

MA Workforce Plan

A WIOA State Plan

Overview of the 2024 Planning Process

June 15, 2023



Overview of WIOA State Plan

- Describes the state's strategy for implementing the Workforce Innovation and Opportunity Act's (WIOA) principles and policies through WIOA core and partner programs
- WIOA Combined State Plan Organization:
 - Strategic Planning Elements
 - Economic & Labor Market Analysis
 - **Vision, Goals, Strategy ACROSS the partners and system**
 - Operational Planning Elements
 - State Operating Systems and Program Administration
 - Assurances
- Submitted every 4 years to the federal Department of Labor (USDOL), federal Department of Education, Office of Career, Technical and Adult Education, (OCTAE), and the federal Department of Health and Human Services, Rehabilitation Services Agency (RSA).

Overview: WIOA State Plan Required Partners

System/Population Focus	Required Partners & Funding Stream	Agency Partner (State/Local)
MassHire Workforce Boards & MassHire Career Centers	WIOA Title I, WIOA Title III (Wagner Peyser), Trade Adjustment Assistance, Jobs for Veterans State Grants (JVSG)	Exec. Office of Labor and Workforce Development (EOLWD), MassHire Dept of Career Services (MDCS)
Adult Education	Adult Education and Family Literacy Act Program (WIOA Title II)	Dept. of Elementary and Secondary Education (DESE), Exec, Office of Education (EOE)
Vocational Rehabilitation Services (people with disabilities)	Title I of the Rehabilitation Act of 1973, as amended by WIOA Title IV	MA Rehabilitation Commission (MRC) and MA Commission for the Blind (MCB), Exec. Office of Health and Human Services (EOHHS)
Public Assistance for low-income families	Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance (SNAP)	Dept. of Transitional Assistance (DTA), EOHHS
Older workers	Senior Community Service Employment (SCSEP) / Title V of the Older Americans Act of 1965	Executive Office of Elder Affairs
Unemployment Insurance	Federal-state unemployment	Dept. of Unemployment Assistance (DUA), EOLWD
Youth & Young Adults	Youth Build, Job Corps	Various Community-Based Programs/Operators

Additional WIOA State Plan Partners

Additional State Partners:

- Education
 - K-12
 - Higher Education
- Economic Development
- Division of Apprentices Standards

