

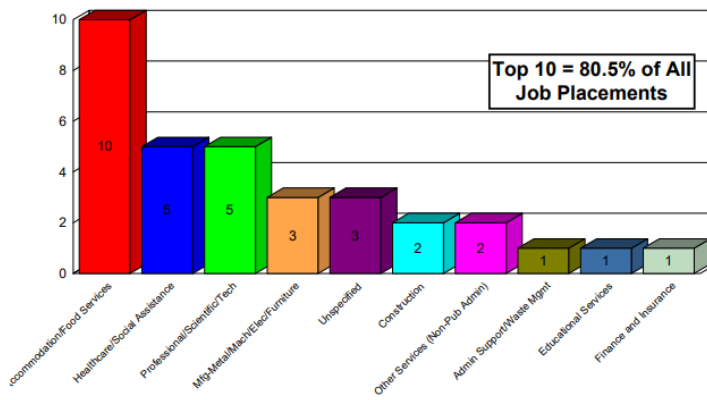
MassHire Central Region Workforce Board Programming Update – Summer 2022

1. Adult Jobseeker Programming

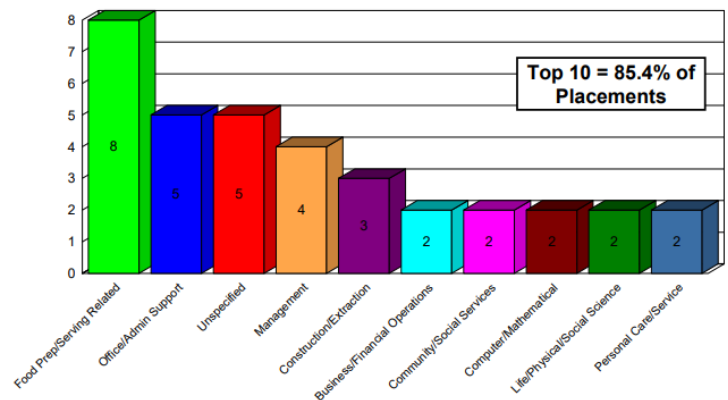
MassHire Central Region Career Centers: For FY 21, (July 01, 2021 through June 30, 2022)

- 5,506 seekers served (with 16,572 total customer career center activities/services)
- More than 4,900 job seekers received job search assistance, and more than 3,750 received career counseling, workshops and/or career assessments.
- There have been approx. 1,150 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 \$28.41 hourly. Healthcare, Educational Services, and Professional/Scientific services were the top industries customers were placed in.

**Job Placements: Top 10 Industry Sectors
July 01, 2022 to July 31, 2022**



**Job Placements: Top 10 Occupational Categories
July 01, 2022 to July 31, 2022**



- 754 employer customers were served (404 were repeat customers), and 3,977 total services delivered; of the employers served:
 - More than 700 employers were helped with marketing and outreach
 - Approx. 450 employers posted more than 3,000 jobs in our region on MA JobQuest
 - 260+ employers participated in job fairs/recruitment events
 - Over 100 employers received approx. 300 direct candidate referrals for vacancies

MassHire Career Center – Staffing

Career Center staff have returned 100% to Worcester & Southbridge locations, with accommodations made as needed. Currently, we are offering hybrid options to customers, with the exception of our Access to Recovery (ATR) program, which is still 100% remote, with plans to transition onsite in June. Staffing continues to be a challenge, as we work through openings, onboarding & training in all operational areas. *For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.*

Career Center Relocations – Both the Southbridge & Worcester Career Centers are scheduled for relocations in 2022. With a finalized signed lease, Worcester CC will move to 554 Main Street, directly across from Hanover Theater in the winter of 2023. The Southbridge center will move to 14 Mechanics Street later this summer, and will provide beautiful facilities at the Southbridge Innovation Conference Center adjacent to the Southbridge Hotel. *For more information, contact Executive Director, Janice Ryan Weekes, MassHire Central Career Centers.*

