

MassHire Central Region Workforce Board Programming Update – Summer 2021

1. Adult Jobseeker Programming

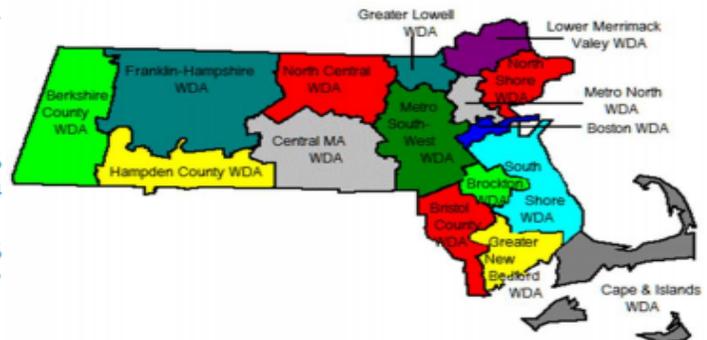
MassHire Central Region Career Centers: For FY 21, (July 01, 2020 through May 31, 2021)

- 5,976 job seekers served (with 18,497 total customer career center activities/services)
- More than 5,300 job seekers received job search assistance, and more than 4,100 received career counseling, workshops and career assessments.
- There have been just under 830 confirmed placements thus far this fiscal year (the majority of customers are not reported as placed until a Dept. of Revenue wage match occurs several months after placement); with an average wage of \$27.77 hourly. Healthcare, Educational Services, and Professional/Scientific services were the top industries customers were placed in.
- 550 employer customers were served (238 were repeat customers), and 3,424 total services delivered; of the employers served:
 - 492 employers were helped with marketing and outreach
 - 401 employers posted 636 jobs in our region on MA JobQuest
 - 252 employers participated in job fairs/recruitment events
 - 80 employers received 613 direct candidate referrals for vacancies

Labor Force and Unemployment Rates by WDA and City/Town May 2021



	May-21	Apr-21
Massachusetts:		
Labor Force	3,734,000	3,702,700
Employed	3,506,500	3,482,800
Unemployed	227,400	219,800
Unemployment Rate (NSA)	6.1%	5.9%
Labor Force Participation Rate	66.4	66.4
National:		
Unemployment Rate (NSA)	5.5%	5.7%
Labor Force Participation Rate	61.6	61.7



Employed Labor Force and Unemployment Rate by WDA (not seasonally adjusted)							
WDA	Employed Labor Force			Unemployment Rate			
	May-21	Apr-21	M/M chng.	May-21	Apr-21	M/M chng.	May-20
Statewide	3,506,544	3,482,840	↑ 23,704	6.1%	5.9%	↑ 0.2%	15.4%
Berkshire County WDA	57,872	57,191	↑ 681	7.0%	7.1%	↓ -0.1%	14.9%
Boston WDA	366,807	365,168	↑ 1,639	6.4%	6.0%	↑ 0.4%	15.5%
Bristol County WDA	184,651	183,009	↑ 1,642	6.6%	6.5%	↑ 0.1%	18.2%
Brockton WDA	125,945	125,215	↑ 730	7.2%	7.0%	↑ 0.2%	18.7%
Cape & Islands WDA	121,450	115,235	↑ 6,215	6.6%	7.4%	↓ -0.8%	18.1%
Central MA WDA	296,846	294,751	↑ 2,095	6.2%	5.9%	↑ 0.3%	14.7%
Franklin/Hampshire WDA	130,247	129,739	↑ 508	4.8%	4.7%	↑ 0.1%	12.0%
Greater Lowell WDA	150,340	149,508	↑ 832	6.0%	5.9%	↑ 0.1%	15.2%
Greater New Bedford WDA	108,350	107,004	↑ 1,346	7.0%	7.0%	- 0.0%	19.6%
Hampden County WDA	207,864	207,640	↑ 224	8.2%	7.9%	↑ 0.3%	16.9%
Lower Merrimack Valley WDA	176,888	176,061	↑ 827	7.5%	7.3%	↑ 0.2%	17.7%
Metro North WDA	450,965	448,947	↑ 2,018	5.2%	4.9%	↑ 0.3%	13.9%
Metro South/West WDA	497,275	495,251	↑ 2,024	4.5%	4.4%	↑ 0.1%	11.3%
North Central WDA	129,210	128,436	↑ 774	6.1%	6.0%	↑ 0.1%	14.7%
North Shore WDA	217,935	217,088	↑ 847	6.4%	6.2%	↑ 0.2%	16.8%
South Shore WDA	283,899	282,597	↑ 1,302	6.2%	6.1%	↑ 0.1%	17.3%