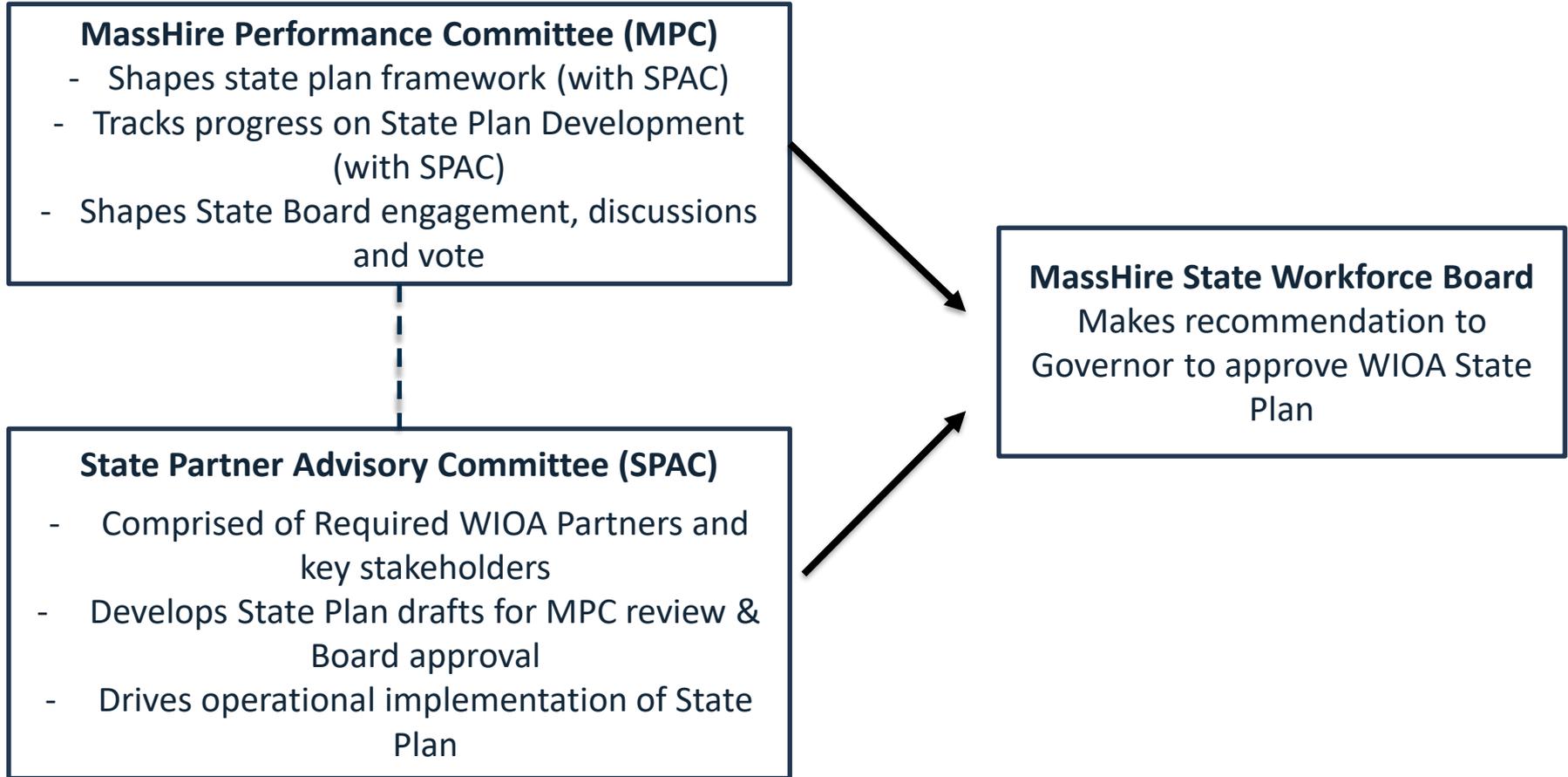
New State Partners for 2024 Plan:

- Climate Chief
- Secretary of Housing
- Secretary of Veterans Services
- Early Childhood Education Commission

External to State Government:

- Community-based organizations
- Labor
- Business community

State Plan Development Approval Process



State Plan Development Timeline

Activity	Date
Board Meeting: MA Workforce Plan Topics and Issues	June 15, 2023
Board Engagement: Mini-listening sessions	Summer 2023
<i>MassHire Performance Committee Meetings</i>	<i>Monthly: July, Aug, Sept</i>
<i>State Partner Advisory Committee Meetings</i>	<i>Bi-weekly June, July, Aug, Sept</i>
Board Meeting: Briefing on WIOA State Plan	Sept 21, 2023
Board Input: Complete first draft of WIOA State Plan – sent to MassHire Performance Committee (full Board included)	Oct 2023
<i>MassHire Performance Committee Meetings</i>	<i>Monthly: Oct, Nov</i>
<i>State Partner Advisory Committee Meetings</i>	<i>Bi-weekly: Oct, Nov</i>
Deadline: Plan submitted to Governor for review	Nov 3, 2023 (projected)

State Plan Development Timeline (cont'd)

Activity	Date
Board Meeting: Update on WIOA State Plan and Gov's feedback	Nov 30, 2023
<i>MassHire Performance Committee Meetings</i>	<i>Monthly: Dec, Jan</i>
<i>State Partner Advisory Committee Meetings</i>	<i>Bi-weekly: Dec, Jan</i>
Board Engagement: State Plan public review & comment period	Jan 3 – 19, 2024
Board Input: Review State Plan in preparation for Vote (draft will be sent to Board by Jan 29 th)	Jan 29 – Feb 9, 2024
<i>MassHire Performance Committee Meetings</i>	<i>Monthly: Feb, Mar</i>
<i>State Partner Advisory Committee Meetings</i>	<i>Bi-weekly: Feb, Mar</i>
Board Meeting: Vote on WIOA State Plan	Week of Feb 12, 2024
Deadline: Gov Approval/State Plan submitted to federal agencies	Feb 19 – Mar 15, 2024

