



# **NORTH CENTRAL WORKFORCE BOARD**

## **MassHire North Central Workforce Board Strategic Plan 2020-2022**

### **Mission**

The mission of the MassHire North Central Workforce Board is to provide job driven employment and educational services that expand opportunities for young people and adults in North Central Massachusetts and provide employers with the competitive workforce they need to succeed.

### **Introduction**

**In early 2020, the nation was faced with an unprecedented medical crisis with the onset of the COVID-19 virus. Impacts of the virus have affected the personal lives of citizens, caused economic downturn throughout the nation, and challenged the workforce development systems all through the country to create comprehensive and sustainable programs and services that will build a stronger workforce poised to rebound from these difficult times.**

**The MassHire North Central Workforce Board 2020-2022 Strategic Plan accounts for the challenges faced due to COVID-19. The Board will establish, enhance and create workforce development pathways to provide meaningful career advancement opportunities for citizens living in north central Massachusetts.**

**The MassHire North Central Workforce Board will align job seekers, employers and training/education partners to create a workforce system that supports the economic development of the region and provides residents of our communities a place to live, work and thrive.**

### **MassHire North Central Workforce Board Strategic Goals: 2020-2022**

**Based on a comprehensive analysis of regional labor market needs, challenges and priorities as identified the Central Region Workforce Blueprint, the MassHire North**

**Central Workforce Board sets forth the following strategic goals:**

1. Promote, develop and expand relevant career pathways, stackable credentials, work-based learning and skill development opportunities to address the hiring needs of the region’s priority industry sectors of Healthcare and Social Assistance, Advanced Manufacturing and Transportation and Logistics.
2. Increase access and opportunities for people with barriers to employment, such as people with disabilities, older workers, veterans, low income adults, experienced or displaced workers with outdated skills, and college graduates with academic credentials not matched to skill demand.
3. Provide the region’s youth with opportunities, skills and credentials to participate in career pathways and secure employment.
4. Board members will be offered the opportunity and strongly encouraged to participate in program design as well as local and regional training opportunities to further enhance their knowledge of the local and regional economy, workforce development initiatives and human resources including diversity inclusion and priority populations including: un/under employed, workers with disabilities, minorities, older workers and re-entry.

**GOAL 1A:** Promote, develop and expand relevant career pathways, stackable credentials, work-based learning and skill development opportunities to address the hiring needs of the region’s priority industry sectors of **Healthcare and Social Assistance**, Advanced Manufacturing and Transportation and Logistics

**A. *Healthcare and Social Assistance***

Strategies	Activities/Outcomes
1. Maintain strong collaborations to ensure training partners understand the hiring and training needs of Healthcare and Social Assistance employers.	<p>Maintain at least two (2) members from the Healthcare and Social Assistance sector on the MHNCWB.</p> <p>Convene quarterly meetings between healthcare and social service employers, consortium members and training partners to discuss skill development needs and opportunities.</p>

<p>2. Increase the pipeline of available skilled workers and upskill incumbent employees.</p> <ul style="list-style-type: none"> <li>• Certified Nursing Assistant</li> <li>• LPN</li> <li>• RN</li> <li>• Pharmacy Technician</li> <li>• Direct Support Worker</li> <li>• Mental Health Counselor</li> <li>• Substance Use Counselor</li> </ul>	<p>Participate in at least one (1) annual opportunity to secure healthcare planning and implementation grants to provide funding for relevant training programs &amp; career pathways.</p> <p>Track Career Center placement data to assure we continue to address hiring needs of this sector through the MOSES system.</p> <p>Recommend to funders and training vendors that they include internships or clinical practicums for participants. Assist with the development of internships and practicums.</p> <p>Assist the career center with job driven strategies to post and fill critical healthcare and social assistance positions.</p> <p>Meet quarterly as part of the Central Region Healthcare Consortium.</p>
<p>3. Educate adults and youth about career pathways and training opportunities in Healthcare and Social Assistance through the MassHire North Central Career Center.</p>	<p>Promote career center sponsored training programs and opportunities in healthcare and social assistance occupations for youth and adults.</p>
<p>4. Support local community college and vocational schools to develop curriculum for critical and emerging healthcare and social assistance employment needs.</p>	<p>Support at least one (1) Capital Skills Grant and/or Workforce Competitive Trust Fund applications for new curriculum and equipment for training students in healthcare and social service occupations annually.</p>
<p>5. Maintain strong healthcare partnerships between key business and training providers to ensure training meets the needs of businesses.</p>	<p>Engage local employers and social service agencies in grant projects and on project advisory committees.</p>

**GOAL 1B:** Promote, develop and expand relevant career pathways, stackable credentials, work-based learning and skill development opportunities to address the hiring needs of the region’s priority industry sectors of Healthcare and Social Assistance, **Advanced Manufacturing** and Transportation and Logistics.