MassHire Career Center – Remote Work Update

Throughout the Pandemic, a small number of staff continued to work onsite at the Career Centers (CC). Beginning June 1st, all City of Worcester Career Center staff were asked to return, and our State DCS staff returned on a staggered schedule on June 21st. The expectation is that all of our staff will be in the CCs by July 12th, and we will have a security guard on site. Beginning July 19th, we will see customers onsite at the CC, by appointment only, scheduled through Career Counselors. As part of the MassHire Statewide brand, all CCs are scheduled to open fully by September 7th.

Since we are not currently seeing onsite customers, as appropriate, a hybrid telework schedule is being offered to staff. Additionally, a DUA Walk-in site is scheduled to open July 1st in Boston, with no additional regional locations.

For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.

MassHire Business Engagement Solutions Team (BEST) Updates: The BEST team has continued to function successfully while working remotely and has hosted numerous Virtual Job Fairs using the Premier Virtual platform. This includes a job fair for older youth on March 31st, and an event that honored area Veterans on April 22 in partnership with the neighboring MassHire Career Centers in Framingham and Leominster. BEST has since hosted a Virtual Job Fair on May 27th featuring over 80 employers, and will host their next event on June 24th. The BEST team also executed major hiring initiatives such as referring over 250 candidates to fill open Department of Unemployment Assistance claims takers, and is supporting on-going initiatives to recruit for area employers like Amazon, UMass Memorial Healthcare, Imperial Distributors, National Grid and others.

For more information, contact Operations Manager, Jibrael Younis, MassHire Central Career Centers.

Veteran Training School Partnership: The Central Region Workforce Investment Board, in partnership with New England Tractor Trailer Training School (NETTTS), secured a grant in December 2020 to provide statewide CDL B training to 24 eligible veterans, spouses and family members, as well as, National Guard and Reservists. To date, 4 vets have enrolled and graduated from program, which has been extended to August 2022 for the remaining 20 training opportunities. Interested statewide participants are screened & referred by MassHire Veteran Representatives. *For more information, contact Vet Services Representative, William Ryan, MassHire Central Career Centers.*

MassHire Career Path Program (MCP): Through The Moving to Work/MCP grant initiative, the CC receives referrals from RCAP (Resources for Community And People), our regional Section 8 voucher program administering office. The goal is to assist participants with identifying long-term career pathways aligned with regional jobs that offer good wages, benefits and opportunity for advancement. This five-year grant is funded by the DHCD through the MassHire Department of Career Services, for a total of \$375K. The extended period is designed to allow participants to move through various stages of employment, including possible trainings. The initial grant Career Navigator gave notice in December 2020, but a replacement has been on boarded, and is splitting time between the CC and RCAP to develop rapport, and to continue program implementation and structure.

For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.

