The MassHire organizations in each region use various methods to reach adult jobseekers. For example, **MassHire Career Centers in the Berkshires, Boston, Central Region, Greater New Bedford, Hampden, Greater Lowell, and Merrimack Valley** conduct integrated marketing campaigns using in-person communication, social media and web site content, local radio coverage, and targeted emails.

MassHire Boston implements a multi-channel digital strategy that includes:

- Using social media to grow awareness and registrations for job fairs and career center services.
- Sharing success stories through social media.
- Leveraging geo-targeting promote career center services.
- Launching out-of-home marketing campaigns including bus shelter signage and billboards strategically placed to target key populations in the South Bay, Nubian Square and Mattapan neighborhoods.
- Advertising through print and digital ads in local newspapers/media outlets to reach the Spanish speaking population.

MassHire Greater Lowell has produced a video series, available at [Greater Lowell's YouTube channel](#), highlighting the strength of their local partnerships and the impact on their jobseekers and business customers.

MassHire Metro North developed new partnerships – leveraging state, federal, and philanthropic dollars – to build out the [Work to Thrive Initiative](#) with housing and financial assistance corporation partners.

MassHire Central actively participates in Community Festivals that attract a diverse population of attendees, including those from historically economically disadvantaged populations. As service vendors, the MassHire representatives facilitate conversations about membership, programs, and resources, as well as discuss eligibility and suitability requirements, while distributing flyers and literature. Such in-person outreach helps reach a wider audience, that may be unfamiliar with MassHire services, but could benefit from available resources. Regular events that MassHire Central attends include: Asian Festival, Latin American Festival, Summer Gospel Fest, Day of Hope, and Juneteenth Black Heritage Festival.



MassHire Central outreach at local a festival

Community Partnerships

Community partnerships not only act as an outreach method, but also combine resources and build relationships. Several MassHire Workforce Boards highlight Community Based Organization (CBO) collaborations and coalitions as successful strategies.

Merrimack Valley Career Center staff participate in a monthly job fair organized by the Makelt Haverhill CBO and located in an economically disadvantaged neighborhood in Haverhill. MassHire staff provide information about services and register attendees—jobseekers and business customers—to become career center members.

Metro North Workforce Board and **Metro North Career Centers** co-lead the employment subcommittee of the Cross City Coalition, made up of municipality partners and CBOs in Chelsea and Revere.

Downtown Boston Career Center engages in three distinct outreach efforts with community-based partners: 1) The Dorchester Access Point strategy where a staff member from a partner community agency conducts outreach on MassHire and provides basic services through neighborhood libraries in Dorchester and Mattapan. 2) Joining a coalition of community-based organizations serving low-income residents and returning citizens. 3) A partnership with Access to Recovery, which serves individuals who are in recovery and returning citizens. These individuals use the Career Center's Resource Center to job search and have access to all career center services.

Administratively housed within the **MassHire Central Region Workforce Board**, the Worcester Jobs Fund connects Worcester residents with good jobs made available through development

projects and job expansion activities. The effort prepares residents for employment in viable long-term career pathways where there is an immediate workforce need through activities such as job training, job recruitment, and related services.

The fund is guided by a committee comprising representatives from the Executive Office of Economic Development, the MassHire Central Career Centers, Worcester Community Labor Coalition, the Worcester Regional Chamber of Commerce, and the Worcester Public Schools.

The City of Worcester annually appropriates a \$200,000 tax levy for the fund. Additional funding from federal, state, local, and private sources are leveraged to enhance and support programming.

Outreach and Access Improvements

Investment from the state legislature allows MassHire Career Centers to enhance outreach and access through:

- **Deeper engagement with high-need communities** by hiring a mobile Career Navigator that coordinates efforts to reach diverse populations.
- **Increased access to in-person services** by covering infrastructure costs for a second physical career center within a region. In some regions, the budget line item pays for the primary facility's rent as well.
- **Augmented access to virtual services** by funding community access points and offering more virtual and web-based programs, as well as state-of-the-art, on-demand job search resources.
- **Wider information distribution** to jobseekers by publicizing video success stories on social media, enabled by OSCC-funded technical equipment.

Diversity, Equity and Inclusion – Statewide Initiative

In FY22, MassHire advanced its diversity, equity, and inclusion (DEI) program, working toward a common culture across the entire MassHire network. The vision is to cultivate a supportive, welcoming and inclusive environment for staff, customers and partners, integrating DEI attitudes, policies, and practices.

In FY22, consultants from The Impact Seat, in partnership with MassHire embarked on the MassHire DEI Project, starting with a DEI climate assessment that evaluated the MassHire Community to understand better the perception of MassHire culture relative to DEI. The assessment process included interviews, focus groups, meetings with employee groups, and a MassHire-wide surveys to gather data. Resulting analysis informed MassHire about continued work on the MassHire DEI Project in FY23, including developing a MassHire DEI strategy playbook, and staff training and development.

