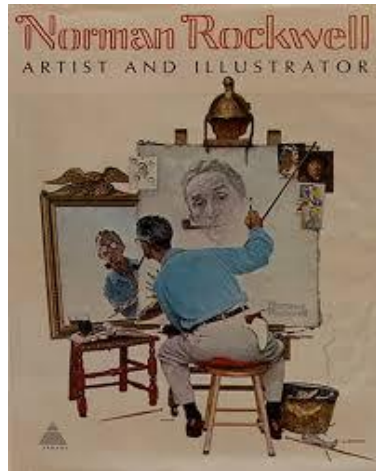
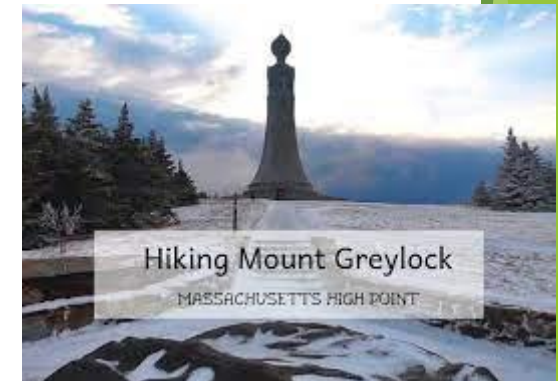


The beautiful Berkshires...



GENERAL DYNAMICS



**BERKSHIRE
WORKFORCE BOARD**

State of the Berkshire workforce

- ▶ 61,000 labor force 1.8% of state
- ▶ Unemployment rate is 4.3%
- ▶ Impact of Covid - about 95% recovery rate

Challenges:

- ▶ Aging workforce
- ▶ 128,000 residents - Declining population
- ▶ Limited broadband/cellular, insufficient housing & transportation system
- ▶ Access to childcare
- ▶ High Energy prices
- ▶ Recruitment & Retention
- ▶ Future of work changes
- ▶ Impact of COVID added stressors of employee burnout, mental health and supporting working parents
- ▶ Labor force participation decreased (down 2,500 from 2020)



State of the Berkshires...strengths

Strengths

- ▶ Strong collaborations and partnerships
- ▶ Engaged Employers - 3800 companies
- ▶ Entrepreneurial spirit
- ▶ Responsive Training providers - Berkshire Community College, McCann, Taconic, BIC stepping up (concern about enrollment)
- ▶ Currently 10 workforce related programs totaling \$1.5M
- ▶ Brand identity
- ▶ Cultural amenities, tourism
- ▶ Redevelopment potential
- ▶ Remote work



Our strategy...

- ▶ Employer roundtables to gauge immediate and long-term needs
- ▶ Overwhelming recruitment & retention
 - ▶ Promote Career Center services & training opportunities



Need for marketing employment opportunities

- ▶ Monthly article in Berkshire Eagle
- ▶ Weekly “Workforce Wednesdays” on social media pages
- ▶ Bi-weekly “Training Tuesdays” for job seekers - showcasing training and workforce readiness in the region
- ▶ Career Center e-blasts
- ▶ Monthly newsletter
- ▶ Partner with CEDS, Chambers, community organizations, WIOA partners, and social organizations to co-market events/opportunities
- ▶ Started quarterly Berkshire Workforce Improvement Network (HR professionals)
- ▶ Market Maker works closely with Business Service Reps & Navigator & Rapid Response Team

Helping employers at every stage

WorkShare

A way to
avoid layoffs
and reduce
payroll costs



mass.gov/service-details/how-workshare-works-for-employers



MASSHIRE BERKSHIRE WORKFORCE BOARD

PRESENTS
WORKING WITH HIGH SCHOOL INTERNS

All sessions are 9-10:30 AM
Session dates/locations:

- 2/23/23 at Berkshire Health Systems, Bishop Clapp Administrative Building Classroom, 742 North St. Pittsfield, MA.
- 3/15/23 at the Red Lion Inn, Main St. Stockbridge, MA
- 4/26/23 at Massachusetts College of Liberal Arts (MCLA), North Adams, MA
- 5/12/23 at Berkshire Health Systems (Hillcrest Campus), 165 Tor Ct. Pittsfield, MA

Questions or to register contact:
Kat Toomey, Youth Program Specialist
Email: Kat@masshireberkshire.com

TIPS, GUIDANCE, AND STRATEGIES FOR PROVIDING INTERNSHIPS AT YOUR WORKPLACE
www.masshireberkshire.com

[@berkshireworkforceboard](https://www.facebook.com/berkshireworkforceboard)

ONLINE BERKSHIRE INTERNSHIP PREPARATION PROGRAM



A free program for all college students seeking summer internships in Berkshire County!