Opioid National Emergency (ONE) Grant: The National Health Emergency Disaster Recovery Dislocated Worker Grant, also titled the Opioid National Emergency (ONE), is USDOL funded in partnership with the MassHire Hampden County Workforce Board, the MassHire Holyoke Career

Center, and Advocates for Human Potential. This two-year grant allowed MHCCC to add a Career Navigator (CN) position to offer occupational training, Bounce Life Skills, career counseling, job search assistance and supportive services to eligible customers, including family members, who have been impacted by the Opioid crisis. MHCCC will receive \$236K for this partnership. Almost a year into the ONE grant, there are 42 clients enrolled in the grant, with 15 enrolled in training (4 clients having graduated) and 2 currently working on their job search skills before obtaining employment. Through outreach efforts made by the CN, referrals from Open Sky, a reentry agency, and the Hector Reyes House, employment services have been steadily increasing and show promising results to getting more people enrolled in the near future. A recent partnership with the BEST team has also been showing promising results transitioning clients to employment after training is complete. *For more information, contact Career Navigator, Taylor Cellini-Nagle, MassHire Central Career Centers.*

Mobility Mentoring® Training: Empath Mobility Mentoring training is the professional practice of partnering with clients so that over time they may acquire the resources, skills, and sustained behavioral changes necessary to attain and preserve their economic independence, and is based on 4 essential elements (coaching, “bridge”, goal setting and recognition). One MHCCC staff, and other community partners are enrolled in this training being hosted by Worcester Community Action Council (WCAC). Mobility Mentors assist individuals with establishing & attaining personal, long-term, and multi-faceted goals for life improvement. The Mentor’s primary focus is to coach the participant in personal problem solving, skill building, and persistence to attain long-term goals including economic independence. With a total goal of 4 CC participants, we currently have 2 participants, from our ONE grant, actively using the “bridge” as an assessment tool. *For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.*

Bounce Readiness/Life Skills Program: The Bounce program has moved to a virtual online training program that also has live video “follow ups”, case management, and discussions on the program curriculum. During the COVID period, in partnership with WCAC & the Youth Year Round program, a youth targeted session was facilitated with 13 participants graduating. A Bounce session is planned for July. *For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.*

Access to Recovery/ Paths to Empowerment (ATR/P2E): The three-week program is centered around a set curriculum that involves self-awareness and work readiness training for those in early recovery from substance abuse. In addition to grant funding received by the Career Center, each participant receives a \$600 stipend upon completion. Currently, all service provisions and job readiness programs remain virtual. ATR grantors purchased 20+ chrome books, earphones and 10 Wi-Fi hotspots for participants to borrow during the online offering, and to assist with access to online job-training programs. In total, 350 participants have graduated from the last 38 cohorts. MassHire Central continues to work with partner agency guest speakers, including JobGet, who has been assisting each cohort with applications, interview tips & other job readiness skill building. Through this partnership, several participants have secured employment over the past 9 months. The CC has graduated 100% of our virtual 89 program participants. After completing job readiness training, graduates can pursue specialized occupational training programs that focus on industries typically more receptive to hiring jobseekers with barriers. With the addition of a Career Navigator to assist with transitions after graduation, we have increased our post completion contact with all participants. *For more information, contact Facilitator James Harrison Jr., MassHire Central Career Center.*

Worcester Jobs Fund (WJF): The MCRWB and MassHire Worcester Career Center continue to partner with the Worcester Community Labor Coalition, the Worcester Public Schools, and the Worcester Regional Chamber of Commerce to further develop a program to better connect and prepare City residents for long-term career pathways in fields where there is an immediate workforce need. The initiative is funded by the City of Worcester and a grant from the MA Department of Transportation. During FY 21, the WJF is offering several trainings including CDL B, CDL A, School Bus Driver, Worcester Building Pathways Pre-Apprenticeship, and Clinical Medical Assistant. To keep participants, staff and partners safe amidst the COVID pandemic, current programming has moved to hybrid models with as much training as possible being completed online and utilizing in-person training only when necessary. The WJF is also a SNAP Outreach Partner and SNAP Employment & Training Partner that assists individuals applying for SNAP benefits and can be reimbursed for a portion of job training services provided to eligible SNAP clients. *For more info, contact Kelsey Lamoureux at the MCRWB.*