7. YOUTH CUSTOMERS AND SERVICES

MassHire youth employment and training services assist young people ages 14 through 25 to transition successfully to adulthood and careers. In FY22, the MassHire system supported 26,477 youth, —especially disadvantaged youth—gain skills, explore career options, and access the resources necessary to build thriving careers⁸. Collectively these programs serve the system’s target populations including BIPOC youth, youth with disabilities, non-native English-speaking youth, and those who are justice-involved and economically disadvantaged. MassHire primarily operates youth career services through a mix of resources from the WIOA Title I Youth Program (federal), YouthWorks (state), and Connecting Activities (state).

The MassHire Career Center budget line item (7003-0803) enables several workforce areas to operate a Career Center *dedicated* to youth – in a separate facility (e.g., Lowell MassHire) or often at host sites (schools setting). The line item pays for programs that cannot be supported by WIOA Youth federal dollars.

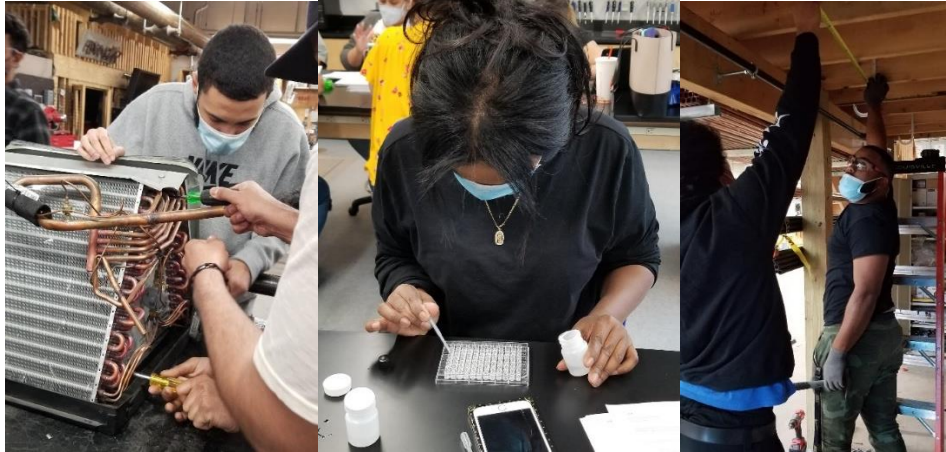
Highlights: Youth Strategic Initiatives

A collaboration with Massachusetts Department of Youth Services (DYS) and MassHire Merrimack Valley provides career exploration, work readiness instruction, work experience, and placement into secondary education and employment for youth who are justice-involved and in the custody of DHS.

At high school career and vocation fairs, MassHire Merrimack Valley Career Center and Workforce Board staff share resources about opportunities after high school with seniors who were not planning to attend college. Similarly, MassHire Lowell staff facilitate pre-employment programs for high school students with disabilities and youth at-risk to provide career readiness, work experience, soft skills training and/or help applying for work. Local businesses partner with MassHire to realize these programs.

Examples of strategic youth initiatives supported by MassHire are the result of collaborations among MassHire workforce boards, Career Centers, schools, community-based organizations, training organizations and local industries.

⁸ Total youths served are ages 24 or younger and may be double counted if an individual was served in more than one program in FY2022.



MassHire Merrimack Valley Career Technical Initiative

MassSave Weatherization & HVAC Training Program: In partnership with the Springfield MassHire Career Center and MassSave, this program is intended to diversify the energy industry, recruiting youth into in-demand careers. A few elements highlight the program’s success:

1. **Preparation and Support:** Career center staff successfully equipped candidates with resume development and interview skills and managed the cases on going
2. **Recruitment:** MassSave’s grant administrator and training organization representatives interviewed the recruit candidates
3. **Training:** Recruited students attended two training programs in weatherization and HVAC
4. **Opportunities:** Participating youth became eligible for employment. To those ineligible for the industry-based training program, career center staff offered services, such as job search support and information on WIOA and non-WIOA training programs

Tools for the Trades: In Metro South/West, a broad-ranging collaboration connects high school students who may not be interested in pursuing college educations, with the various occupations in the trades as an alternate career path. A few elements highlight the program’s success:

1. **Recruitment:** Youth teams marketed the program, successfully reaching high schools in 43 cities and towns. 100 applicants surpassed the team’s 20-person candidate goal.
2. **Preparation:** Students received relevant safety clothing and equipment including necessary tools.
3. **Timing and Training:** During April school vacation week, licensed, experienced trade professionals instructed high school seniors and juniors during a four-day program, introducing various trade elements such as masonry, carpentry, hoisting, safety/Hazmat and introduction to trade work-life skills.

4. **Opportunities:** Eight of the WIOA-eligible students went on to WIOA summer trade internships. Three subsequently enrolled in the intensive six-week SkillsBuild program at the training center, funded by WIOA Youth.

