

# ABOUT MASSHIRE

## THE MASSACHUSETTS STATE WORKFORCE SYSTEM



## WHAT IS MASSHIRE?

**MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission.**

Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers and expanding the talent pool for businesses seeking trained, skilled employees.

The brand, MassHire, unifies and empowers all state, regional, and local workforce entities. It enables them to communicate with clients — job seekers and businesses — with a clear, consistent, powerful message. MassHire provides a foundation for conveying the depth, breadth, and connectivity of its value and services across all audiences.

### What's changing?

16 local boards will become MassHire Workforce Boards; 29 career centers will become MassHire Career Centers. The Massachusetts Workforce Development Board will become the MassHire State Workforce Board, and the Department of Career Services will be the MassHire Department of Career Services.

### When is this happening?

Our statewide launch will be on August 29, 2018. Our local workforce boards and career centers will launch in their regions throughout the following two months.

### Why Rebrand?

In discussions with businesses, jobseekers, education partners, workforce development professionals, and other stakeholders, EOLWD gathered extraordinary insight. For example:

- It became evident that employers and job seekers are largely unaware of the resources provided by the state's workforce system. In short, much of our target audience simply didn't realize they could turn to a statewide network for employment or business services.
- We unearthed new challenges and opportunities for more effectively addressing the unique employment and business needs for a dynamic 21st century economy.

Mindful of the amazing work being done by our Commonwealth's workforce entities, our master brand, MassHire, enables customization and sub-branding flexibility. It incorporates the names and/or service areas of all local facilities.



# MASSHIRE NAMES

## Before and After: Workforce Board and Career Center Names

On August 29, career centers and workforce boards will begin transitioning to the MassHire brand.  
All local transitions will be complete by October 31, 2018.

Workforce Boards		
Before	After	Launch Date
Berkshire Regional Employment Board	MassHire Berkshire Workforce Board	Oct. 10
Boston Private Industry Council	MassHire Boston Workforce Board	Sept. 26
Bristol Workforce Investment Board	MassHire Bristol Workforce Board	Aug. 29
Brockton Area Workforce Investment Board	MassHire Greater Brockton Workforce Board	Sept. 27
Cape & Islands Workforce Development Board	MassHire Cape & Islands Workforce Board	Sept. 5
Central Mass Workforce Investment Board	MassHire Central Region Workforce Board	Sept. 6
Franklin Hampshire Regional Employment Board	MassHire Franklin Hampshire Workforce Board	Oct. 26
Lowell Workforce Development Board	MassHire Greater Lowell Workforce Board	Sept. 10
Greater New Bedford Workforce Investment Board	MassHire Greater New Bedford Workforce Board	Aug. 29
Hampden County Regional Employment Board	MassHire Hampden County Workforce Board	Sept. 6
Merrimack Valley Workforce Investment Board	MassHire Merrimack Valley Workforce Board	Oct. 23
Metro North Regional Employment Board	MassHire Metro North Workforce Board	Sept. 27
Partnerships for a Skilled Workforce	MassHire Metro South/West Workforce Board	Oct. 18
North Central Workforce Investment Board	MassHire North Central Workforce Board	Sept. 7
North Shore Workforce Investment Board	MassHire North Shore Workforce Board	Sept. 11
South Shore Workforce Development Board	MassHire South Shore Workforce Board	Sept. 20

For full address and contact info, visit [mass.gov/workforceboards](http://mass.gov/workforceboards)

Career Centers		
Before	After	Launch Date
BerkshireWorks	MassHire Berkshire Career Center	Oct. 10
JVS Career Solution	MassHire Downtown Boston Career Center	Sept. 26
Boston CareerLink	MassHire Boston Career Center	Sept. 26
Fall River Career Center	MassHire Fall River Career Center	Aug. 29
Attleboro Career Center	MassHire Attleboro Career Center	Aug. 29
Taunton Career Center	MassHire Taunton Career Center	Aug. 29
Brockton CareerWorks	MassHire Greater Brockton Career Center	Sept. 27
Career Opportunities	MassHire Cape & Islands Career Center	Sept. 5
Workforce Central - Worcester	MassHire Worcester Career Center	Sept. 6
Workforce Central - Southbridge	MassHire Southbridge Career Center	Sept. 6
Franklin Hampshire Career Center	MassHire Franklin Hampshire Career Center	Oct. 26
Career Center of Lowell	MassHire Greater Lowell Career Center	Sept. 10
New Directions	MassHire Greater New Bedford Career Center	Aug. 29
CareerPoint	MassHire Holyoke Career Center	Sept. 6
FutureWorks	MassHire Springfield Career Center	Sept. 6
ValleyWorks - Lawrence ValleyWorks - Haverhill	MassHire Merrimack Valley Career Center	Oct. 23
CareerSource - Cambridge The Career Place	MassHire Metro North Career Center	Sept. 27
Framingham American Job Center	MassHire Framingham Career Center	Oct. 18
Norwood American Job Center	MassHire Norwood Career Center	Oct. 18
North Central Career Center	MassHire North Central Career Center	Sept. 7
North Shore Career Center	MassHire North Shore Career Center	Sept. 11
South Shore Career Center - Plymouth South Shore Career Center - Quincy	MassHire South Shore Career Centers	Sept. 20

For full addresses and contact info, visit [mass.gov/careercenters](http://mass.gov/careercenters)

Questions? Please email [masshire@mass.gov](mailto:masshire@mass.gov)

**LET'S GET TO WORK!**