Veteran Support Operations: The career centers have two Disabled Veterans' Outreach Program (DVOP) representatives who are dedicated to the Central Mass region. DVOPs incorporate all MassHire Central Career Center staff, programs, and resources to provide Priority of Service to all Veterans. During this remote period due to COVID-19, Vet Reps continue communications with their veteran customers, and make all necessary referrals to assist, as needed. Led by MassHire Central Vet Reps who created the organization in 1992, the Central Mass Veterans' Coalition (CMVC) continues to be a Best Practice at both the state and national levels. CMVC members meet quarterly to inform and engage service providers at the local, state, federal, and private levels—gathering and disseminating information beneficial to veterans, their spouses, and their families. CMVC has more than 75 active members who share resources and problem solve cases for veterans. *For more info, contact Vet Rep Bill Ryan at MassHire Central Career Centers.*

Regional ABE, ESOL & Career Pathway Training: The Department of Elementary and Secondary Education awarded ABE and ESOL funds to Ascentria, Training Resources of America, QCC, Webster Public Schools, and the Worcester Adult Learning Center. Programs provide ABE and ESOL education, career pathway exploration, and hands-on technical training that lead to academic and industry credentials in manufacturing, health care, and accounting and auditing. Programs encourage transitions to postsecondary education and training/apprenticeship programs; address college and career readiness; and coordinate and strengthen alignment between adult education, postsecondary education, and employers. MCRWB is facilitating further development and expansion of the career pathways program to include “bridge classes” and integrate cutting-edge online education and training. MCRWB will continue to sponsor info sessions throughout the region (virtually, on-demand, and in-person) such as “ABE to Career Pathways/Technical Skills Training” and “College Can Be Your Future”. *For more info, contact Ed Gagne at the MCRWB.*

Tech Quest – Apprenticeship Expansion: The MCRWB is one of 14 local workforce boards in states across America selected to participate in the national Tech Quest project led by Clark University (“TQA Clark”). The program supports the establishment and expansion of tech-related Registered Apprenticeships (including those in IT, manufacturing, medical records, and other tech-related positions). The project is funded through a federal US DOL H1B grant and is national in scope. **EMPLOYER PARTNERS ARE NEEDED!** *For more info, contact Bruce Mendelsohn at the MCRWB.*

LTE – Disability Initiative: The MCRWB partners with HMEA, the Central Mass Employment Collaborative, Work Without Limits, and other organizations to help provide training and connect job seekers to employment with area food service companies. Training began Fall 2019 with a class at Dean College in Franklin. While a class scheduled for Spring 2020 in Worcester (in partnership with the Worcester Public Schools' Central Kitchen) has been postponed due to the pandemic, the partnership ran an online program and is starting a new session this summer. *For more info, contact Jeff Turgeon at the MCRWB.*

MA Donnelly Workforce Success Grant - QCC Project: The MCRWB is a partner with Quinsigamond Community College on the Commonwealth Corporation Donnelly Grant, which provides training and employment for four cohorts of Nursing Assistants students. The MCRWB helps to facilitate leadership and

provides guidance for project implementation. The March cohort completed their Bounce training, but due to COVID-19 the class went to a virtual platform; internships required for program completion are currently on hold. *Contact Debra Feraco at the MCRWB for more information.*

U.S. EPA Brownfields Grant: The U.S. Environmental Protection Agency (EPA) selected the City of Worcester’s MCRWB for a \$199,998 Environmental Workforce Development and Job Training grant (EWDJT). The MCRWB is a first-time recipient of an EPA Brownfields EWDJT grant. In a highly competitive process, MCRWB was one of 18 grant recipients selected to share \$3.3 million to operate environmental job training programs for local underserved demographics. The City of Worcester will use grant funds to train up to 54 people in environmental remediation skills and to assist local economic development. The City is targeting newly naturalized citizens, low-income residents, and veterans in Worcester’s five urban-core Opportunity Zone census tracts. This grant advances environmental justice by giving access to training and employment to residents adversely impacted by Brownfield sites and thereby participate actively in “cleaning up” their communities. *For more info, contact Jeff Turgeon at the MCRWB.*