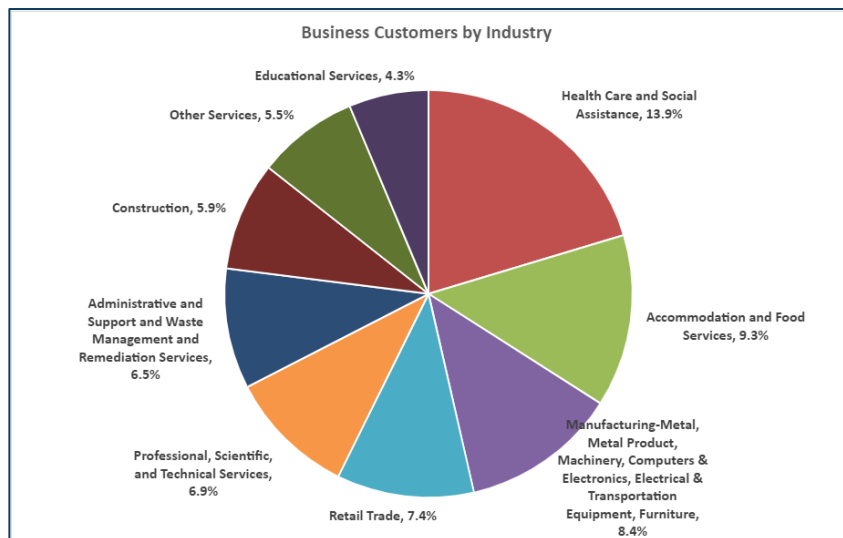
This program exemplifies how various workforce funds can build upon each other to engage young people in careers promising high-paying salaries that lead to stable careers. Boston’s WCVB-TV station found out about this and [sent their crew including reporter Doug Meehan on the final day to film a segment](#).

Plans are being made for another version of Tools for the Trades in April 2023. Having a flexible, sufficient pool of funds available for regions to blend and braid with federal and state programs ensures that regions can foster other creative initiatives. **Collaborators:** Metro South/West Workforce Board staff, regional youth WIOA/non-WIOA staff, workforce board members representing the trades, and the New England Laborers’ Training Center in Hopkinton.

8. BUSINESS CUSTOMERS AND SERVICES

The MassHire system partners with business customers as a key element of its programming. In FY22, MassHire worked with **19,021 business customers** by building talent pipelines and delivering business services. Dedicated MassHire Career Center staff work with businesses to market available jobs, find suitable candidate matches, and simplify and coordinate state and federal resources. Through the *MassBizWorks network*, Business Service Representatives and the statewide Rapid Response team work together with other business-serving agencies to make sure companies connect to all resources available to help meet their needs.

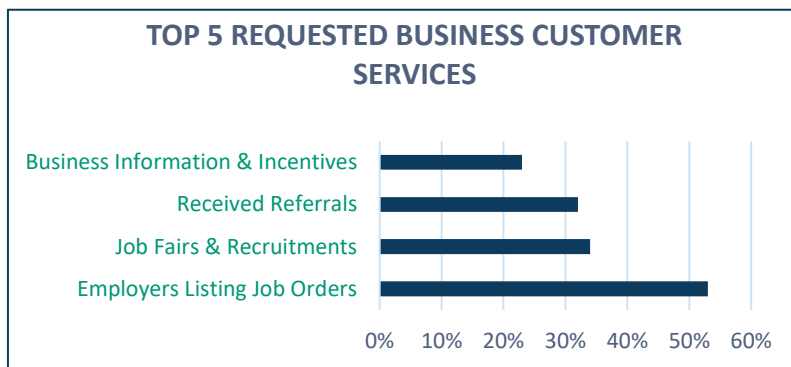
Business customers span all major industries in the Commonwealth. Within the top five sectors served, two-thirds distribute somewhat evenly across five primary sectors including health care, which is the industry that employs the most workers across the Commonwealth. Health services, leisure and hospitality along with



professional services account for almost half of total payroll employment in the state⁹. Manufacturing, while declining as a share of total state payroll employment, has long been a priority industry statewide.

Recruitment for Business

The MassHire system provides high-volume assistance, such as **posting company job listings** on MassHire [JobQuest](#), MassHire’s online portal for jobseekers and companies. **Job fairs & recruitment services** was the second highest business service and includes organizing in-person



or virtual job fairs, or staff-facilitated candidate screening and job interviews. **Candidate referrals to companies** is done by MassHire staff who vet and recommend qualified candidates for to open positions. **Business information & incentives** was another popular business service, which includes providing businesses with information on the labor market, education and training partnerships to hire new talent in the region, training programs for existing company employees, and employer tax credits.

The MassHire Career Center line item allocated by the Legislature allows Career Centers to expand business services and support outreach to companies. Since federal dollars exclude expenditures on activities that support outreach and marketing, the MassHire system relies on the line-item funding to support outreach and information campaigns to companies and business organizations especially following recovery from the pandemic as companies experience labor shortages.

