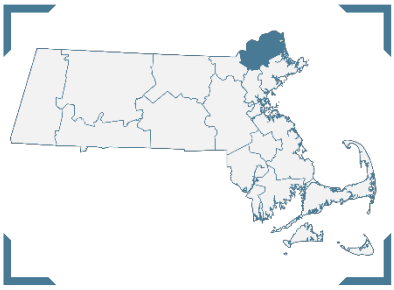
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

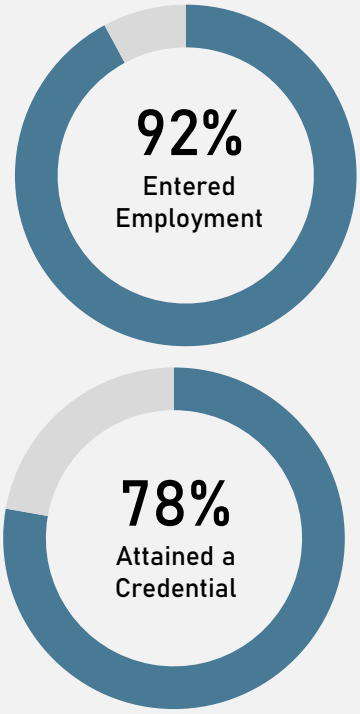
Merrimack Valley



SERVICE AREA

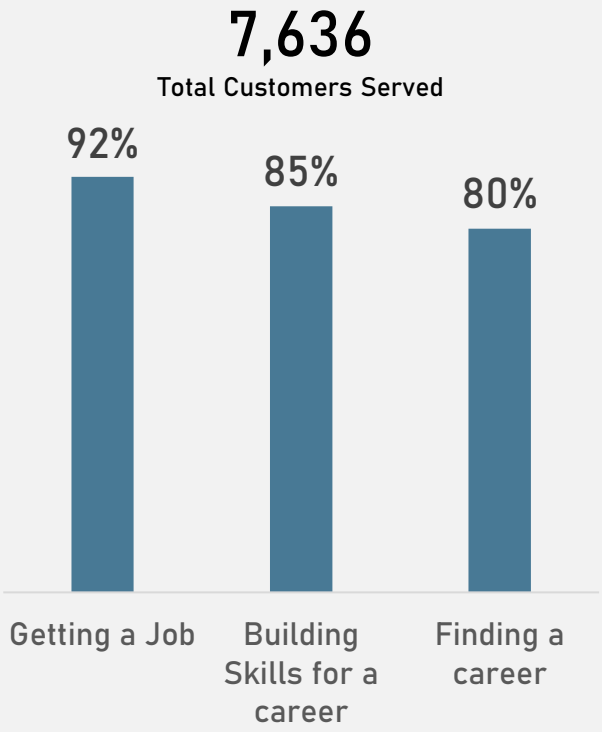
15 Cities and towns
12,842 Employers
Labor force of 189,254

JOB SEEKER SUCCESS*:



*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

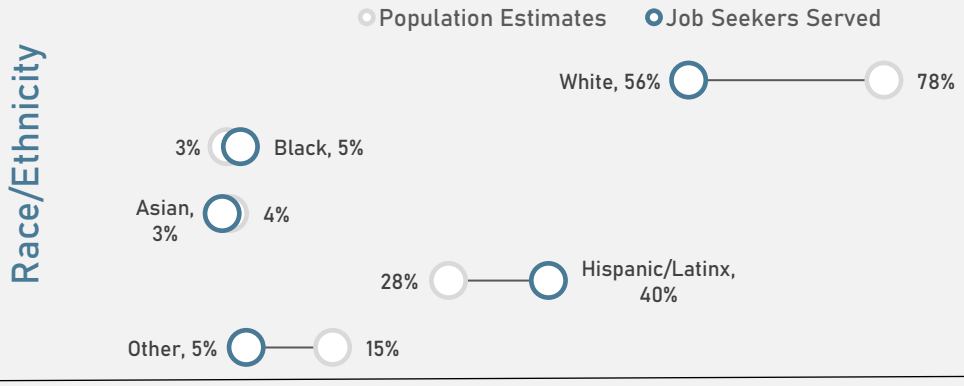


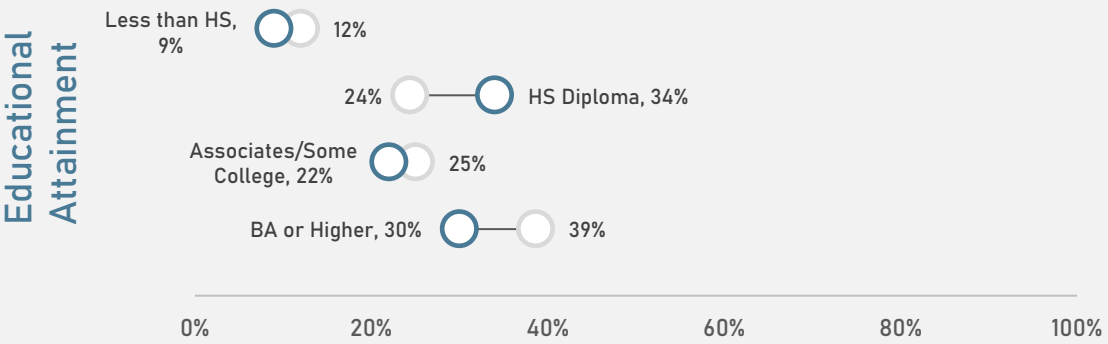
MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. 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

12 Received Labor Market Information

565 Received Multiple Services

1,185
Total Employers Served

291 Received Referrals to Job Candidates

114 Engaged in Job Fairs & Recruitment

Carlos is a 19-year-old Lawrence resident, who was committed to the Department of Youth Services (DYS) in March 2019 and referred to the MassHire Merrimack Valley, Commonwealth Corporation/DYS-funded LEAD program in August 2019. Carlos needed coaching and support to identify an occupational area to pursue and to be successful in the workforce. MassHire Career Center LEAD staff provided intensive one-on-one counseling, career readiness instruction, and subsidized temporary employment learning experiences. Carlos faithfully participated in all activities. He always displayed a high degree of integrity, responsibility, and ambition. Despite some bumps in the road, Carlos never lost his enthusiasm to succeed.

In June 2021, Carlos successfully completed the Career Technical Initiative (CTI) funded BioTech Lab Technician training at Greater Lawrence Technical School. MassHire staff worked with him to create his resume, prepare for interviewing, and to apply for jobs at local biotechnology companies. After interviewing with multiple employers, Carlos was hired in October 2021 as a lateral flow junior analyst by Charm Sciences in North Andover making $19/hour with full benefits. This is life-changing for this youth. Carlos continues to be part of the LEAD program for job retention support.