MA Donnelly Workforce Success Grant – MCRWB CDL Project: The MCRWB was awarded \$225,000 by Commonwealth Corporation and selected as the Lead Agency to expand training and job placement for 45 area residents in the Commercial Driver’s License fields (CDL-A and B). The grant subsidizes training of seven classes during FY21 and FY22. We have trained 31 drivers thus far; plans are underway for a cohort to begin in August/September 2021. *For more info, contact Debra Feraco at the MCRWB.*

MassBridge Project: The MCRWB has been involved in an initiative which will develop and test a state-based training and career pathway model for manufacturing technicians that meets the talent needs of the national [Manufacturing USA Institutes](#) and their members. MassBridge seeks to boost training opportunities for technicians and better meet the workforce needs of employers. The program’s key deliverable is an integrated, statewide program that will provide stackable training programs to connect existing technician training programs to the skillsets that meet the demands of today’s manufacturers. The goal will be to develop a model that can be replicated nationally. Project participants are coordinating with vocational programs, high schools, community colleges, and supporting universities and engage students and encourage them toward careers in American manufacturing companies. *Contact Deb Feraco at the MCRWB for more information.*

Re-Entry Workforce Development Demonstration Program: The MCRWB was recently awarded a \$178,000 grant from Commonwealth Corporation to train returning citizens as CDL-B drivers. The target population includes individuals who will be released within 60 days of a program start date or individuals who were released no earlier than April 1, 2020. The grant is slated to train 20 returning citizens from July 2021 through June 2022. *For more info, contact Deb Feraco at the MCRWB.*

Future of Work Grant: The MCRWB is one of six workforce boards across the nation to be selected to participate in the Future of Work Grand Challenge powered by XPRIZE and MIT Solve, in partnership with New Profit and Jobs For the Future. This initiative matches the MCRWB with two innovative online rapid reskilling platforms to pilot and evaluate their effectiveness during the next six months. The MCRWB is receiving funding for local project set up, participant recruitment, tracking, and placement support. *For more info, contact Jeff Turgeon at the MCRWB.*

Healthcare Hub Grant: The MCRWB and MNCWB were awarded a \$375,000 grant from Commonwealth Corporation to train unemployed or underemployed folks in healthcare careers including: *Nurse Assistants* (Heywood Hospital and MWCC), *CNAs in Acute Care* (MWCC); *Certified Medical Assistants* (Worcester Night Life/Worcester Jobs Fund); *Behavioral Health and Human Services* (Open Sky); and *CNAs and PCAs* (QCC). The grant runs through June 30, 2023. *For more info, contact Deb Feraco at the MCRWB.*

Worcester County Sheriff's Office – Culinary Grant Project: The WCSO was awarded a state grant to design and implement a culinary arts training program for prisoners nearing release. The MCRWB and career centers are assisting with project design and labor market research. *For more information, contact Jeff Turgeon at the MCRWB.*

2. Youth Programming

Workforce Innovation and Opportunities Act (WIOA) Youth: In FY21, three agencies provide intensive year-round training and services to approximately one hundred and two (102) youth ages 16-24.

- Youth Opportunities Upheld, Inc. provides occupational skill training in CNA, culinary, and high school equivalency preparation, pre-employment/world of work services, enrichment workshops, and follow-up to clients in Worcester, Milford, Whitinsville, and Webster areas.
- Worcester Community Action Council, Inc. provides high school equivalency preparation with a concentration on post-secondary education enrollment, pre-employment/life skills training, computer skills training, and follow-up to participants who reside in Worcester area and surrounding towns.
- Fieldstone School provides Nurse Aide/Home Health Aide, pre-employment skills and enrichment workshops and follow up in the Worcester area.

All programs provide tutoring/study skills training, paid and unpaid work experience, education concurrently with workforce preparation activities, leadership development, support services, comprehensive guidance and counseling, financial literacy, entrepreneurial skills training, labor market/employment workshops, nutrition education, and activities that prepare and transition youth to post-secondary education.