Employer Testimonial – Massachusetts Department of Corrections

“Working with the MassHire Career Center in New Bedford has been a great experience. The staff was warm and welcoming, and extremely knowledgeable of how the Career Center operates. They provided information to better understand how the team works together cohesively. I was able to speak and present information pertaining to career pathways available in our organization to over 30 job seekers in my 2 visits there. MassHire Career Center in New Bedford has done an amazing job providing us with a platform to promote our agency.” – Jevon Brown-Simpson, Recruitment Specialist

⁹ Socioeconomic Indicators for Massachusetts, UMass Amherst Donahue Institute for the Massachusetts State Treasurer’s Office, January 2022 report, accessed 2/9/23: https://donahue.umass.edu/documents/SIM_report_jan22.pdf

Training Pipelines for Business

The MassHire system builds strong, in-depth, and long-term relationships with business partners who want to develop new “talent pipelines” in their region to retrain workers for in-demand jobs. MassHire staff frequently collaborate with employers and other workforce development partners to create sector partnerships that upskill existing workers in the region. These partnerships involve employers from a shared industry with hiring needs, education and training providers, and MassHire Workforce Boards and Career Centers. Employers in these partnerships commit to interviewing and hiring training participants that successfully complete a program.

MassHire staff work with the businesses and training providers to develop curriculum that specifically meets their skill needs, and work to recruit qualified candidates for the training programs. MassHire professionals also work with employer partners after a training graduate is hired, ensuring that the participant can receive additional support if needed to make the employment relationship as successful as possible.

To bolster the reach and success of sector partnership programs, the Massachusetts Workforce Skills Cabinet (WSC) and Legislature invested over \$200M in state and federal funding at the start of the pandemic to expand the sector grant programs and scale up this work branded under the new “FutureSkills” campaign (mass.gov/futureskills). A portion of that investment also created new roles within the MassHire system to help scale up sector programs statewide and build talent pipelines. Businesses are encouraged to work with newly funded regional Market Makers to learn more about training funding described below. Companies can tap into the historic level of funding for training workers by connecting with their MassHire partners, including their [Market Maker](#).

Sector Partnerships

Sector partnerships engage multiple employers to address their common workforce needs. MassHire staff frequently collaborate with employers, and other workforce development partners to create sector partnerships that develop talent pipelines for in-demand occupations

Spotlight on MassHire Business Partnership

On the north shore, a broad-ranging collaboration established **Advanced Manufacturing Training Expansion Program (AMTEP)** to close the manufacturing talent gap by increasing year-round, uninterrupted training opportunities that create a dependable pipeline of appropriately trained and skilled workers for the manufacturing industry and many opportunities for jobseekers to gain relevant skills. Included in this strategy is solid academic preparation for training followed by industry-approved technical training and company-provided guest speakers and tours.

Collaborators: GE Foundation, MassHire North Shore, the Essex County Community Foundation, local employers, North Shore Community College, Lynn Vocational Technical Institute, Essex North Shore Technical High School, and Gloucester High School.

or upskill existing workers. Administered by Commonwealth Corporation, Massachusetts' signature sector partnership programs are the **Career Technical Initiative** and the **Workforce Competitiveness Trust Fund**. These business-forward programs provide resources to work with education and workforce partners to design training for un- and under-employed people customized to a company's hiring needs. And jobseekers get access to job opportunities and career growth.

Since 2020, the development and growth of CTI resulted in grants to train over 800 skilled workers that are actively meeting the needs of industries like carpentry, metal fabrication, and automotive technology and in-demand occupations such as HVAC mechanics and installers, cooks, plumbers, and CNC machine operators. The Workforce Competitiveness Trust Fund has served more than **3,300 jobseekers** and **1,150 employers** since 2013 with \$47M of awarded grants – a number that continues to grow at a more rapid pace each year. In-depth annual reports are available on the Career Technical Initiative ([see the 2022 annual report](#)) and Workforce Competitiveness Trust Fund ([see the 2022 annual report](#)).

An example of a sector partnership in action is the MA Donnelly Workforce Success Grant MCRAW CDL Project. The MassHire Central Regional Workforce Board was awarded \$225,000 by the Workforce Competitiveness Trust Fund (WCTF) and selected as the Lead Agency to expand training and job placement for 45 area residents in the Commercial Driver's license fields (CDL A & B). Central Region successfully trained 54 students exceeding goal of 45.

MassHire Market Makers

To support sector programming and additional regional strategies, a Market Maker for each of the seven workforce planning regions was hired to **engage with employers to assess their training needs**. The MassHire Market Maker can then connect companies to potential training providers to meet their need, identify and assist with applying for grants or connecting a company to a partnership that is already funded in the region. Visit mass.gov/futureskills to learn more!

Training for Company Employees

The **Workforce Training Fund Program (WTFP)** provides resources to Massachusetts' businesses and workers to train current and newly hired employees, supporting businesses' productivity and competitiveness. For more information about WTFP, [see their FY22 annual report](#). MassHire is integral to providing local outreach and support to businesses so that they can access these upskilling resources.

Spotlight: MassHire Metro South/ West Seasonal Manufacturing Summit Series

The **Seasonal Manufacturing Summits** have taken a community approach to tackling the manufacturing industry's labor shortage. Partnering with Community-Based Organizations (CBOs), employers and other workforce development groups, the summits provide resources to and facilitate discussion with all partners.

