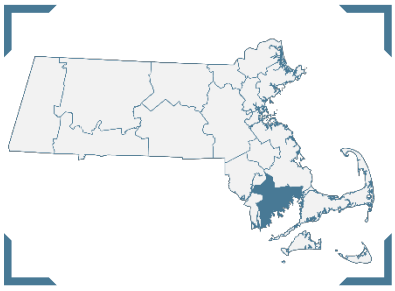
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

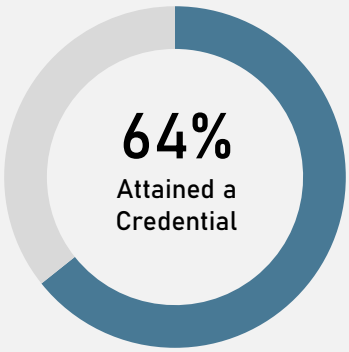
Greater New Bedford



SERVICE AREA

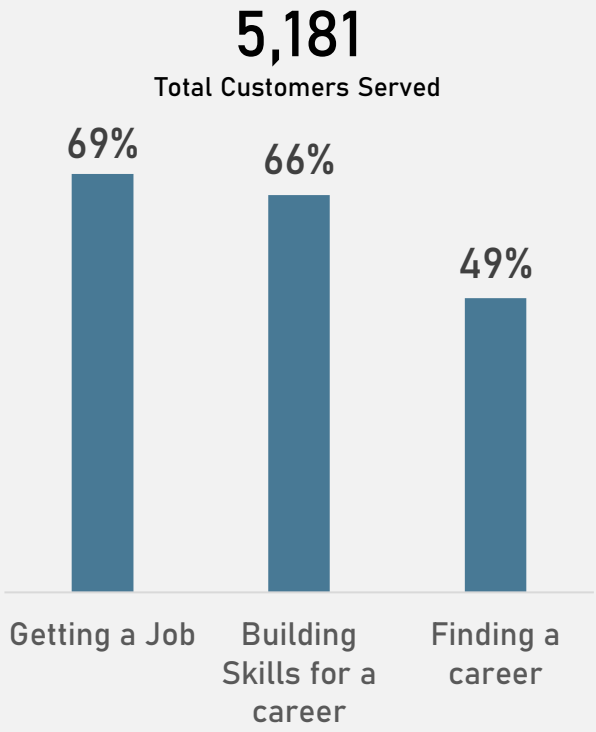
10 Cities and towns
7,567 Employers
Labor force of 116,825

JOB SEEKER SUCCESS*:



*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

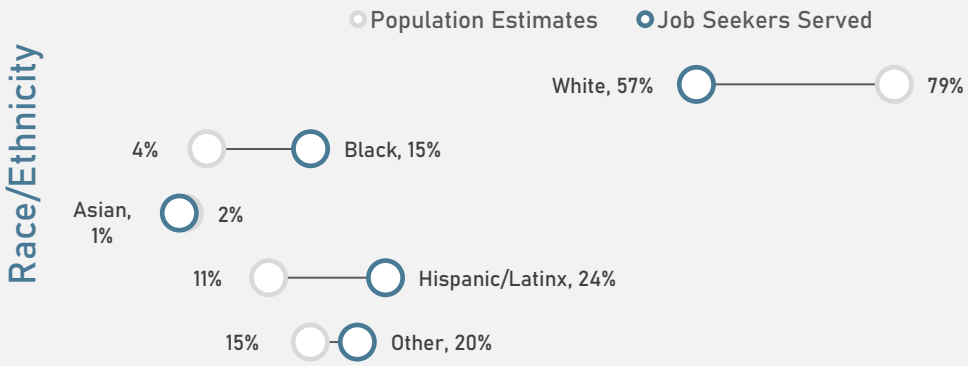


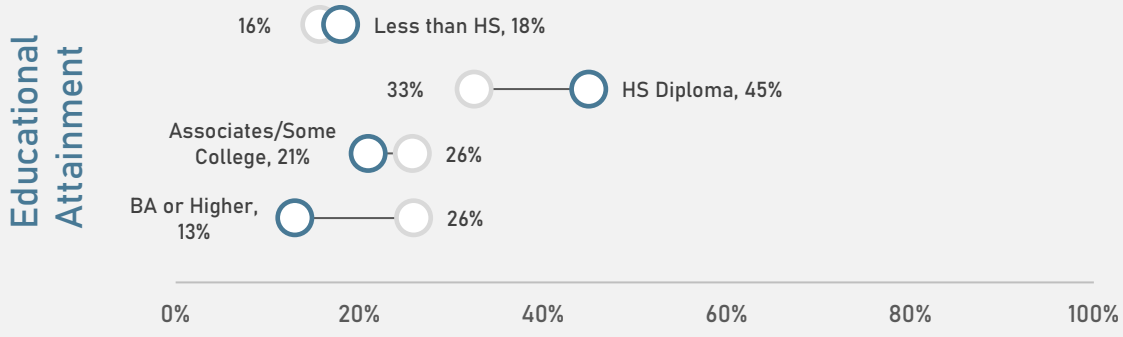
MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. Health Care 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

8 Received Labor Market Information

356 Received Multiple Services

465
Total Employers Served

106 Received Referrals to Job Candidates

118 Engaged in Job Fairs & Recruitment

Summer presents a unique set of challenges. Warm weather all but erases thoughts of work for some, but for our Summer Jobs Program for Youth it is a busy time. For some youth, summer presents them with their very first job, a weekly paycheck, and newly found knowledge on how to navigate a new environment.

During the previous summer, the COVID-19 pandemic forced us to “reinvent the wheel” and work to meet the challenges of providing structure and design for a meaningful, 100% remote, online work experience. This year, management, throwing caution to the wind, continued the virtual model established in 2020, and accommodated youth who volunteered to be placed in-person at various worksites. We enrolled 243 youth into our summer program, comprised of 100 youth reporting to physical work sites with the balance opting to participate in robust work oriented virtual group projects.

The Town of Wareham was an added priority to afford local youth jobs in their community. While physical management of our most distant area community presented unique challenges, the reception of area employers was welcoming. The newest employer of note included Water Wizz, who already is committing to make 30 jobs available for 2022.

At summer’s end, multiple employers hired and retained youth for permanent employment. We’re grateful for the Commonwealth Corporation and our Area Legislators for supporting this highly successful youth initiative.