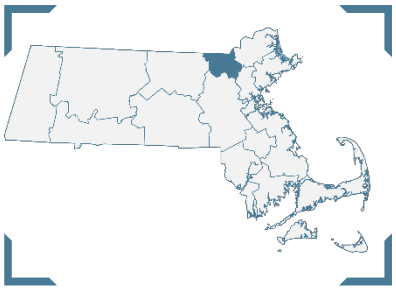
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

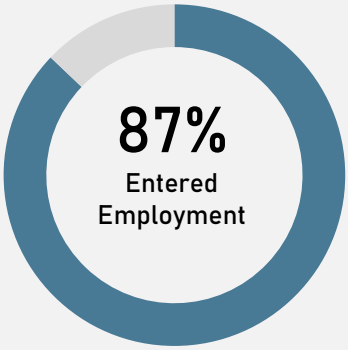
Greater Lowell

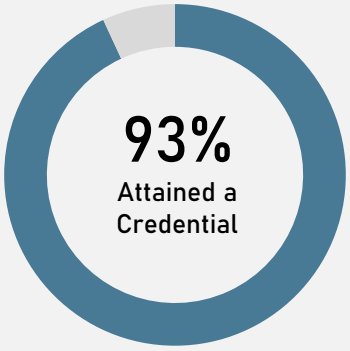


SERVICE AREA

8 Cities and towns
9,096 Employers
Labor force of 160,877

JOB SEEKER SUCCESS*:

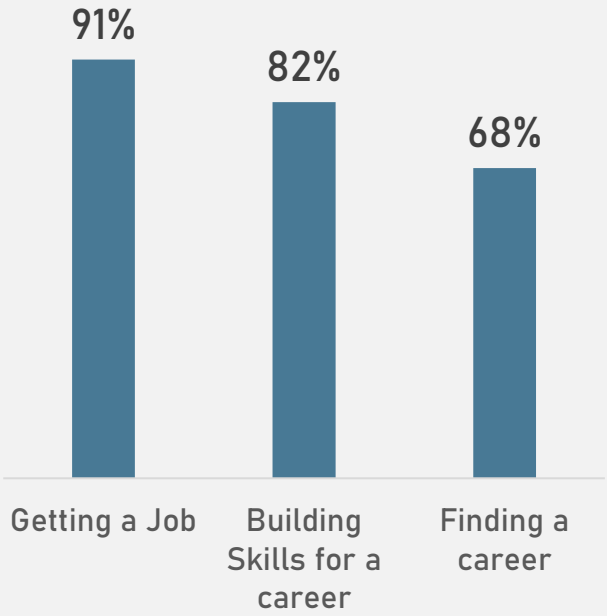




*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

6,246
Total Customers Served

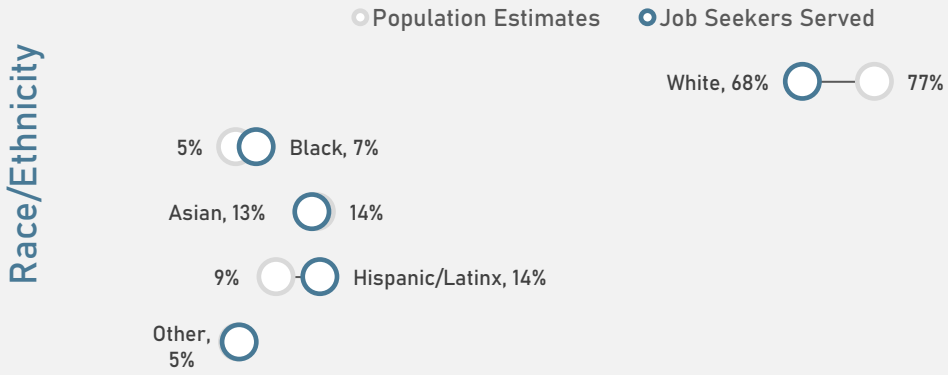


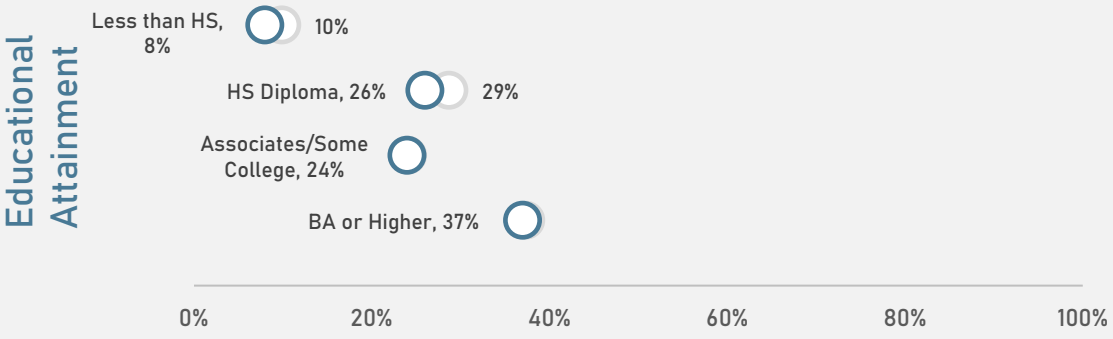
MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. Advanced Manufacturing
2. Professional and Technical Services
3. Health Care and Social Assistance

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

157 Received Labor Market Information

377 Received Multiple Services

498
Total Employers Served

180 Received Referrals to Job Candidates

92 Engaged in Job Fairs & Recruitment

"I was unfortunately caught in a downsizing event at my company. At the time, I was 66 and at the director level. My severance package included the support of a national career counseling company. To collect unemployment, I also had to sign up with the MassHire Lowell Career Center. This gave me the chance to compare both organizations. I found that the advice, seminars/webinars, training, and support at the Lowell Career Center to be far superior and more helpful than the national company. The Lowell Career Center provided support to improve my LinkedIn profile, contacts to other networking groups, and provided useful working groups. The people there genuinely care about their clients and go that extra mile to make sure that people they help maintain a healthy outlook during one of the most stressful events in a person's life. I found a new job after about a year, during the pandemic, and credit the Lowell Career Center in helping me land it. I continue to stay in contact with my advisor and provide help to others as needed. The Lowell Career Center is a 5 Star organization and has a positive impact on the lives of their clients." -*Doug Chabinsky, MassHire Lowell Career Center Customer*