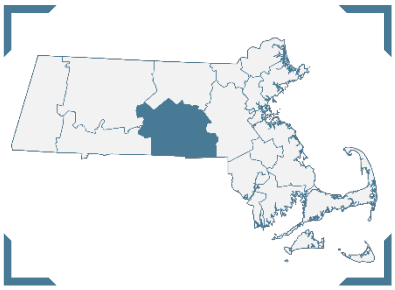
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

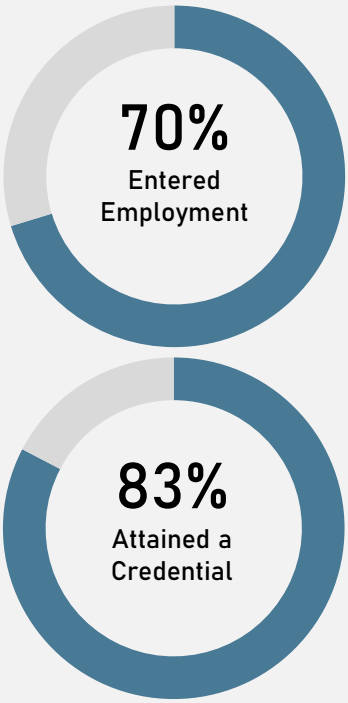
# Central Mass



## SERVICE AREA

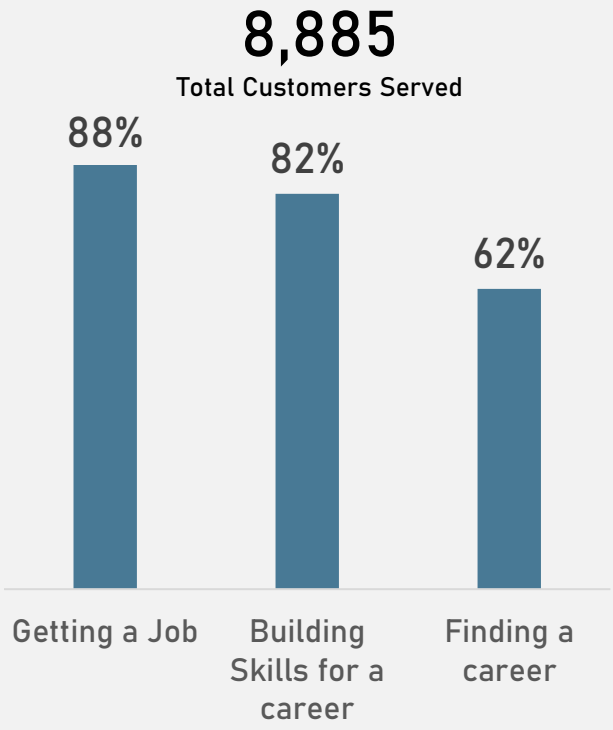
38 Cities and towns
19,585 Employers
Labor force of 320,819

## JOB SEEKER SUCCESS*:




*Of Adult WIOA Title 1 Customers

## 2019 JOB SEEKER PROFILE:

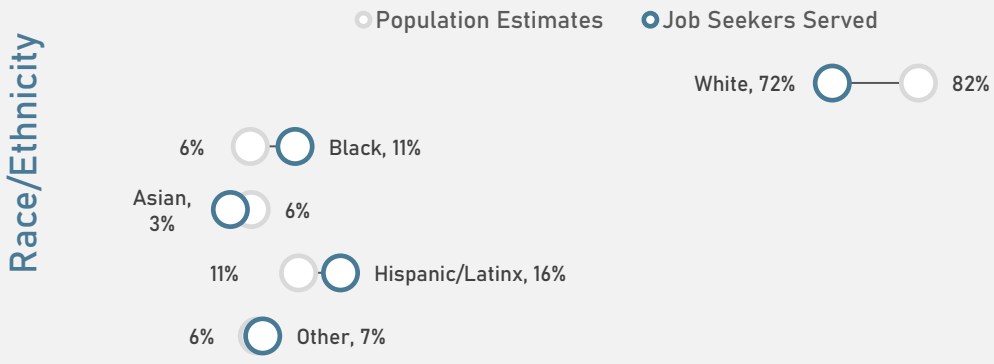


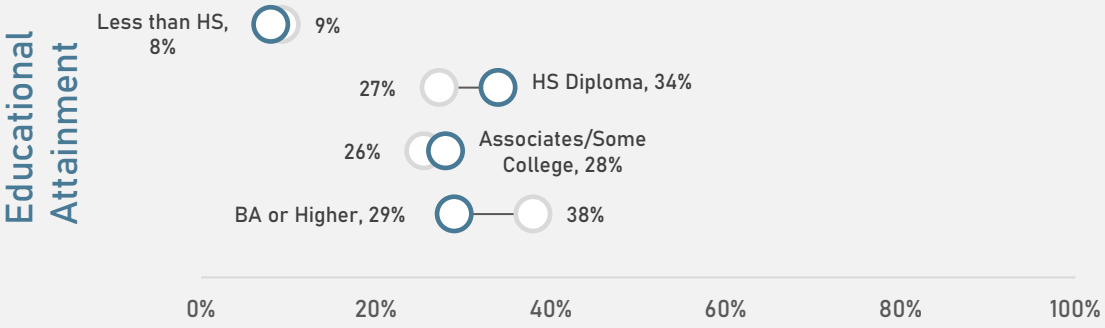

MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

## PRIORITY INDUSTRIES

1. Healthcare and Social Assistance
2. Manufacturing
3. Transportation, Warehousing, and Logistics

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

12 Received Labor Market Information

343 Received Multiple Services

**809**
Total Employers Served

114 Received Referrals to Job Candidates

179 Engaged in Job Fairs & Recruitment

While classes looked a little different, as students maintained social distancing and wore masks, the pandemic didn't deter them from pursuing and achieving their goals. A recent graduate of the Milford WIOA Youth Career Pathways Program, Jeremy Robinson, now works for Instacart and enjoys the flexibility. "The pandemic has made this a livable job. I create my own schedule: I can work all day or take a day off, it's up to me. When I need extra cash, I pick up more orders; when I need time off, I take it. Longer term, I hope to work in construction this year."

Other youth participants shared what the in-person career support meant to them:
"I just enrolled and am working through the material quickly. It's helpful and nice to talk with students who've gone through the process already." (Lauren Lopez)
"I like that I can still come in and work on my goals in person." (Skye Dasilva)
"I earned my HiSET and come in regularly to apply for jobs and work on occupational skills development." (Jess Gibbs)