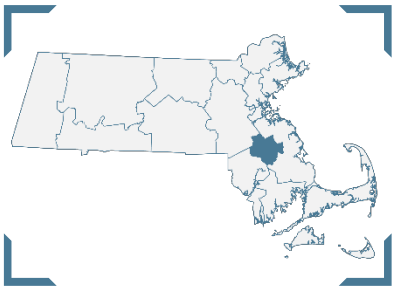
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

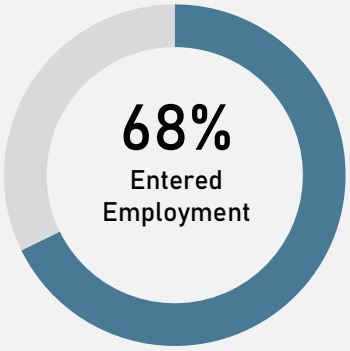
Brockton

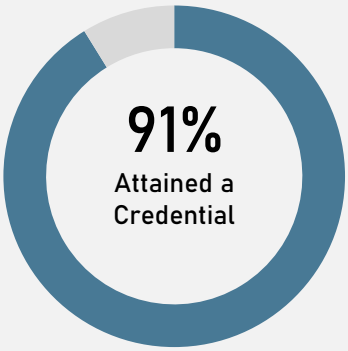


SERVICE AREA

10 Cities and towns
7,948 Employers
Labor force of 137,416

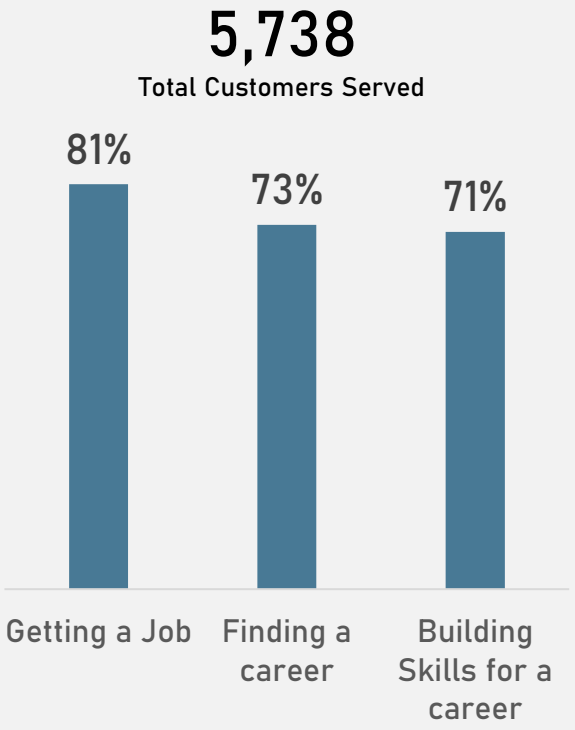
JOB SEEKER SUCCESS*:





*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

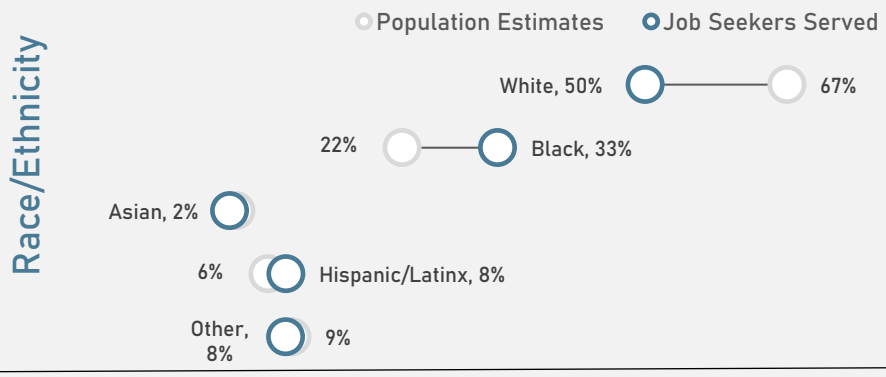


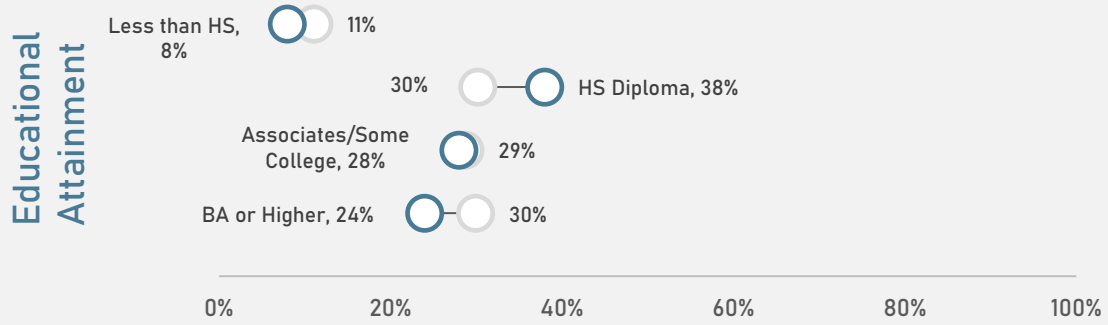
MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. Healthcare and Social Assistance
2. Professional and Technical Services
3. Finance and Insurance

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

11 Received Labor Market Information

627 Received Multiple Services

708
Total Employers Served

215 Received Referrals to Job Candidates

163 Engaged in Job Fairs & Recruitment

Yvonne came to the MassHire Greater Brockton Career Center as an unemployed professional who had worked herself up the ladder in the Health Insurance field. She lost her job during the pandemic, and a frustrating job search ensued. After several months of dead-ends and false starts with her search for employment, she decided her best option was to come to the Career Center and use its services and expertise. After attending the Career Center Seminar and completing a Career Action Plan, she requested to be assigned to a Career Counselor who helped her take stock of her skills and abilities and build a plan for moving forward. That plan included taking advantage of several of the Career Center's employability workshops (including Career Planning, Resume Writing, and Interviewing Skills) which were offered remotely and she could attend from the comfort of her home. In addition, she and her counselor explored various training opportunities which could lead to an occupational credential in a demand industry. Given her skills and interests, Yvonne selected Project Management Office Training as her best option. Her career counselor was able to secure her this training at no cost to her using funding available through a National Dislocated Worker grant meant to assist job seekers displaced due to COVID. With the support and mentoring of her Career Counselor she was able to overcome barriers and successfully complete her training.

After completing her training, she worked with her Career Counselor to update her resume and fine tune her job application and interviewing skills. As everything opened up in August 2021, she got a call from a company in Texas, interviewed virtually, and soon after was offered a $90,000 position as Claims Operator Director. She happily accepted. Her success was a clear demonstration of comprehensive services all focused on the common goal of meaningful and optimal employment.