Season Manufacturing Summit Series Main Goals
Break old manufacturing stereotypes and effectively increase jobseekers' interest in manufacturing careers.

MassHire Metro South/West organized the team; advertised available funded training and high-demand, quality manufacturing career opportunities; and hosted the events. The Spring 2022 Manufacturing Summit "Tackling the Labor Shortage Together" included a panel discussion featuring representatives from industry, economic development, policy development and MassHire.

Each panelist highlighted what their organization is doing/can do to help connect jobseekers to manufacturing careers. Following the panel, a discussion between panelists and 25 different organizations and employers highlighted the challenges facing the industry, from both the jobseekers' and employers' perspectives. One successful outcome from this event was the regional collaboration between [Massachusetts Life Sciences Center](#), [Insulet](#), MassHire Metro South/West, regional educational and training providers, and Massachusetts Department of Career Services that lead to the creation of a [RENEW training grant](#) in FY23.

9. APPENDICES

9.1. DATA COLLECTION AND METHODOLOGY

Historically, federal reporting requirements are the foundation of data collection measures and processes for the MassHire system. Federal performance measures and service definitions create the majority of workforce development services and outcomes delivered through the MassHire system. Statistics in the report pertain to jobseeker and businesses served during FY22—July 2021 through June 2022. The report also looks at jobseekers who exited MassHire—stopped receiving MassHire services— during FY22 and the related outcomes such as gaining employment and/or achieving certifications.

Unless otherwise noted, data included in this report is from the Massachusetts One Stop Employment System (MOSES), which is the application and database that captures information on MassHire workforce services for jobseekers and employers across the state. This section explains the methodology for how data is extracted from MOSES and highlight key differences between state and federal reporting. Data from MOSES is used to support various federal reporting requirements such as the Participant Individual Record Layout (PIRL), a part of the Workforce Innovation and Opportunity Act (WIOA) program that is used to report services, activities, and outcomes of service for all jobseekers. These reports provided a baseline data set used for much of the analysis in this report as it provides a baseline for participants who received services during the requested period.

Other Information Sources

The MassHire system provides critical infrastructure for other state-funded skill development and training strategies; therefore, the report provides relevant data and descriptions from programs managed by agencies and organizations who partner with the MassHire system, such as Commonwealth Corporation, the Department of Elementary and Secondary Education, and local partner agencies. These are data captured outside the MOSES system.

Relevant notes appear for each section in the report: jobseekers, exiters, business customers.

Data on Jobseekers

This report highlights jobseekers who received services during FY22, July 2021 through June 2022. A jobseeker enters the MassHire system on the first date they receive services. They automatically exit the system after 90 days if there has been no activity since their most recent service. For a jobseeker who receives a subsequent service after 90 days, the federal reporting

requirement counts them multiple times. This state report counts each person only once however. For example, if an individual exits the system and returns after 90 days for additional services, the report counts this as one jobseeker.

Entered Employment

A key measure of success for workforce programs is determining which participants gained employment after receiving MassHire services; this methodology is commonly used across various federal and state performance reports.

For this report, employment is determined by matching the individuals who exited MassHire services during FY22 in MOSES with those for whom wages were reported by Massachusetts employers at least one quarter after the participant exited MassHire services through wage record filing managed by the Department of Unemployment Assistance. Employer wage reporting is a quarterly process that completes one month after the end of a given quarter. For example, FY22Q3 wages are due to be reported by the end of April; FY22Q4 wages are due to be reported by the end of July, etc. Note that while employers have until February 1, 2023, to report wages for FY22Q4, some employers file late; therefore, wage data for this exiter cohort will improve over time as more employers submit late filings.

At the time of this report writing, wage data reported by Massachusetts employers is available for all four 2022 calendar quarters.

9.2. MULTILINGUAL SERVICES

Office of Multilingual Services [Office of Multilingual Services | Mass.gov](#)

Mission: Ensure meaningful access to all aspects of the Agencies programs, services, and activities for all Limited English Proficiency (LEP) customers by providing language expertise, support, and guidance. Abiding by the values of the Commonwealth ensuring that non-discrimination, equal access, and opportunity are safeguarded, promoted, and reflected in our Agency programs, services, and activities.

Vision: Deliver high quality services to all our customers as if no language barriers existed.

The Office of Multilingual Services functions as the central internal language facilitation unit for the MassHire Department of Career Services including all MassHire Career Centers throughout Massachusetts. Facilitates communication between MassHire Career Centers and LEP including Deaf & Hard of Hearing Customers by providing language access services.