Youth enroll with a minimum of one (1) barrier, but often 2-3 barriers apply in categories that include homelessness, disability, foster care, pregnant and parenting-teen, and economically disadvantaged. Staff work with the most disadvantaged youth to help them achieve self-sufficiency and break the cycle of poverty.

In addition to the above, youth must obtain a minimum of the following five measurable skills gains (MSG's); Educational Achievement/Literacy Skill Advancement, Secondary School Diploma, 1 Year Post-secondary Enrollment, Training Milestone/Apprenticeship/Work Experience, and Skills Progression/Occupational Skills Certificate Attainment. On average, students complete 2-3 MSG's prior to program exit; many continue their education and enroll in regional institutions such as Anna Maria College, Becker College, QCC, Worcester State University, Mass College of Pharmacy, Fitchburg State University, Framingham State University, UMASS Amherst, Springfield College, Westfield State University, and Boston University. In-person programs are on hold during the pandemic; staff are providing case-management services remotely. *For more info, contact Ed Gagne at the MCRWB.*

YouthWorks Year-Round: The MCRWB led three (3) state-funded YouthWorks Year-Round 2020-21 projects in partnership with the Worcester Community Action Council (WCAC) and the Worcester Public Schools (Innovation Pathways Programs, and the Transitions & New Citizens programs) as well as the City's Division of Youth Opportunities (DYO). Students participated in work readiness classwork with hands-on subsidized paid work experience (either in person or through virtual work/project experiences). The MCRWB oversaw the project; WCAC and DYO coordinated day-to-day student support and served as the employer of record. *For more info, contact Jeff Turgeon at the MCRWB.*

YouthWorks Summer: Thanks to an increase of grant funds from the state (\$1.3M), we will be able to support jobs for 400+ youth in summer 2021. As in previous years, we are partnering with WCAC and the Center of Hope to manage the program in Worcester and Southbridge, respectively. Extending the reach and impact of our YouthWorks Summer program, we have a new partner, the Milford Youth Center, and this year we've partnered with the City of Worcester, the United Way, the Worcester Regional Chamber of Commerce and WCAC to support youth working in the newly established Worcester Green Corps – that are beautifying our community this summer. We are also aligned again this summer with the Worcester Youth Leadership

Updated June 2021

Institute (WYLI) which provides the opportunity for selected youth to meet weekly with local civic and business leaders to learn more about how our community operates. WYLI is sponsored through the Worcester Regional Chamber of Commerce in partnership with the United Way of Central MA, the Worcester Educational Collaborative, WCAC, the MassHire Central Region Workforce Board and the MassHire Career Centers *For more info, contact Jeff Turgeon at the MCRWB.*

Connecting Activities: Connecting Activities (CA) is a MA Department of Elementary and Secondary Education (DESE) funded partnership designed to increase student career readiness through the brokering of internships, part-time jobs, job shadowing, job fairs, and other career preparedness activities that help high school students better understand the workplace. In Central MA, staff from Worcester Public Schools (WPS) and the Blackstone Valley Education Foundation (BVEF) help coordinate and implement the program, which services 21 area high schools. As part of this year's (FY 22) project, the MCRWB has partnered with the Visions Intern Program to lead a regional youth strategic alignment project. *Contact Bruce Mendelsohn for more information.*

Youth Employment & Financial Capability Integration Grant (YEFCD): YEFCD addresses the importance of youth financial planning; introduces key concepts related to planning for financial capability integration; and utilizes interactive technology to deliver the skills toward long-term financial success. It infuses resources into existing year round employment programs, enhancing the value of such programs. All WIOA youth are enrolled in comprehensive financial literacy services: goal setting and spending plans, transaction accounts, and credit and savings. Additional hours are dedicated to workshops on how to obtain a credit report, FAFSA, consumer protections, and financial counseling. *For more info, contact Ed Gagne at the MCRWB.*