MassHire Business Engagement Solutions Team (BEST) Updates: The MassHire Central Career Centers offered Virtual Job Fairs this spring as well as a Virtual Recruitment for the Worcester Red

Sox. The BEST team also hosted very successful in-person job fairs at the Worcester and Southbridge Career Centers in April and May as COVID cases decline and a well-attended job fair at the DCU Center on June 7th, that helped connect nearly 100 employers with more than 1,000 job seekers. *For more information, contact Operations Manager, Jibrael Younis, MassHire Central Career Centers.*

MassHire Career Path Program (MCP): Through The Moving to Work/MCP grant initiative, the Career Center 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. Enrolled job seekers have been connected to career development services such as training, adult education courses, Quinsigamond Community College, employment, and have been participants in the BOUNCE program to encourage their career development. Unfortunately, the MCP Program Career Navigator recently resigned. We are currently posting this City position, and look to fill it as soon as possible. We continue to work with our partner, RCAP, and the state DHCD to receive referrals and connect the enrolled clients with MassHire resources and counselors. *For more information, contact Operations Manager, Jibrael Younis, MassHire Central Career Centers.*

Opioid National Emergency (ONE) Grant: The National Health Emergency Disaster Recovery Dislocated Worker Grant, (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 offers 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. There are 54 actively enrolled clients in the grant, with 13 enrolled in training (7 clients having graduated), and 10 have secured employment (mix of part-time and full-time). In November, our ONE Grant Career Navigator resigned. Work was redistributed to WIOA counselors. In the coming months we are looking to support, those currently enrolled in the program, and enroll 10 more participants before the program ends in May 2022. *For more information, contact Operations Manager, Jibrael Younis, MassHire Central Career Centers.*

Access to Recovery/ Paths to Empowerment (ATR/P2E): The three-week virtual program is centered around a set curriculum that involves self-awareness and work readiness training for those in early recovery from substance abuse. Each participant receives a \$600 stipend upon completion. Chrome books, earphones and Wi-Fi hotspots are provided for participants to borrow. In total, 365 participants have graduated from 44 cohorts. After completing job readiness training, graduates can pursue training programs, GED support or employment with assistance from the Career Center. Currently, the in-person classroom cohorts in June 2022. *For more information, contact Facilitator Mikayla Tucker-Davis, MassHire Central Career Center.*

Veterans Services: Our two Disabled Veterans' Outreach Program (DVOP) representatives incorporate all MassHire Central Career Center staff, programs, and resources to provide Priority of Service to all Veterans. The Central Mass Veterans' Coalition (CMVC) continues to be a best practice at both the state and national levels. This year marks the 30th anniversary for the CMVC, which currently has more than 100 active members in its network. In addition to meeting on a quarterly basis to network and learn about new programs and resources, CMVC members are in constant contact to locate, secure and provide programs, resources and services to benefit Veterans, their spouses and family members in need. *For more info, contact Veterans Representatives Bill Ryan (Worcester office) or Michael Hess (Southbridge office).*

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 23, the WJF is offering several trainings including CDL A and B, School Bus Driver, Worcester Building Pathways Pre-Apprenticeship, Clinical Medical Assistant, Phlebotomy, and Hoisting/Excavator training. To keep participants, staff and partners safe amidst the COVID pandemic, in-person programming continue to follow the COVID protocols guidelines and some continue to utilize virtual learning. The Jobs Fund is currently recruiting for the Clinical Medical Assistant, Phlebotomy, and the Building Pathways Program. *For more info, contact Arianna Drummy at the MCRWB*

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 participating in the national Tech Quest project. Funded by the U.S. Department of Labor and led by Clark University (www.tqaclark.com), the program supports establishing and expanding IT and tech-adjacent Registered Apprenticeships (in IT, manufacturing, medical records, and tech-adjacent positions).