**B. *Advanced Manufacturing***

Strategies	Activities/Outcomes
<p>1. Provide support and identify resources for manufacturing employers, job seekers, incumbent workers and training providers.</p>	<p>Maintain at least two (2) members from the Manufacturing sector on the MHNCWB.</p> <p>Market the Workforce Training Fund Program, Capital Skills Grants and the reMAke 4.0 branding and marketing initiative.</p>
<p>2. Increase the pipeline of available skilled workers and upskill incumbent employees.</p> <ul style="list-style-type: none"> <li>• CNC Machinist</li> <li>• CNC Programmer/Operator</li> <li>• Quality Control Technician</li> <li>• Production Worker</li> <li>• Welder</li> <li>• Automation Technicians</li> </ul>	<p>Participate in one (1) annual opportunity to secure grants &amp; funding to provide relevant training programs &amp; career pathways.</p> <p>Meet or exceed the annual outcome goals of the EOHEd Advanced Manufacturing Training Grant.</p> <p>Support the MassHire North Central Career Center in the development of job driven strategies to post and fill critical manufacturing positions in the region.</p> <p>Educate adults and youth about career pathways in Manufacturing and increase awareness of STEM careers.</p> <p>Meet Quarterly as part of the Central Region Manufacturing Consortium.</p>
<p>3. Support local community college and vocational schools to develop curriculum for critical and emerging manufacturing needs.</p>	<p>Support at least one (1) annual application for new curriculum and equipment for training students in manufacturing (Capital Skills Grants, Workforce Training Grants, Workforce Competitive Trust Fund and reMAke 4.0.)</p>
<p>4. Maintain strong manufacturing partnerships between key business and training providers to ensure training meets the needs of businesses.</p>	<p>Engage local employers and social service agencies in grant projects and on project advisory committees.</p> <ul style="list-style-type: none"> <li>• reMAke 4.0 North Central Manufacturing Leadership Commission</li> <li>• Statewide Advanced Manufacturing Collaborative</li> <li>• EOHEd Advanced Manufacturing Grant</li> </ul>

**GOAL 1C:** Promote, develop and expand relevant career pathways, stackable credentials, work-based learning and skill development opportunities to address the hiring needs of the

region’s priority industry sectors of Healthcare and Social Assistance, Advanced Manufacturing and **Transportation and Logistics**.

c. *Transportation and Logistics*

Strategies	Activities/Outcomes
<p>1. Provide support and identify resources for transportation and Logistics employers, job seekers, incumbent workers and training providers.</p>	<p>Maintain at least one (1) member from the transportation and logistics sector on the MHNCWB.</p> <p>Market and support the Workforce Training Fund Program and Capital Skills Grant opportunities for training providers.</p>
<p>2. Increase the pipeline of available skilled workers and upskill incumbent employees.</p> <ul style="list-style-type: none"> <li>• Commercial Drivers</li> <li>• Diesel Technicians</li> </ul>	<p>Participate in one (1) annual opportunity to secure grants &amp; funding to provide relevant training programs &amp; career pathways</p> <p>Meet Quarterly as part of the Transportation and Logistics Consortium</p> <p>Support the MassHire North Central Career Center in the development of job driven strategies to post and fill critical transportation and logistics positions in the region.</p> <p>Educate adults and youth about career pathways in Transportation and Logistics and increase awareness of careers.</p>
<p>3. Support local community college and vocational schools to develop curriculum for critical and emerging transportation and logistics needs.</p>	<p>Support at least one (1) annual grant application for new curriculum and equipment for training students in transportation and logistics occupations.</p>
<p>4. Maintain strong transportation and logistics partnerships between key business and training providers to ensure training meets the needs of businesses.</p>	<p>Engage local employers in grant projects and on project advisory committees.</p> <ul style="list-style-type: none"> <li>• Central Region Transportation Consortium</li> </ul>

**GOAL 2:** Increase access and opportunities for people with barriers to employment, such as people with disabilities, older workers, veterans, low income adults, experienced or displaced workers with outdated skills, and college graduates with academic credentials not matched to skill demand.