MassHire Central Region Workforce Board Youth Council: The Youth Council recommends policy direction to help design, develop, and implement programs that benefit youth. This community workforce development system for youth ensures this key demographic has access to services and opportunities, provides ways to leverage resources, and coordinates services among public programs and community-based organizations (CBO's) serving youth. Youth Council members provide leadership and support continuous quality improvement for local youth programs. They also assist with planning, operational, and other issues relating to the provision of services to youth. *For more info, contact Ed Gagne at the MCRWB.*

3. Additional MCRWB Activities (*For more info, contact Jeff Turgeon*)

Workforce Skills Cabinet Regional Planning Blueprint: The MCRWB and North Central WB were tasked through the MA Secretaries of Labor and Workforce Development, Education, and Economic Development and Housing to convene diverse stakeholders from these sectors and develop and implement a regional workforce "blueprint" that outlines the shared region's key challenges and opportunities, and to align workforce efforts around priority and critical industry pathways. The plan is at www.MassHireCentral.com in the member governance section. Implementation is ongoing with bi-annual full team meetings and three (3) workforce consortia addressing each of the three priority industry sectors (Manufacturing; Healthcare; Transportation/Warehousing/Logistics) as well as STEM careers.

Southern Worcester County Economic Development Organization: This new organization gathers representatives from area economic development municipal offices, chambers of commerce, community and business leaders, and educational institutions to oversee implementation of the region's Comprehensive Economic Development Strategy (CEDS) submitted to federal officials. The MCRWB has joined the organization's Executive Committee to support its initiatives through alignment with our regional workforce development efforts.

Worcester Anti-Violence Coalition: The MCRWB partners with diverse local community groups to address violence and the need for increased opportunities for those affected by violence, including expanded youth employment opportunities. This effort is aligned through the City Manager's office as well the Job1 Youth Work-Readiness Coalition spearheaded by the Worcester Community Action Council.

Updated June 2021

Worcester Regional CHIP (Community Health Improvement Plan): The MCRWB is helping to develop and implement a regional Community Health Improvement Plan (CHIP). taking a co-leadership role on access to employment and on the mental health/human services career pipeline task force to improve the mental well-being of residents in our service area. This effort has taken on additional significance and prominence during COVID-19 and the reopening of Massachusetts.

State Expanding Business Engagement Initiative (Mass BizWorks): The MCRWB and MassHire Central career centers have been invited to participate with state Rapid Response, Division of Career Services, and MA Office of Business Development officials to improve coordination and alignment of business services statewide. Locally, a Central MA work group has been established as a part of this effort. New partners are encouraged to get involved.

MA State Virtual Career Center Services Delivery Workgroup: MCRWB Executive Director Jeff Turgeon joined state officials and other regional board and career center leaders to help the Commonwealth identify and implement new electronic tools (including, potentially, AI) that can enhance virtual services delivery.

MA Workforce Association – Resources Development Peer Group: The MCRWB Resource Development Coordinator is working to establish an informal peer leadership/networking group through the MWA to share best practices, identify new funding sources, and develop joint professional development opportunities.

WIOA Partner Planning Group: The MCRWB is working with our WIOA Title I partners to coordinate an integrated network of service delivery for customers we share through a joint Memorandum of Understanding (MOU). Partners include the MA Department of Unemployment Assistance, Mass Rehab, MA Commission for the Blind, MA Department of Transitional Assistance, and area Adult Basic Education providers. This is an ongoing effort in which leadership meets bi-monthly.

Additional Groups/Activities: MCRWB and MHCC staff are engaged in many diverse community groups/committees, where we work to ensure our voices are heard and our services promoted. These groups include the MA Division of Career Services Diversity, Equity, and Inclusion Advisory Committee, Worcester Regional Transit Authority’s Regional Coordination Council, the Worcester Public Schools’ Nightlife Program Advisory Committee, the North HS Chapter 74 Vocational Business Technology Program Advisory Committee, the Worcester Sports Foundation Executive Committee, Worcester Community Connections Coalition Steering Committee, the Jobs for Men & Women in Recovery planning group, *Ad Hoc* Monitoring Committee, and The Policy Group on Tradeswomen's Issues Worcester.