Through 2024, the MCRWB has committed to coordinating co-enrollment of 360 qualifying apprentices (90/yr). To date, our partnerships with MassMEP (Front Line Supervisor training) and the Worcester Jobs and Training Fund (WJATF—Inside Wireman Apprenticeship program) have met approximately two-thirds of this multiyear commitment; the pipeline of trainees in these programs ensures a steady supply of qualifying co-enrollees over the grant lifespan. In addition to co-enrolling the most qualifying apprentices of all participating workforce boards, we have created policies and procedures for and with our partners that serve as a model for other workforce boards.

In addition to our partnerships with MassMEP and WJATF, we have (and continue to) engage actively with employer partners and IT training providers such as Coding Dojo, Apprenti, CyberWarrior, ReMAke 4.0, and others. We seek referrals to other potential employer partners.

TechBoost: Another program funded by US DOL and managed by Clark University, TechBoost is a national program that makes available free or highly subsidized training to prepare the workforce for mid- to high-skilled occupations within the IT industry. One of five local workforce boards in states across America participating in this project, the MCRWB has made available to diverse audiences (jobseekers, incumbent workers, and others) several training programs including CE-Oh!., CBT

Nuggets, CyberSecurity-iQ4, Stack Education (two coding courses taught at Framingham State University) and QCC (two software courses). The aforementioned training programs qualify participants for co-enrollment and therefore contribute to meeting our annual co-enrollment commitment.. These programs do not require enrollment in a formal registered apprenticeship. Given the increasing interest in IT and tech training, we continue to explore and, when relevant, pursue partnership opportunities with other qualified training/service providers (e.g., NuPaths) to expand TechBoost co-enrollments. *For more info, contact Bruce Mendelsohn at the MCRWB.*

U.S. EPA EWDJT Grant: In 2020, 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). A first-time recipient of an EPA EWDJT grant, the MCRWB was one of 18 awardees selected through a highly competitive process to share \$3.3 million to operate environmental job training programs for local underserved demographics.

This grant advances environmental justice by offering free training and job placement services to diverse audiences, including Central MA residents adversely impacted by Brownfield sites. Our specific target demographics include women (especially women of color), low-income residents, and veterans in Worcester’s five urban-core Opportunity Zone census tracts. Through 2023, , grant funds will provide training for up to 54 individuals to earn nationally-recognized certifications in Asbestos Worker/Supervisor, OSHA-10 hour Construction Safety, OSHA-40 hour HAZWOPER, (through our contracted training provider, Atlas-ATC) and Massachusetts Deleading Supervisor training through IEE (City of Worcester Housing Development Division training provider).

Grants funds cover the cost of transportation to training locations in Springfield and Wilmington; the MCRWB contracted with Knights Limo to transport trainees in each cohort (May, June, July 2022) who required/desired free van transportation to five days at Atlas in West Springfield; four days at IEE in Wilmington. The City of Worcester HDD covered the costs of transportation to IEE.

Year 1 Planning & Results: To meet training goals, the workplan submitted to and approved by the Regional EPA Grant Administrator delineated six cohorts of ten trainees each—three separate cohorts in May, June, and July 2022 (30 trainees) followed by three more separate cohorts in May, June, and July 2023 (30 trainees). As a result of aggressive statewide promotion and detailed coordination with two training providers, one transportation provider, and more than 30 employer partners, the MCRWB received more than 100 applications (exceeding projected yield in Year 1 by 25%). The program also exceeded projected enrollment for Year 1:

	Overall # of Participants Enrolled	# of Grads Completing Trainings	Grads Placed in Environmental Jobs	Grads Not Placed; Pursuing Further Education
PROJ. (both years)	60	54	48	2
Actual Year 1	38	0	20	1