JANUARY – APRIL 2023

1 HOUR WORKSHOPS

- resume and cover letter help
- networking events
- mentor matching
- stipend resources

B BERKSHIRE
interns

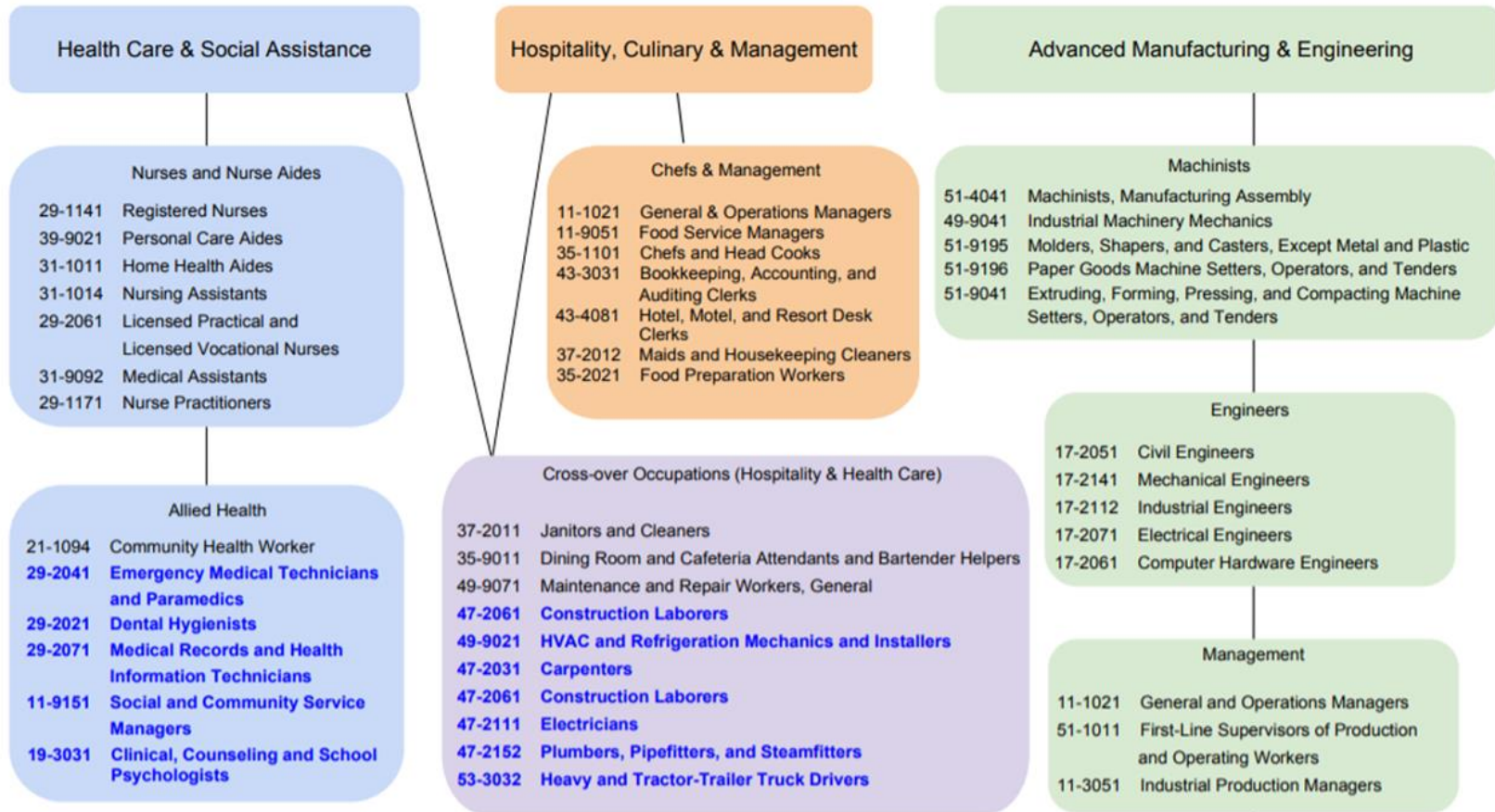


**Workforce Training
Fund Program**

Strong & Active Skills Cabinet



Berkshire Workforce Blueprint - Priority Industries & Occupations



Berkshire Region - Critical Non-Priority Industries

Education
Teachers

Information Technology
Cyber Security

Business and Finance

Creative Economy

Healthcare & Social Assistance



**BERKSHIRE
WORKFORCE BOARD**

Training:

- ▶ *Healthcare Hubs grant*
 - ▶ *Started hybrid nursing assistant training (trained 48; 75% employed)*
 - ▶ *Refresher course with BCC*
 - ▶ *Medical assistant training (trained 25; 100% employed)*
 - ▶ *Started CNA training with MCLA*
- ▶ *WCTF grant with Berkshire Health Systems & Integritus (formerly Berkshire Healthcare Systems)*
- ▶ *Support Taconic Allied Health students*
- ▶ *Behavioral Health grant*



Manufacturing & Engineering

- ▶ MassTech Collaborative Manufacturing Grant
 - ▶ Berkshire Community College - ToolingU
 - ▶ McCann Tech - Intro to Mfg; Welding
 - ▶ Berkshire Innovation Center - Virtual manufacturing
- ▶ Continued career readiness work at high schools
- ▶ BCC - Advanced Mfg & Technology - 5 certifications
- ▶ Start of BIC Manufacturing Academy
- ▶ On-the-job training for 18 residents; 8 companies
- ▶ Market & support Manufacturing month & STEM activities



**MANUFACTURING
MONTH**




**BERKSHIRE
STEM
NETWORK**

Hospitality & Culinary Arts

- ▶ **HOSPITALITY AND Culinary** - 100 of each certification funded
 - **Training Program:** Serv Safe Food Handler, Serv Safe Allergens, Serv Safe Alcohol will be offered through the BCC Fast-Track Hospitality & Culinary Program. Participants can sign up for 1 or all 3 certifications. (Food Handler and Alcohol training available in Spanish and English)
- Fast-Track Hospitality & Culinary Program in progress
