

Mass Workforce Issuance

Workforce Issuance No. 12-02

☐ Policy ☒ Information

To: Chief Elected Officials
Workforce Investment Board Chairs
Workforce Investment Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers

cc: WIA State Partners

From: George Moriarty, Director
Department of Career Services

Date: January 10, 2012

Subject: **New Website for Massachusetts Employer Relations Learning Opportunities Team (MERLOT)**

Purpose: To notify local Workforce Investment Boards, One-Stop Career Center Operators and other local workforce investment partners of the availability of a new website sponsored by the Massachusetts Employer Relations Learning Opportunities Team (MERLOT).

Background: The MERLOT group is dedicated to the improvement of the business service process in the Career Centers and within the workforce system. Communication is key to advancing the goal of providing dependable services to the employers of the Commonwealth. The MERLOT group has created a new website to improve the knowledge base for all workforce partners to better serve employers.

Career Centers and workforce partner staff should avail themselves and bookmark this new website. The site is constantly being updated.

In addition, Career Centers and workforce partners are invited to submit articles, relevant information, tweets and business events (past and present photos, videos, etc.) to the webmaster of the MERLOT page. The site supports Twitter and Facebook social media applications.

The new website is: <http://massbiz.wordpress.com/>

Inquiries: Please direct all inquiries specific to the new website to Kevin Lynn at klynn@getajob.cc.

BIZ BLOG

Springfield Stimulus Job Expo

POSTED BY KEVIN LYNN - JANUARY 4, 2012 - LEAVE A COMMENT

Springfield
Stimulus
Job Expo

FutureWorks Career Center has announced the first Springfield Stimulus Job Expo of 2012. The Basketball Hall of Fame's Center Court will host the Job Expo on January 30th from 4:00-7:00 PM.

Employer registration is currently underway. For more information on packages and to reserve a table click here.

Providing More Jobs

POSTED BY KEVIN LYNN - DECEMBER 14, 2011 - LEAVE A COMMENT

paper.li

Every business services unit is looking to provide the maximum number of jobs for the people visiting our career centers. A new way to do this is by publishing your own e-newsletter. The great part about this is that once created, the rest happens automatically.

FutureWorks Career Center in Springfield publishes the "Job Hunter" on a daily basis. This is done using a service called paper.li. There is no cost. It does require a Twitter account. You set up keyword searches using Twitter and RSS feeds.

You will find RSS feeds on many job search sites like Indeed.com as well as part of most online newspaper web sites. Find the RSS feed link for the jobs section of the site and you are in business. Some sites use plain text while others use the RSS Logo to identify feeds.



Look For The RSS Logo To Access Feeds

Every time the information is updated on the web page it will be forwarded to your e-newsletter. This means all your content is automatically updated with no effort on your part. You can promote the newsletter through Twitter as well as on your center's website.

This not only can be a great tool for job seekers, it also demonstrates that your career center is on the cutting edge and is taking advantage of social media and solidifying the workforce development system's image of being employment experts.

Looking For Conference Presenters

POSTED BY KEVIN LYNN - DECEMBER 6, 2011 - LEAVE A COMMENT



Commonwealth Workforce Coalition

A Network of Massachusetts Community-Based Workforce Development Practitioners

The Commonwealth Workforce Coalition (CWC) is pleased to announce two new changes to their ninth annual workforce development conference **Sharing Skills-Building Connections - Partnering for Opportunity on May 14, 2012**. The conference will be held at the Sturbridge Hotel and Conference Center, Sturbridge, MA. Second, the conference is in May instead of March this year.

CWC is issuing a **Call For Presenters** for the conference and is seeking proposals for a delivering a workshop. Professional providers and staff from community based education and training programs, housing services, community development corporations, youth employment, homeless services, adult basic education, community colleges, **career centers**, and supportive services agencies who provide assistance such as job search and placement, skills training and education for employment, career coaching for pre-employment and/or incumbent workers, or other workforce services are encouraged to submit a proposal.