Additional Input for 2024 Planning

Engagement with Full Board

- Organize mini listening sessions in summer 2023 by focus area among Board members
 - Labor
 - Education
 - Business Community
 - Legislature

Leverage Existing Feedback

- Incorporate feedback provided during regional listening tours on workforce development via the Economic Development Plan
- Review existing reports including but not limited to the Future of Work, Recommendations to the Workforce Skills Cabinet, etc.

Hold 1 – 3 Listening Community Sessions

- Collaborate with community leading organizations like BECMA, Amplify Latinx, Conexion, etc., active training partners, and other organizations with a workforce agenda to hear from members and extended stakeholders in the community

Listening Sessions & Board Engagement

Example Questions to Consider

1. What strategies should be incorporated in the state's workforce plan to address the changing nature of work including increasing remote and hybrid work?
2. How should outmigration trends influence strategies on the state's workforce plan including increased trends for hiring remote workers out-of-state and talent leaving Massachusetts?
3. What are the best practices utilized by MassHire Career Centers and Workforce Boards that should be replicated?
4. How can Massachusetts create scale and increase impact for workforce development over the next five years?
5. What investments should be a focus for long-term planning among K-12, especially to connect students to future employment in Massachusetts?

State Plan Framing Issues and Topics

- Economic Headwinds
- Outmigration
- Immigration & Refugee resettlement
- Remote & Hybrid Work Environments
- Infrastructure Challenges
 - Housing
 - Transportation
 - Childcare
- Barriers to Employment

Key Discussion Questions

- What topics resonate the most as we frame the state workforce plan?
- Are there topics that do not resonate?
- What topics are missing?
- What topics, if any, are most critical in creating a statewide strategy?
- What topics, if any, are most critical in creating a regional strategy?

Appendix



2020 WIOA State Plan Vision Statement

All Massachusetts residents will benefit from a seamless system of workforce and education services that supports **career pathways** for individuals and leads to a more informed, educated, diverse and skilled workforce that meets the Commonwealth's businesses' demands and sustains a diverse labor force and thriving economy.

To achieve this vision, **WIOA partners will work to:**

- **Design inclusive and effective career and service pathways** across partners that are aligned with business demand
- **Improve foundation skills *and* transitions** to education, training, and credentialing for individuals with challenges to employment
- Assist individuals with challenges to employment to achieve **economic self-sufficiency through support services, labor-market driven credentialing, and employment**
- Meet the workforce needs of **job seekers and businesses** who engage in the public workforce system.

2020 State Plan Goals & Progress (1/2)

Topic	Goal	Progress To-Date
Adult Job Seekers	Expand capacity of the workforce system to accelerate employment, especially for those with challenges to employment (priority populations).	<ul style="list-style-type: none"> • Doubled the percent of “shared customers” enrolled with MassHire (TANF, SNAP, Veterans, individuals with disabilities and key target populations) referred from partner organizations. • Designed statewide joint programming with MRC, TANF/SNAP, SCSEP partners • Deployed customized programming within local areas for veterans, returning citizens, substance use disorder recovery populations, vocational rehabilitation, etc. • Strong placement rates for target populations compared to state/national rates. • Implementation of new MassHire Upskilling Navigator roles to add capacity to coach clients to enroll in training pathways. • Launched Mass Internet Connect to provide computer and internet access for MassHire customers with barriers to employment (11K+ customers since 2020.)
Youth	Improve career mobility for youth, 16-24.	<ul style="list-style-type: none"> • Expanded employability and career navigation skills for youth through K-12 Innovation Pathway models. • Dramatically boosted Youthworks scope and reach since 2020. • Increased WIOA Title Youth employment from FY 21 to FY22.

