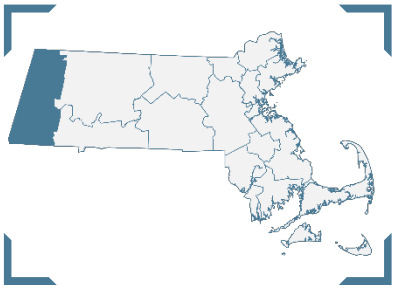
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

The public workforce system is a network of entities working together to provide employment and training services to jobseekers and skilled talent to businesses, bolstering economic strength and competitiveness. The public workforce system is designed to be locally responsive and demand driven, serving four key groups: youth, individuals with barriers to employment, workers who are dislocated, underemployed or seeking new employment, and employers. The MassHire system is a federal and state funded network of 16 regional Workforce Boards and more than 25 Career Center locations across the state.

Berkshire



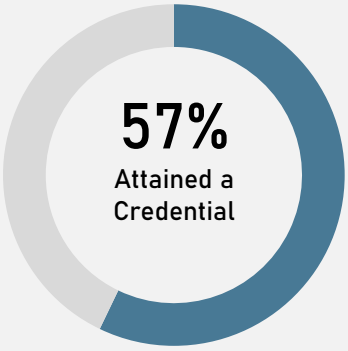
SERVICE AREA

32 Cities and towns
5,220 Employers
Labor force of 63,980

PRIORITY INDUSTRIES

1. Healthcare and Social Assistance
2. Hospitality and Management
3. Advanced Manufacturing

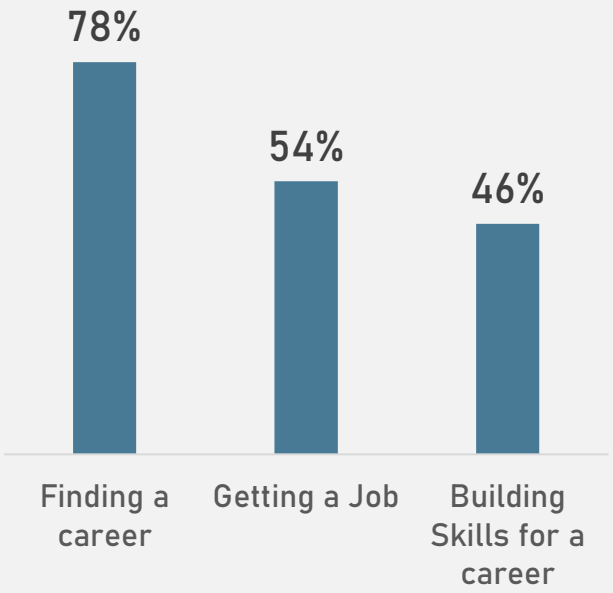
JOB SEEKER SUCCESS*:



*Of Adult WIOA Title 1 Customers

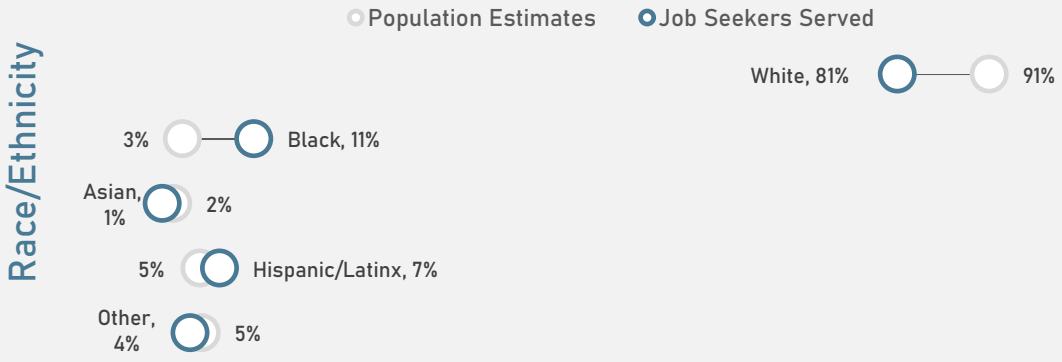
2019 JOB SEEKER PROFILE:

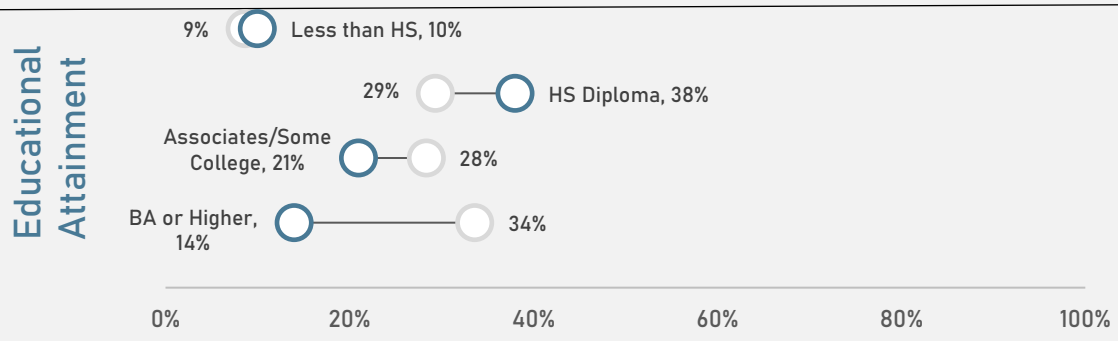
3,732
Total Customers Served



MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

The MassHire system serves those who need *training* and *skill development* the most*: non-white* workers and those with *less than a college degree*.





Data sources: American Community Survey Estimates 2015-2019 5 Year Estimates, FY19 Fourth Quarter OSCARR Job Seeker Reports

The effects of COVID-19 on our state have been devastating and our economic recovery is just beginning. Since March 2020 when the public health crisis began, over 1.9 million individuals experienced an employment interruption. Seemingly overnight, the public workforce system went from providing mainly in-person services to having to provide 100% virtual services for all job seekers and employers, even to those customers with limited digital resources/literacy. As such, we use 2019 data here to reflect "business as usual" statistics, knowing that the demand for services during 2020 and into 2021 was unusually influenced by the pandemic. As we continue to assess the impact of the pandemic on the Commonwealth's workers and businesses, we will update this information to reflect the workforce system's response.

2019 Business Support

76 Received Labor Market Information

433 Received Multiple Services

450
Total Employers Served

157 Received Referrals to Job Candidates

129 Engaged in Job Fairs & Recruitment

Lauren is a 36 year old single mother of four children ages 18, 16, 15, and 13. Lauren was referred by the Department of Transitional Assistance (DTA) for the Competitive Integrated Employment Services (CIES) program. She is currently collecting both TAFDC and SNAP benefits through DTA. She had been unemployed for the past year and has a thirteen-year work history as a Certified Nursing Assistant at various health care facilities but lost her position in 2020. She decided to take this opportunity to return to school to become a Licensed Practical Nurse (LPN). She completed her training and gained her LPN certification in July 2021.

Utilizing Workforce Innovation and Opportunity Act (WIOA) funding, MassHire Berkshire Career Center provided case management and support to prepare her for the LPN exam, financial funding to pay for the exam and to eliminate the barriers she was facing in finding suitable employment.

Lauren was so grateful for the opportunity that MassHire provided. She secured a position at Berkshire Medical Center as an LPN with full benefits and a starting wage of $22.00 per hour. This career path in a high demand industry will allow Lauren to become self-sufficient and support her family.