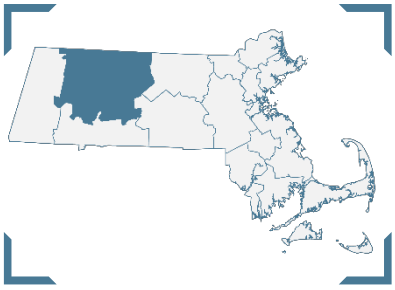
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

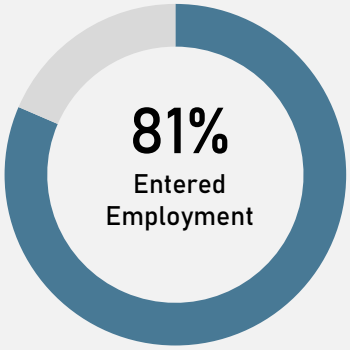
Franklin-Hampshire

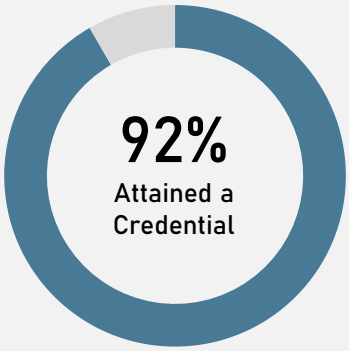


SERVICE AREA

50 Cities and towns
7,904 Employers
Labor force of 139,373

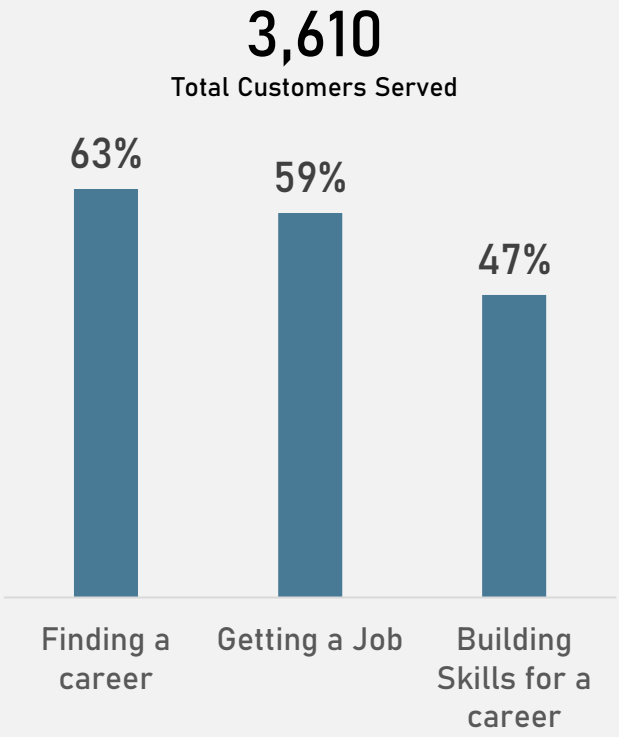
JOB SEEKER SUCCESS*:





*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

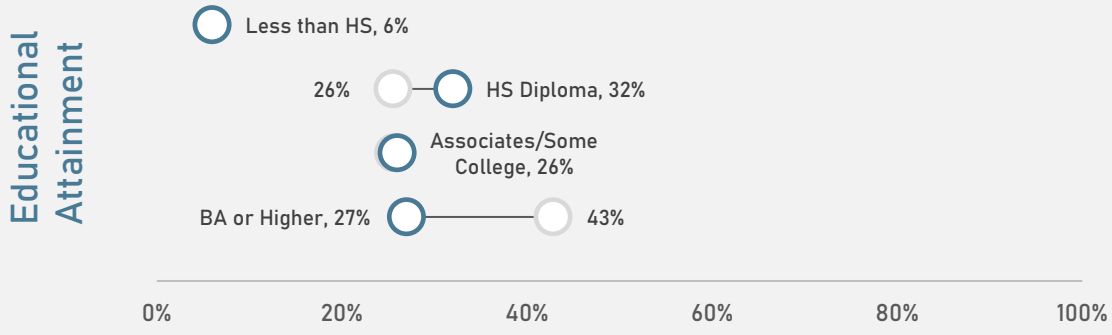


MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. Healthcare and Social Assistance
2. Education Services
3. Advanced Manufacturing

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

7 Received Labor Market Information

510 Received Multiple Services

535
Total Employers Served

105 Received Referrals to Job Candidates

154 Engaged in Job Fairs & Recruitment

MassHire Franklin Hampshire Workforce Board, MassHire Franklin Hampshire Career Center, Greenfield Community College, and five healthcare employers recently completed the Healthcare UP (HUP) Program which addressed the needs of employers across the region to hire and retain Certified Nursing Assistants/Home Health Aides. Employers included Baystate Health Systems, Charlene Manor and Linda Manor Extended Care facilities, Farren Care Center, and Amherst Extended Care Center. HUP was funded by a Workforce Competitiveness Trust Fund grant from Commonwealth Corporation along with matching employer contributions.

HUP consisted of five training cohorts with participants receiving 20 hours of work readiness training at MassHire Franklin Hampshire Career Center followed by 100 hours of Certified Nursing Assistant/Home Health Aide/Basic Life Support occupational training at Greenfield Community College. Work readiness training included foundational work readiness skills, college pathways, health career exploration, digital literacy/tech skills, customer service skills, and managing cliff effects.

42 participants completed the training and received their industry recognized credential as well as a work readiness certificate of completion. Thirty-three participants are currently employed at a starting wage of $15 per hour. Employers have committed to continued support for career pathway advancement in the workplace. The training model continues under the TRAIN program and other funding sources.