Office of Multilingual Services conducts quarterly trainings for staff:

- Language Access guidelines and protocols for MassHire Career Centers [MassHire Career Centers - Multilingual Services | Mass.gov](#)

- LEP Policy/procedures/guidelines/protocols
- Devise protocols so staff knows when to secure language services
- Ensure knowledge and awareness of language assistance measures
- How to effectively work with in-person and telephonic interpreters
- Procedures for communicating with LEP by telephone
- Monitor any changes in the LEP population/service area
- Inform and train newly hired staff
- Ensure that all in-house staff who serve as translator or interpreter who communicate with LEP individuals are competent to do so
- Conduct periodic quality control reviews to ensure staff compliance – Language Access Assessment Questionnaires – yearly updated
- Review Policy Issuance 100 DCS 08.101.2 Language Services Guidelines to Assist Limited English Proficiency <https://www.mass.gov/doc/08-101-2-language-services-guidelines-to-assist-limited-english-proficiency-customers/download>
- Review Policy Issuance 100 DCS 08.125 <https://www.mass.gov/doc/dcs-policy-08-125-american-sign-language-services-revised/download> Deaf or Hard of Hearing Guidelines
- Cultural Awareness information

Language Access Services available to LEP Customers

- MassHire staff has access to telephonic language line services providing 360 language coverage to assist the diverse communities we serve
- Translation of agency materials (booklets, manuals, forms, letters, etc.) in 12 languages [MDCS Multilingual Services | Mass.gov](#)
- CCS, RESEA, CAP, LMI workshops Power Point Presentation in 12 languages [MassHire Career Centers - Multilingual Services | Mass.gov](#)
- MassHire workshop videos accessible through JobQuest [Register - Account Setup - JobQuest \(mass.gov\)](#)
- MassHire JobQuest campaign for jobseekers and employers which include promotional JobQuest emails and series of JobQuest videos <https://www.mass.gov/info-details/jobquest-videos>
- FutureSkills promotional social media campaign including videos in English and Spanish [FutureSkills | Mass.gov](#)
- Weekly emails to Jobseekers announcing job openings, job fairs, workshops, etc. simultaneously sent in English and Spanish
- Social media campaign including Tweets, Facebook adds, etc. to Jobseekers and Employers are simultaneously posted in English/Spanish
- Supports the LEP Toll-free line in 12 languages so LEP customers can call to schedule, cancel, postpone Career Center Seminar (CCS) and Re-employment Services and Eligibility Assessment (RESEA) mandatory sessions, and obtain answers to customers general questions.

- Customized poster posted in all MassHire Career Centers’ customer point of contacts and reads **“You have the right to an interpreter at no cost to you. Please point to your language. An interpreter will be called. Please wait”** translated into 30 languages including ASL interpreter available image.

9.3. REGIONAL PLANNING

In April 2017, the Workforce Skills Cabinet launched a Regional Workforce Skills Planning Initiative aimed at addressing the skills gap by bringing together regional teams of educators, workforce, and economic development professionals to create regional blueprints for growth strategies in every region of the Commonwealth.



Massachusetts Seven Regional Planning Areas

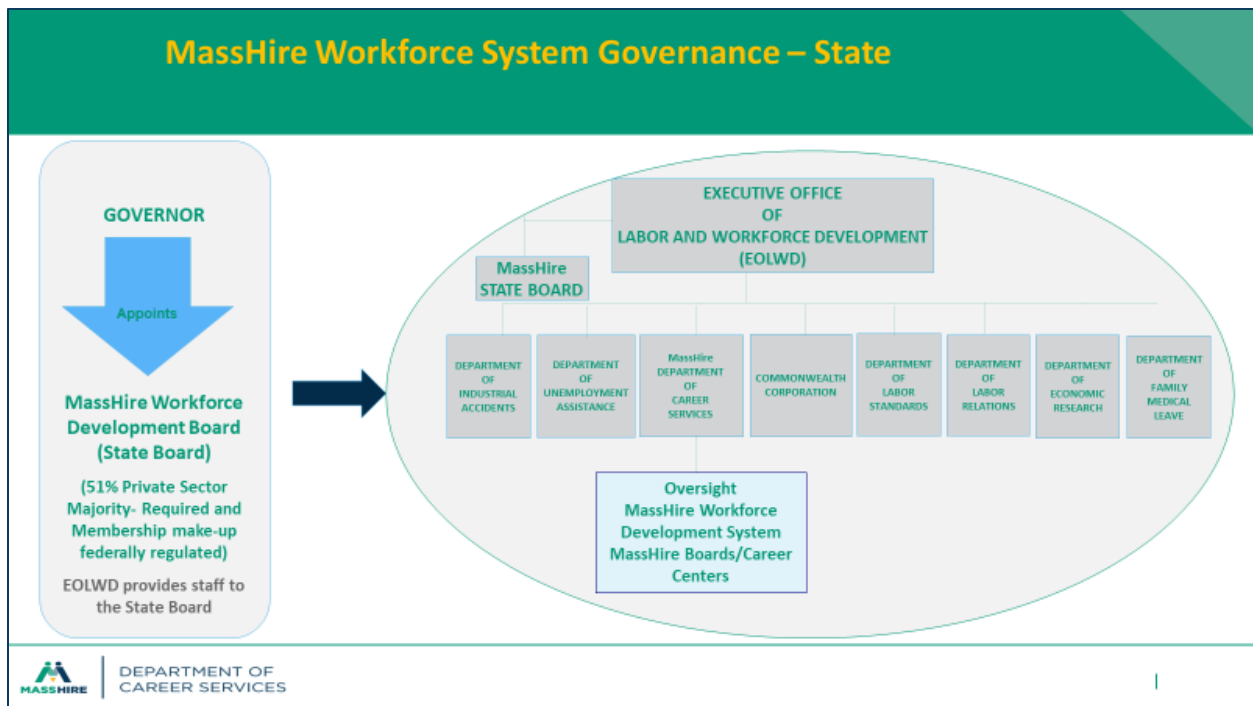
Under the Regional Workforce Skills Planning Initiative, seven regional planning areas were formed consisting of one or more MassHire Workforce Areas: Berkshire, Pioneer Valley, Central, Northeast, Greater Boston, Cape, and Southeast. Spearheaded by MassHire Workforce Boards, the regional planning teams convened stakeholders and leaders in workforce development, economic development, and education to collaborate and create a Regional Planning Blueprint. The blueprint outlines critical and priority industries and occupations as well as the strategies to develop talent pipelines for them. These strategies align with the