4. Communications

Digital Communications/Social Media: The MCRWB continues to expand digital engagement via our website, e-newsletters, and social media.

- a. **Website;** Regularly adding features and content to keep information current, increase adhesiveness, and improve user-friendliness (navigability).
- b. **E-Newsletter:** Emailed monthly to an average 2,200 recipients via Constant Contact, the publication consistently exceeds industry standards for Open Rates (27% vs 13%) and Click-Through Rates (17% vs 2%). The average “Bounce” rate (6%) is almost half the industry standard (11%).
- c. **Social media:** Our Twitter account (@masshirecentral) has 690 followers (2nd among all 15 MassHire workforce boards); our LinkedIn groups (for the Board and Career Centers) have 46 and 153 followers respectively; our Career Centers Facebook page has 1,823 followers. Fresh multimedia content is posted almost daily to all MCRWB and Career Center social media outlets, supplementing info on the website and the e-newsletter.

Employee Recognition: Three Career Center staff are finalists for 2020 MassHire Awards (during the 2019 award cycle, we earned no finalists. For the 2020 award cycle, the Central Career Centers are one of only two career centers in the Commonwealth to earn three finalist nominations)... Kelsey Lamoureux (Worcester Jobs Fund Director) was honored with a “Key to the City” presented by Worcester Mayor Joe Petty... Bruce Mendelsohn (Resource Development Coordinator) and Bill Ryan (DVOP) were honored at Polar Park (“Debt to a Vet”) during two separate WooSox games in June.

5. Grants (For more info, contact Bruce Mendelsohn at the MCRWB)

				MCRWB Tracking Grant Matrix			
Grant Name	Grant Number or Source	Amount of Grant	Length of Grant	Lead and Partners	Status of Application	Awarded	Full Award
MA Manufacturing Bridge ("MassBridge")	MNCWB	\$69,000	3 years	MNCWB	Application submitted on time	Y	\$28,364
WCTF Donnelly Grant	Comm Corp	TBD	2 years	Ascentria, QCC, MCRWB	Submitted by QCC		
US EPA Brownfields Workforce Training Grant	EPA	\$199,998	3 years	MCRWB, WJF	Application submitted by City; written by MCRWB	Y	\$199,998
YouthWorks - Year Round Supplemental Grant	Comm Corp	TBD	1 year	MCRWB, WCAC	Comm Corp to confirm application & contracting process		
YouthWorks - Summer 21 Grant	Comm Corp	\$1,136,680	3 months	MCRWB - partners City of Worcester (RecWorcester), WCAC, Milford Youth Center	Application submitted on time	Y	\$1,136,680
Re-entry Workforce Development Demo Program: Program Implementation (Phase II)	Comm Corp	\$124,443	2 years	MCRWB - partners NETTTS, WCSO, QCC, MA DOC, Dismas House, LIFT	Application submitted on time		
Central MA Healthcare Foundation Activation Fund	CMHF	TBD	TBD	MCRWB - ERIS/SARA	Application drafted; NOT SUBMITTING THIS YEAR		
Career Technical Initiative Adult Training Grant	Comm Corp	\$10,000	Planning: 3 months	WPS Night Life - MCRWB	Submitted 5/11 by WPS	Y	
WCTF FY20: Workforce Success Grants for Healthcare Workforce Hubs - Implementation	Comm Corp (EOLWD)	P2: \$375K	P1: Up to 6 mos; P2: 2 - 2.5 yrs	MCRWB, MNCRWB	Application submitted on time	Y, Phase 1	\$375,000.00
Future of Work Grant, Xprize	New Profit	\$130,000	1 year	Ben Franklin Institute of Technology, MCRWB	Application submitted on time	Y	\$53,000 for MCRWB
Connecting Activities FY22	MA DESE	\$186,214	1 yr (FY22)	MCRWB, BVEF, WPS	Application submitted on time		