

MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

Mass Workforce Issuance

100 DCS 11.102

☒ Policy

☐ Information

To: Chief Elected Officials
Workforce Development Board Chairs
Workforce Development 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: March 22, 2017

Subject: Mass BizWorks Program Continuation and Tracking in MOSES

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the state's continuation of the Mass BizWorks Program, the role of the states' business services partners, and the tracking of Business Services under WIOA.

Background: Employer engagement has been a core function of the Massachusetts workforce development system since the inception of the Workforce Boards and the One-Stop Career Center system, therefore the continuation of the Mass BizWorks program will reinforce the strategic dimensions of the program, that enable the Workforce Development Boards, Rapid Response and the Career Centers to provide high level, value added services to companies throughout the business cycle and continue to increase the number of companies served and the number of job seekers hired. The services will help all Partners continue to develop deeper partnerships with employers. The state of Massachusetts intends to re-enforce the strategic dimensions of the program to develop policies that promote stronger collaboration across key secretariats, adapt its infrastructure to a more effective regional approach and adopt a service delivery strategy that maximizes the potential of employer outreach staff. Continuing to improve performance metrics will allow Massachusetts to better capture authentic outcomes and promote value-added business engagement.

Services available to companies through the Mass BizWorks Program include:

- Business Service Representatives stationed in 32 One-Stop Career Centers that work with employers to help them recruit, hire, train and deal with retention issues
- Workforce Training Fund Program to help train employees
- Rapid Response Team Lay-off Aversion services and re-employment assistance
- Work Share Program to help retain good employees during the down cycle
- On the Job Training and Learn-at-work Grants that support innovative workplace training
- Workforce Competitive Trust Fund meeting the skills needs of high demand occupations
- Massachusetts Office of Business Development, helping companies to expand or relocate

Initiatives to keep moving forward:

- Continued marketing by the Secretary of Labor & Workforce Development as well as the continuation of a marketing campaign to Chambers of Commerce and other business events
- Mass BizWorks representative present at Business Expo events
- Continued development of a Mass BizWorks phone line (1-800-252-1591)
- Continued utilization of regional business focus groups
- Maintenance and reproduction of Mass BizWorks Resource Guide & Reference Cards
- Continued utilization of the Mass BizWorks marketing plan and materials consistent across agencies that are concise and easily understandable to businesses
- Continued facilitation and development of additional training program(s) designed to fortify front line staff with the tools (from various entities) to assist businesses
- Continued development of systems that will capture multiple services that are currently being provided to businesses, and accurately track the services and promote more comprehensive identification of business needs
- Continued encouragement and support of the Mass BizWorks Committee(s) and Regional Groups / input sessions

Mass BizWorks Tracking: In an effort to determine whether or not there is “engagement” of more businesses, DCS MOSES experts have developed a “Mass BizWorks” Icon in the MOSES system. Based on a review by the Mass BizWorks Systems Development & Tracking Committee and MOSES Workgroup, as well as feedback from various business services partners, it is agreed:

“...that if you provide one or more businesses with a substantial overview/orientation of at least a majority of the slate of services offered by the

Commonwealths workforce system. The overview may be done in person, via conference call, or in a group presentation and must be done through direct contact with a key representative of the business. That activity should be recorded in the MOSES system by entering in the Marketing/Outreach Activities Category, and selecting BizWorks Orientation in MOSES” along with any other appropriate business service that should be entered.

Action

Required: Please ensure all appropriate management, staff and partners are aware of this information. Using the attachment, please determine the committee(s) you, as an individual, or your company/agency/organization has the most interest and/or expertise. Regular participation on any of the committees, as determined by the activities of that particular group, is required for successful output.

Please email your request for committee or local team assignment, via to Elaine Joyce at Elaine.Joyce@MassMail.State.MA.US.

Attachments: A. Mass BizWorks Flow Chart
B. Mass BizWorks Program Plan
C. Mass BizWorks Committee/Regional Teams Description
D. Mass BizWorks Icon in MOSES
E. Mass BizWorks Business Cycle

Effective: Immediately

References: Workforce Issuance 12-64 November 30, 2012
<http://www.mass.gov/massworkforce/issuances/information/2012-information/>
MA Department of Career Services, Expanding Business Engagement – Technical Assistance Grant, July 13, 2012

Inquiries: Please email all questions to Ken Messina Rapid Response / Business Services Manager, Ken.Messina@MassMail.State.MA.US or PolicyQA@MassMail.State.MA.US. Also, indicate Issuance number and title.