administration’s strategic direction into areas such as climate & clean energy, affordable & abundant housing, high-quality education, safe & reliable transportation, and affordability & competition.

9.4. MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM PARTNERS

The U.S. Department of Labor (USDOL), as the lead federal agency for the MassHire Workforce Development System, allocates funding; and provides federal oversight for service delivery, governance, and the performance of WIOA-funded workforce services. This section describes the workforce system—federal, state, and local organizations, departments, and private sector partners—and who oversees, coordinates, delivers, governs, and makes decisions.

The Commonwealth’s governor designated the **Executive Office of Labor and Workforce Development (EOLWD)** to oversee and coordinate resources that create, operate, and oversee effective and innovative statewide workforce services.



EOLWD organized these responsibilities into integrated departments, such as the State Workforce Agency, **MassHire Department of Career Services (MDCS)**. MDCS oversees the MWDS’s operations and policies. MDCS works closely with its sister agency, the Department of Unemployment Assistance, to streamline workforce services for unemployed individuals. The

MassHire State Workforce Board (MSWB) advises the Governor on workforce development policy that is aligned with educational and economic development goals. Commonwealth Corporation is EOLWD’s quasi-public agency responsible for administering and delivering a wide range of publicly and privately funded workforce programs.

The MassHire system, which is a network of MassHire Career Centers, local MassHire Workforce Development Boards, and the MassHire Department of Career Services, assists businesses in finding qualified workers and provide jobseekers with career guidance as well as connection to jobs and training.



System/Population Focus	Partners and Funding	State Agency Program/Partner
MassHire: <ul style="list-style-type: none"> • Workforce Boards • Career Centers 	WIOA Title I, Wagner Peyser, Trade Adjustment Assistance for Workers Programs, Jobs for Veterans State Grants Program	Executive Office of Labor and Workforce Development (EOLWD), MassHire Department of Career Services (MDCS)
Adult Education	Adult Education and Family Literacy Act Program (Title II)	Adult and Community Learning Services (ACLS) Department of Elementary and Secondary Education (DESE), Executive Office of Education (EOE)
People with disabilities (Vocational Rehabilitation Services)	Title I of the Rehabilitation Act of 1973, as amended by Title IV	Massachusetts Rehabilitation Commission (MRC) and Massachusetts Commission for the Blind (MCB), Executive Office of Health and Human Services (EOHHS)
Public Assistance for Low-Income Families	Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP)	Department of Transitional Assistance (DTA), Exec. Office of Health and Human Services (EOHHS)
Older workers	Senior Community Service Employment Program (SCSEP)	Senior Community Service Employment Program (SCSEP) / Executive Office of Elder Affairs (EOEA)
Unemployed Individuals	Unemployment Insurance (UI)	Dept. of Unemployment Assistance (DUA), EOLWD
ADDITIONAL PARTNERS: Education, Youth Build, Job Corps, Housing, Economic Development, Apprenticeship, Veterans' Services, Dept. of Youth Services, Massachusetts Workforce Association		

9.5. OVERVIEW OF FUNDING FOR YOUTH PROGRAMMING

The Workforce Areas use several successful strategies focused on Massachusetts youth. Collectively these programs serve the system’s target populations including BIPOC youth, youth with disabilities, non-native English-speaking youth, and those who are justice-involved and economically disadvantaged. Examples of local area-driven youth include:

- partnerships with Massachusetts Department of Youth Services (DYS)
- participation at local high schools and community-based organizations (CBOs)
- pre-employment services for high school students
- services to youth at-risk
- service integration with schools and partner agencies
- internships
- industry-specific career pathway training

In addition to these initiatives, MassHire contributes to youth career services through three signature statewide youth workforce development programs: WIOA Title I Youth, YouthWorks, and Connecting Activities.

