

Attachment B

Mass BizWorks Program Plan (Formerly Expanding Business Engagement - EBE)

The Mass BizWorks initiative (formerly EBE) is a collaborative effort designed to:

- Engage a larger portion of the business community in an effort to connect services and programs to assist businesses throughout the entire business cycle
- Build communications/collaborations among all agencies that offer business and education services
- Build a process that will allow business service providers to have one system (or a system that will interface with all business services providers) to capture all services that are and have been provided to a particular business
- Cut down on duplication of services and confusion to our business customers
- Train all business services staff on all available services as well as understanding how the services can fit a businesses need
- Develop a consistent marketing plan and materials on all business services and those agencies that serve businesses to be used in a consistent manner
- Build systems to allow follow up that will keep business relationships current
- Develop metrics to show a return on investment (Business/Employment gains due to the Mass BizWorks Program, unemployment funds saved due to layoff aversion strategies, etc. (Dashboard))

Regional Kick-Off Sessions

The Mass BizWorks initiative was launched with three regional sessions that explained the need and importance for the initiative and the announcement of the receipt of the EBE grant from the Department of Labor. These sessions were designed to gather input from the field which consisted of representatives from State and Local Economic Development, Workforce Development Agencies, departments and services, (businesses were not invited to this initial portion of the initiative to ensure an open and honest dialogue).

Result: Overwhelming (1st - 20 pages, 2nd – 17 pages, 3rd - 18 pages of comments from the participants) and increased collaborations.

Three committee groups were established:

- Marketing
- Staff Training and Development
- Systems Development

Advisory Board - A Board has been established, made up of a cross section of participating agency and business service providers. Bi-weekly conference calls are held.

Attachment B

Mass BizWorks (Formerly EBE) Grant - \$70,000 was received on August 29, 2012 and ended June 30, 2014.

Mass BizWorks Flow Chart - the Chart indicates:

Top Line - Advisory Committee, made up of a cross section of representation from various agencies state, local, private (Economic Development, Workforce Development, Education and Business).

Three Committees - Marketing, Staff Training & Development and Systems Development made up of a cross section of representatives. Development of products - Marketing plan and materials, training plan and materials, the development of a tracking system that eliminates duplication and informs the user of other services being provided, development of a state dashboard highlighting successes, return on investment.

Business Focus Groups - Business venue to discuss business needs (i.e. training needs, training on state/federal programs to assist business, business to business communications tool, follow up, large job fairs, etc.).

Five (5) Regional Operations Teams - Made up of front line staff that interface and provide services to business/employees (economic development, workforce development, education, and businesses) **collaborations and partnerships as well as systems that allow for the smooth seamless delivery of services is crucial.**