. Recruitment focused on qualified residents of the City of Worcester; increasing the weekly training support stipend (provided by the Worcester Jobs Fund) from \$200 to \$300 was also influential in terms of incentivizing potential program participants. Notably, unlike other high-commitment training programs the MCRWB has operated in the past, there has been minimal attrition (a fact we

attribute to intensive applicant screening). Program Management will shift from Bruce Mendelsohn to Debra Feraco in Year 2. *For more info, contact Jeff Turgeon at the MCRWB.*

JFF – Google Digital Healthcare IT Grant (Design): Coordinating with peer organizations MassHire Boston (Boston PIC) and MassHire Metro South/West Workforce Board and employer partners, the MCRWB won a highly competitive \$50,000 planning grant from JFF (Jobs for the Future--administering the grant on behalf of Google). The partnership was one of only four organizations nationwide to win a grant (18 applicants). Entitled “Expanding the Healthcare IT Jobs Pipeline in the Boston-Worcester Corridor”, we are working with Google to identify and to expand the pipeline of qualified employees in occupations such as Healthcare Database Administrator, Network and Computer Systems Administrator, and Computer Support Specialist (among others) in Consortia members’ respective regions. The project is closely aligned with TQA Clark program offerings (especially TechBoost). *For more info, contact Bruce Mendelsohn 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 eight classes during FY21 and FY22 – ending September 30, 2022. We have successfully trained 54 students (6 CDL A and 48 CDL B). *For more info, contact Debra Feraco at the MCRWB.*

MassBridge Project: The MCRWB remains involved in this initiative, which seeks to 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 partners are collaborating to expand training opportunities for technicians and fulfill projected workforce development 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 specific skillsets that meet the demands of today’s manufacturers. The goal is to develop a model that can be replicated nationally. Project participants are coordinating with vocational programs, high schools, community colleges, and supporting universities; we are engage students via multimedia and social media campaigns to inspire their interest in careers in American manufacturing companies. *Contact Bruce Mendelsohn at the MCRWB for more information.*

Re-Entry Workforce Development Demonstration Program: The MCRWB was 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. A total of 23 Re-Entry individuals were enrolled in to program from September, 2021 through June of 2022. *For more info, contact Deb Feraco at the MCRWB.*

Future of Work Grant: The MCRWB was one of six workforce boards across the nation 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 matched the MCRWB with two innovative online rapid reskilling platforms (HireMee and Charger help!) to pilot and evaluate their effectiveness. The HireMee program successfully trained more than 200 people, with approx. 70% reporting employment following the project. Charger Help piloted training for 5 area residents, with one graduate hired by Charger Help! At more than \$60,000 annually. The Board is now working with HireMee (rebranded as Isotonik) on a Future of Work phase 2 project offering free online training in manufacturing and medical office. *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. Both QCC and MWCC are actively recruiting for their CNA and CNA Acute Care programs. Currently we have trained 72 unemployed/underemployed folks within our region. *For more info, contact Deb Feraco at the MCRWB.*

Behavioral Health Grant: The MCRWB and MNCWB (serving as the fiscal lead) were awarded a \$524,000 grant from Commonwealth Corporation to support the development of a behavioral health provider workforce collaborative that will recruit and support 30 new BH staff, as well as 90 existing staff to advance their career advancement. Project partners include Open Sky, the African Community Education, LUK, Venture, Seven Hills, Ascentria, and the Southeast Asian Coalition. Open Sky is currently training 18 entry-level human services students, who on completion of the program will be employed at partner agencies. In September of 2022, recruitment will begin for the second cohort of potential students. *For more info, contact Deb Feraco at the MCRWB.*

Human Services Learn to Earn Grant: The MCRWB is supporting this project lead by Ascentria, in partnership with Quinsigamond Community College, Worcester Community Action Council, the YMCA, Ascentria, MAB Community Services, and Seven Hills to develop and implement a human services apprenticeship program for area human services provider partners. All programs are currently recruiting. *For more info, contact Deb Feraco at the MCRWB.*

2. Youth Programming

Workforce Innovation and Opportunities Act (WIOA) Youth: In FY23, three agencies provide intensive year-round training and services to approximately one hundred and nineteen (119) youth ages 16-24.