WIOA Youth Program

The federally-funded **WIOA Title I Youth Program** is a comprehensive youth employment program that in **FY22 served 1,136 eligible youth ages 14-24¹⁰**, who face education, training, and/or employment barriers. In this program, MassHire Workforce Boards contract with community-based organizations to provide access to 14 workforce services for youth including occupational skills training, paid and unpaid work experience, leadership development, mentoring and entrepreneurship skills training. The program focuses primarily on out-of-school youth, requiring local areas to expend a minimum of 75% of WIOA youth funds on them. The program also prioritizes work experience through a 20% minimum expenditure rate for the work experience program element.

YouthWorks

The state-funded **YouthWorks (YW)** program served **5,605** youth in FY22. Commonwealth Corporation (CommCorp) administers the program and distributes funding to MassHire workforce boards, who run the programs either with their own staff or through MassHire

¹⁰ The older cohort overlaps with adult jobseekers.

career centers.¹¹ YouthWorks participants take part in paid short-term work placements during the summer and/or school year at public, private, and nonprofit work sites. As part of the program, the participants receive training in core soft skills, practice professional behavior, and learn how to work effectively with supervisors, co-workers, and customers at their work sites. They also learn how to take the next steps in their education and career pathways.

YouthWorks traditionally subsidized summer employment for youth and has expanded to offering year-round programs, with private, public, and non-profit businesses participating, representing at least 18 job sectors.

Connecting Activities

Connecting Activities, an initiative funded by the Massachusetts Department of Elementary and Secondary Education, [offers high school students opportunities to explore various careers](#). Acting as a public-private convener, [MassHire Workforce Boards connect employers and schools](#) to foster work-based learning, college and career readiness, and other student-focused career development education. Traditional and regional vocational technical high schools in suburban, urban, rural areas participate. In some workforce areas, MassHire Career Centers oversee Connecting Activities job fairs at high schools, and MassHire career center staff contribute to the initiative through their work with business customers. Career development education activities included events such as online workshops, virtual career panels, and virtual career fairs.¹²

¹¹ Information provided by CommCorp

¹² Information provided by [Connecting Activities](#) whose FY22 annual report is pending when this report published

9.6. WORKFORCE COMPETITIVENESS TRUST FUND

The **Workforce Competitiveness Trust Fund (WCTF)** invests in demand-driven programs designed by industry sector partnerships that train and place unemployed and underemployed workers. Also called the Donnelly Workforce Success Grants, the purpose of the fund is to support the development and implementation of employer and worker-responsive programs to enhance worker skills, incomes, productivity, and retention and to increase the quality and competitiveness of Massachusetts firms.

WCTF Funding Priorities

WCTF funds expand access to in-demand careers for diverse population groups and serve people across the Commonwealth who have untapped potential but whose life experiences and circumstances make it difficult for them to succeed in employment without targeted support.

WCTF is a multiyear funding program, with grants awarded in previous fiscal years operating through this year or ending this year and with new awards granted this year extending into future years. With policymakers and advocates providing strong support in the economic and workforce development communities, the WCTF has served more than **3,300 jobseekers** and **1,150 employers** since 2013 with \$47M of awarded grants – a number that continues to grow at a more rapid pace each year.¹³

Highlights show that for programs funded 2019 through 2022, WCTF grants provided access to education and training pathways for **economically disadvantaged individuals** (80%), **women** (65%), individuals with a high school diploma or less (45%) who were between the ages of 22-34 (44%) and **people of color** (71%). The funds expand access to in-demand careers for **diverse population groups** and serve people across the Commonwealth who have untapped potential but whose life experiences and circumstances make it difficult for them to succeed in employment without targeted support.

For more information about WCTF, [see their 2022 annual report](#).

¹³ Source for WCTF information is the WCTF 2022 Annual Report, unless otherwise noted

9.7. CAREER TECHNICAL INITIATIVE

The **Career Technical Initiative (CTI)** has been a welcomed training model, recently stood up to leverage the capacity of the existing vocational technical school system and stimulate new talent pipelines and fuel innovation for technical roles, including culinary, skilled trades, and manufacturing jobs. The program provides more Massachusetts residents access to career technical training by using the state’s existing resources at vocational high schools, while simultaneously helping businesses grow by increasing the number of skilled workers able to be employed in trade and construction jobs.¹⁴ MassHire Career Centers are required, critical partners in the CTI coalition. In addition to providing workforce services for CTI programs such as outreach, recruiting and screening jobseekers, MassHire Workforce Areas also ensure CTI programs align with the state and region’s workforce strategies and priorities.

For more information about CTI, [see their 2022 annual report](#).

9.8. WORKFORCE TRAINING FUND PROGRAM

The **Workforce Training Fund Program (WTFP)** provides resources to Massachusetts’ businesses and workers to train current and newly hired employees, supporting businesses’ productivity and competitiveness. On behalf of the Executive Office of Labor and Workforce Development, Commonwealth Corporation administers the Workforce Training Fund Program that is funded through an assessment on Massachusetts’ employers’ unemployment insurance contributions.

MassHire Workforce Boards and Career Center staff often reach out to employers in their region to raise awareness about the WTFP as well as help apply for WTFP grants.

For more information about WTFP, [see their FY22 annual report](#).

¹⁴ Source for CTI information is the CTI 2022 Annual Report