Attached is a **Call for Presenters** that can be downloaded and completed. Proposals must be received electronically by January 13, 2012.

If you have any questions, please contact Dika L. Ramirez at dramirez@cedac.org or 617-727-5944.

Measuring Business Impact

POSTED BY KEVIN LYNN - DECEMBER 2, 2011 - LEAVE A COMMENT

Measuring Business Impact:
A Workforce Development
Practitioner's Guide

Quantifying workforce development's effect on our business customer has been the goal of many in the field. Now Commonwealth Corporation has created a resource to help document our success. Measuring Business Impact is a practitioners guide to telling our story with a business perspective.

The guide provides steps for measuring business impacts along with examples from real life training projects. Anyone from Workforce Investment Boards to career centers and training providers can benefit from this information.

Job Fair With Sharks

POSTED BY KEVIN LYNN - NOVEMBER 20, 2011 - LEAVE A COMMENT



Workforce Central is partnering in an exciting recruitment opportunity with the Worcester Sharks. The American Hockey League team is working with the career center to hold a job fair at the DCU Center. This is the second time the two organizations have collaborated. Last year's job fair was very successful. Employers are being sought for the March 16, 2012 event.

Get more info here: [Workforce Central-Sharks Job Fair 2012](#)

Here is a look at last year's job fair.

Biz Blog

POSTED BY KEVIN LYNN - NOVEMBER 15, 2011 - LEAVE A COMMENT



Welcome to MERLOT's new website. Here you will find the latest news from the Massachusetts Employer Relations Learning Opportunity Team. Our goal is to use this website as a resource for those working to provide business services in Massachusetts' career centers and workforce development system.

Here we will feature information on events, best practices and ideas that will advance our goal of serving employers and creating a positive economic climate. This is also a place for you to share your insights and information with peers across the Bay State. Together we will create an environment of success for employers and job seekers.

GET BIZZY

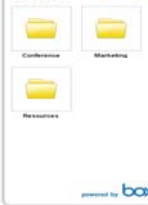
MERLOTians, don't forget to submit career center logos for use on posts. Also, any pictures and videos of your events is needed for our site. Please submit them, as they become available, along with logos to Klynn@getjob.cc



MASS LABOR & WORKFORCE NEWS

- Strategies for Building a Robust Workforce Development System January 5, 2012
- Director of Education and Workforce Development January 5, 2012
- LATEST JOB AND UNEMPLOYMENT ESTIMATES FOR LOCAL LABOR MARKETS IN THE COMMONWEALTH December 20, 2011
- MA Adds 5,000 Jobs In Nov Unemployment Rate Drops To 7.0% December 15, 2011
- Patricia Murray Administration Announces \$11.3bn To Train 13,000 Workers And Create 1,700 New Jobs December 13, 2011

Biz Stuff



BIZ NEWS-BOSTON

- Construction employment up in December
- A Twitter resolution for the New Year
- Krush grooves on new \$4.5M financing

BIZ NEWS-NORTH SHORE

- The "CES curse"? Gadget show has poor record
- UMass, 3 other New England colleges get high marks
- 'Swank sushi' Tuna fetches record \$730K in Tokyo

BIZ NEWS-WORCESTER

- Stocks falter despite good job news
- Discounts cut profits
- High hopes for hiring 175 more

BIZ NEWS-SPRINGFIELD

- Plastics News - Diversity in its product lineup keeps Pittsfield Plastics growing
- Unemployment rate falls to 8.5 pct., hiring surges
- Bradley Airport to San Juan, Puerto Rico service begins on JetBlue

BIZ NEWS-PITTSFIELD

- Discounts dampen otherwise strong holiday retail sales
- GM to secure Volt batteries
- In Brief

BIZ NEWS-CAPE COD

- In Japan, bluefin fetches record price
- New jobless claims continue to decline
- West Marine's plans approved, eyes winter construction