 - 10 Students in Certificate in Hospitality Leadership Program
 - 10 Students in Certified Front Desk Agent Program
 - 20 Students in 24 - week Certificate in Culinary Skills Program
- Fast-Track Hospitality & Culinary Program – March 2023
 - 10 Seats open for Certificate in Hospitality Leadership Program
 - 10 Seats open for Certified Front Desk Agent Program
 - 20 Students in 24- week Certificate in Culinary Skills Program – continued
- Berkshire Culinary Institute
 - \$400K MA Skills Grant in progress
 - On schedule for September 2022 completion
 - Advisory Board in place
- ▶ **MassSTEP Northern Berkshire ABE - 16 week culinary program with McCann**






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Connecting Activities College & Career Teams

College & Career Teams serve to expand upon school districts' College AND Career readiness systems to ensure a plan for ALL students to graduate with adequate exposure and development in academic, career readiness and social-emotional domains.

College & Career Teams dual serve to facilitate school and district-wide career readiness integration to ensure ALL staff play a role in all students leaving high school with the necessary skill knowledge and insight needed for their future career success.



TEAM ROLE

ESTABLISH A SUSTAINABLE AND COLLABORATIVE SCHOOL / DISTRICT-WIDE COLLEGE AND CAREER PLANNING SYSTEM SERVING ALL STUDENTS;

PROMOTE THE IMPORTANCE OF CAREER DEVELOPMENT TO COLLEAGUES TO FACILITATE FULL SCHOOL-DISTRICT CAREER READINESS INTEGRATION

Existing Teams


Mt. Greylock Regional

Drury/ North Adams Public Schools


Hoosac Valley

Wahconah / Central Berkshire Regional

Funds Provided By



MASSACHUSETTS
Department of Elementary
and Secondary Education



BERK12
Berkshire Education Resource Hub





Heather P. Boulger, Executive Director

MassHire Berkshire Workforce Board

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BERKSHIRE
WORKFORCE BOARD

