

Mass Workforce Issuance

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☐ Policy

☒ Information

To: Chief Elected Officials
Workforce Development Board Chairs
Workforce Development Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: July 21, 2017

Subject: **Rebranding Initiative - Newsletter**

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of a newsletter that will be generated to provide periodic updates regarding the Massachusetts Workforce System Rebranding Initiative.

Background: In May 2017, the Executive Office of Labor and Workforce Development (EOLWD) contracted with MORE Advertising to initiate a process to simplify and promote the workforce system under a clear, unified brand. The process will include stakeholder engagement and brand analysis; brand development; and brand implementation.

The stakeholder engagement and brand analysis process engages individuals from throughout the public workforce system, education partners, economic development partners, businesses, WIOA state partners, and more. The constituency of the public workforce system is large, and it is vital to ensure that all partners are engaged in the process to understand the current brand and develop a new brand, and that all partners receive updates regarding the status of the Rebranding Initiative.

EOLWD will send updates to all stakeholders in the form of a newsletter at key monthly intervals. The newsletter will contain progress to date and next steps.

Action

Requested: Please share with managers, staff and partners as appropriate.

Inquiries: Should you have any questions, please feel free to contact Marina Zhavoronkova at marina.r.zhavoronkova@massmail.state.ma.us.