- Youth Opportunities Upheld, Inc. provides occupational skill training in IT, CNA, Phlebotomy Tech, EKG training, 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 career exploration and 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, Phlebotomy Tech, EKG training, 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, 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 received state funding through the Commonwealth Corporation to run a YouthWorks Year Round program that served 137 income-eligible youth in Worcester 14-24 years old with work readiness counseling and 125 hours of subsidized work. The program was being managed for the MCRWB by the Worcester Community Action Council (WCAC) which served as the employer of record for the participants who are placed with area employers, including non-profit organizations and for-profit companies. The program has begun and runs through May. *For more info, contact Jeff Turgeon at the MCRWB.*

YouthWorks Summer: the YouthWorks Summer program is underway. The region has received more than \$1.3 million to serve more than 400 youth this summer. We are again partnering with WCAC, the Center of Hope (Southbridge), and the Milford Youth Center, respectively, and this summer we added a new partner, the Milford Youth Center. The MCRWB will also partner with the City, the United Way, the Worcester Regional Chamber of Commerce and WCAC to support the Worcester Green Corps – which assists with neighborhood beautification efforts. We will also align again this summer with the Worcester Youth Leadership Institute (WYLI) to provide 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 brokering 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 serves students at 21 area high schools. The MCRWB is helping Bartlett High School (Webster Public Schools) create an Innovation Pathways career technical education program in Manufacturing and Healthcare. We are also advancing discussions with Milford High School and Southbridge High School to identify ways to boost career readiness and vocational training opportunities for their students and the development of a new labor market tool for school guidance staff. *For more info, contact Bruce Mendelsohn at the MCRWB.*

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.

Worcester Regional CHIP (Community Health Improvement Plan): The MCRWB is helping to refine 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: Generating engagement and building awareness far exceeding the resources allocated to do so, the MCRWB has grown digital engagement with diverse demographics via creative, innovative, and timely use of multimedia and public relations.

- a. **Website:** Regular updates to most-visited pages (training) increased site adhesiveness and grown visitation. Improved UX (navigability) by frequently adding design elements, features, and fresh content.
- b. **Monthly e-Newsletter:** Achieved cost savings by meticulously culling mailing lists and combining the accounts of the Board and Career Center.
- c. **Social media:** Minimal effort builds visibility and awareness of MassHire programs, activities, and offerings. Staff generate and post fresh multimedia content almost daily to MCRWB and Career Center social media sites.
 - i. Twitter (@masshirecentral): 1000+ followers
 - ii. LinkedIn: The Board and Career Center groups have 67 and 141 followers, respectively
 - iii. Facebook: The Career Center page has more than 2,100 followers

Public Relations: Complementing and integrating our digital outreach and engagement efforts, we repurpose and repackage digital content for broader audiences. For example, Executive Director Jeff Turgeon and WJF Arianna Drummy have been interviewed on several local radio shows.

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

Grant Listing For Workforce Investment Board

<u>Grant Name</u>	<u>Funder</u>	<u>Amt of Grant</u> <u>Awarded Amt</u>	<u>Yrs/Mth</u> <u>Awarded</u>	<u>Subs And Partners</u>
youthworks summer 2022 and year round 22/23.	Commonwealth Corporation	1,751,328 0	1/0	Center of Hope, Worcester Community Action Council (WCAC), milford youth center
Connecting Activities	MA Dept of Elementary & Secondary Education (DESE)	195,000 0	1/0	Worcester Public Schools (WPS), Blackstone Valley Education Foundation
STEM Focused Interns program	MA Executive Office of Education	180,000 0	1/0	Worcester Community Action Council (WCAC), Blackstone Valley Education Foundation, Worcester Public Schools (WPS)