2020 State Plan Goals & Progress (2/2)

Topic	Goal	Progress To-Date
Business Customer	Support business growth and sustainability by elevating workforce services and resources , and developing diverse talent pipelines for businesses.	<ul style="list-style-type: none"> • Increased business customer base through outreach activity. Increased from an average of 15,000 business customers to over 19,000 in FY22. <ul style="list-style-type: none"> • Conducted large-scale outreach and marketing to companies to participate in statewide job fairs and MassHire services as economy re-opened following COVID shutdown. • Launched business outreach activities through BizWorks to minority owned businesses. • Launched \$200M FutureSkills campaign (state and ARP resources) to fund training pipelines aligned to company hiring needs (in-progress). • 2022 redesign of JobQuest portal for companies to streamline service access to MassHire for companies including JobQuest process to match companies' job openings with candidates. (launching May 2023) • Rebuilt Workforce Training Fund application pipeline in 2022/2023 to expand internal training at companies despite COVID pause in applications.
Modernizing the System	Ensure Massachusetts has a world-class workforce system by integrating use of modern tools and techniques.	<ul style="list-style-type: none"> • Pivoted to new virtual tools to support MassHire customers in response to COVID. <ul style="list-style-type: none"> • New career pathway tool in JobQuest to increase access and availability of MassHire services for general public (job seekers and employers), and WIOA partners for referrals. • Statewide platform for virtual recruitment events (job fairs, program enrollments, etc.) • Built EOLWD-wide data sharing capacity across DUA and DCS to improve tracking for public workforce system. • Future technology replacements: • Board's MassHire Performance Committee, EOLWD, and stakeholder groups informed replacement of UI online system and developed business requirements for future replacement of reemployment system (On hold through transition.)

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Goal I: Adult Job Seekers

Expand capacity of the workforce system to accelerate employment, especially those with challenges to employment (priority populations)*

- **Increase the number of job seekers and incumbent workers from priority populations earning high-value credentials for priority industries and occupations.**
 - Expand Work-Based Learning and career pathway programs, including increasing Registered apprenticeship in non-traditional fields and diversifying the apprenticeship pipeline
 - Leverage funding streams (Title I, Title II (adult ed/ESOL), Voc Rehab, etc.) and increase collaboration in Perkins Post Secondary programs to pay for training enrollments
 - Adopt Signal Success (career readiness) or other soft skills curricula across adult training provider network
 - Develop a validated list of high-value, Industry-Recognized Credentials
 - Use Prior Learning Assessments (PLA) to award college credits from sources such as work and life experiences

**Priority populations includes individuals that are: low income, low skilled, persons with Limited English Proficiency, people with disabilities, older workers, returning citizens, racial/ethnic minorities, Veterans, unemployment claimants, etc.*

STATEWIDE METRICS

All Job Seekers

- Shared customers across partners
- Customer diversity
- Entered Employment
- Employment Retention
- Credential Attainment
- Educational advancement

Priority Populations –

- Entered Employment
- Credential Attainment
- Educational advancement
- Career/wage “pathway”

Goal I: Adult Job Seekers

- **Streamline access and customer navigation across the network of workforce system partners.**
 - Imbed Universal Design principles in system-wide adoption of customer flow
 - Support intentional training program design and statewide adoption of standard curricula
 - Increase proximity of services through customer-centered design (co-location, online access)
- **Enhance state and local partnerships to expand the workforce system's capacity to mitigate barriers to employment.**
 - Develop strategic partnerships with key support agencies (e.g. ESOL support, Learn to Earn partnerships, transportation, EOPSS/Department of Corrections, Perkins Programs, etc.)
 - Convene the business community to address opportunities and partnerships to increase employment for individuals with barriers to employment, including workplace ESOL
 - Develop resource guide for customers and staff with Learn to Earn communication materials
 - Explore additional resources and supports needed to enable workforce participation (new tactic in State Plan modification)