Strategies	Activities/Outcomes
<p>1. Implement the Commonwealth Corp./Polus Center/ MRC Pharmacy Technician Training program in support of workers with disabilities</p>	<p>Enroll twelve (12) participants, ten (10) graduates and eight (8) enter into employment post-training.</p>
<p>2. Enhance outreach to veterans and create opportunities for employers and veterans to engage and fill needed positions.</p>	<p>MHNCWB and Career Center staff meet with local veteran organizations at least one (1) time annually to explain programs and services.</p> <p>Inform veteran organizations of any newly funded projects and opportunities for those served.</p>
<p>3. Use WIOA funding to provide education and training opportunities in priority industry sectors and beyond for eligible participants with employment barriers</p>	<p>Use formula funds and National Emergency Grant funds to address skill gaps and train participants for available jobs in our region, tracked through MOSES &amp; Career Center performance measures.</p> <p>Hold an annual event co-sponsored by WIOA partners.</p> <p>Hold Quarterly Local MOU WIOA partner meetings to ensure collaboration of service delivery to shared customers.</p>
<p>4. Provide opportunities for older workers, especially those who need new and additional skills to remain competitively employed.</p>	<p>Partner with the Office of Elder Affairs to provide training &amp; employment opportunities for people over age 55.</p>
<p>5. Identify and address barriers to access trainings and workforce opportunities for target populations</p>	<p>MHNCWB members will engage social service agencies in advisory groups as well as grant opportunities to reduce barriers for target populations to successfully complete training programs and obtain/maintain employment</p>
<p>6. Provide opportunities for college graduates with academic credentials not matching skills demand, especially those who need new and additional skills to become competitively employed.</p>	<p>Use formula funds to address retraining needs and track performance through MOSES and the Career Center</p>

**GOAL 3:** Provide the region’s youth with career exploration opportunities, internships, foundation skills, summer employment opportunities, career pathways and credentials to prepare them for competitive employment.

Strategies	Activities/Outcomes
1. Support the Women in Technology program in partnership with local high schools and regional employers.	20-25 young women will participate annually in the Women in Technology program.
2. Implement the Connecting Activities (CA) program supporting priority industry sectors as identified in the Connecting Activities Blueprint.	<p>Approximately 700-1000 youth in the region will participate in internships annually with 30% of students participating in the priority industry sectors.</p> <p>Provide the opportunity for incentive based funding for at least six (6) schools in the region for work based learning plans, transportation for employer tours and teacher/school personnel professional development.</p> <p>Provide labor market information, priority industry data and regional employer information as part of the grant application process for at least one (1) school in the region when grants are issued.</p>
3. Sponsor and engage in community based events that align youth, employers and educational professionals.	<p>Host a bi-yearly youth job fair and/or Legislative/Educator manufacturing tour.</p> <p>Maintain bi-annual meetings of the reMAke 4.0 North Central Leadership Commission.</p>
4. Maintain the MHNCWB Youth Council comprised of youth service providers and educators.	The Executive Committee will meet at least bi-annually. Engage in one (1) community based event annually.
5. Support youth with significant barriers to employment through work based training programs.	100 youth will participate annually in the Summer Youth Works program and complete Commonwealth Corp. Signal Success Career Readiness curriculum.

6. Use WIOA Youth funds to prepare out of school youth for employment	Track “Youth” outcomes through the Career Center performance measures and sub-contract monitoring process.
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**GOAL 4:** Board members will be offered the opportunity and strongly encouraged to participate in program design as well as local and regional training opportunities to further enhance their knowledge of the local and regional economy.

Strategies	Activities/Outcomes
1. Prepare and issue the Request for Proposals for the Career Center Operator, schedule a bidder’s conference and potential sub-contractor list.	August- September 2020
2. Complete Career Center procurement, establish a review committee and scoring criteria.	Procure by December 2020 for implementation & operation by July 1, 2021
3. Provide financial support to Board members to attend conferences, regional training and community events.	A minimum of four (4) Board members will be enrolled in regional conferences, events or trainings in support of workforce development and priority population initiatives,
4. Board members will participate in MHNCWB committees, councils, consortiums and event planning	<p>A minimum of one (1) Board member will serve on committees, councils and consortiums organized by the MHNCWB or Career Center.</p> <p>A minimum of one (1) Board member will participate in MHNCWB and Career Center sponsored job seeker/employer events.</p>



<p>5. The MHNCWB will collect information from stakeholders to inform strategic planning and program development</p>	<p>The MHNCWB will survey and /or hold listening sessions of workforce development stakeholders as part of informing the mid-point strategic plan update and make adjustments to workforce strategy as needed.</p>
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