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Goal I: Adult Job Seekers (cont'd)

- Pioneer cutting-edge supports for public assistance recipients to incentivize work and address labor gaps
 - Scale and enhance Worker Program Participant (WPP) model for public assistance recipients
 - Build MassHire/DHCD partnership to launch Moving to Work pilots for DHCD Section 8 Voucher holders
 - Use “Learn to Earn” resources to develop new innovations and approaches
- Develop new data sharing agreements to track customer progress along a career/wage pathway for priority populations (build on existing LTE DULA)

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Goal II: Youth & Young Adults

Improve career mobility and unsubsidized employment outcomes for youth, ages 16 – 24.

- **Build service pathways for youth to develop employability and career navigation skills**
 - Streamline services among youth workforce programs to ensure continuity and connectivity across the broader workforce system network (e.g. Connecting Activities, Youth Works, WIOA Title I Youth, MyCap, etc.)
 - Adopt **Signal Success** (career readiness) or other soft skills curricula across broader youth and adult training provider network
- **Expand Work Based Learning and career pathway opportunities for youth**
 - Adopt High Quality Youth Program standards to align with in-school youth **High Quality College and Career Pathways**, and include Work Based Learning requirement.
 - Work with broader workforce system network to implement High Quality Youth Program standard to ensure youth have the opportunity to be engaged in career-based skill development programs (career exploration, internships, apprenticeships, etc.)
 - Establish young adult target for inclusion in **apprenticeship** expansion
 - Require all partner agencies work with EOE and DESE to scale Innovation Pathways across schools.

STATEWIDE METRICS

Youth & Young Adults

- Educational advancement
- Youth diversity
- Credential attainment
- Entered employment
- Career/wage “pathway”
- Shared youth customer across target programs
- % youth cohort in apprenticeship and Work-Based Learning programs

Goal III: Business

Accelerate business growth and sustainability by elevating workforce services and developing diverse talent pipelines for business

- **Expand business engagement in workforce services by enhancing access to and navigation among the broader workforce system**
 - Adopt common business customer flow across system
 - Build business-friendly access points with workforce system (e.g. self-directed and mobile-friendly internet-based tools)
 - Establish common communication channels to/from business
 - Enhance cross-training among partners who directly serve business, including economic development (MOBD)
- **Improve talent recruitment systems to enhance job matching**
 - Invest in technology and skill development to streamline talent sourcing (including from training providers) and matching for businesses
- **Engage business in building career pathways and enhancing the worker experience**
 - Increase Registered Apprenticeship and other Work-Based Learning Opportunities in priority industries and occupations
 - Enhance job quality to improve worker recruitment and retention.

STATEWIDE METRICS

- Number of businesses served
- Number of repeat businesses
- Number businesses by industry/region
- Number of referred applicants hired
- Number of businesses sponsoring apprenticeship or WBL program
- Business customer satisfaction

Goal IV: Modernizing the System

Ensure Massachusetts has a world-class workforce system by integrating use of modern tools and techniques.

- **Safeguard the integrity of systems** by enhancing security and reliability
- **Adopt a technological system across workforce partners** that can track activity, services and outcomes of shared customers (job seeker and businesses) – e.g. Learn to Earn DULA, P20 data system etc.
- **Develop a new integrated data system between unemployment insurance (UI Online) and MassHire** (MOSES/Workforce Connect) that accelerates progression from job loss to job gain (e.g. RESEA program)
- Increase availability and delivery of **virtual workforce services** (e.g. career exploration, virtual job fairs, skill development, etc.)
- **Implement a job referral applicant tracking system** that will enhance matching and connectivity between job seekers and job openings

STATEWIDE METRICS

Implementation of new systems

- Shared customers served; related employment outcomes.
- Average time to employment
- Number of employers posting jobs
- Number of Jobs posted
- Average time from job post to position filled