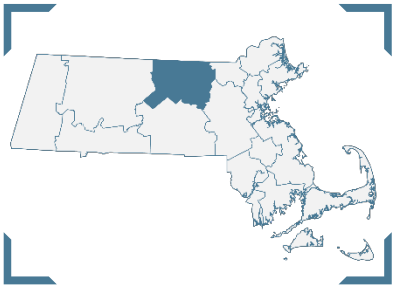
MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

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.

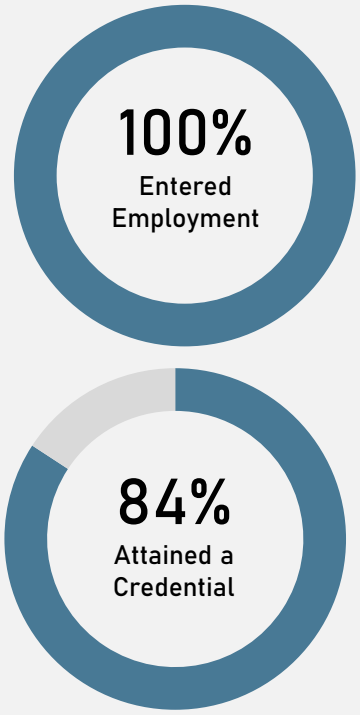
North Central



SERVICE AREA

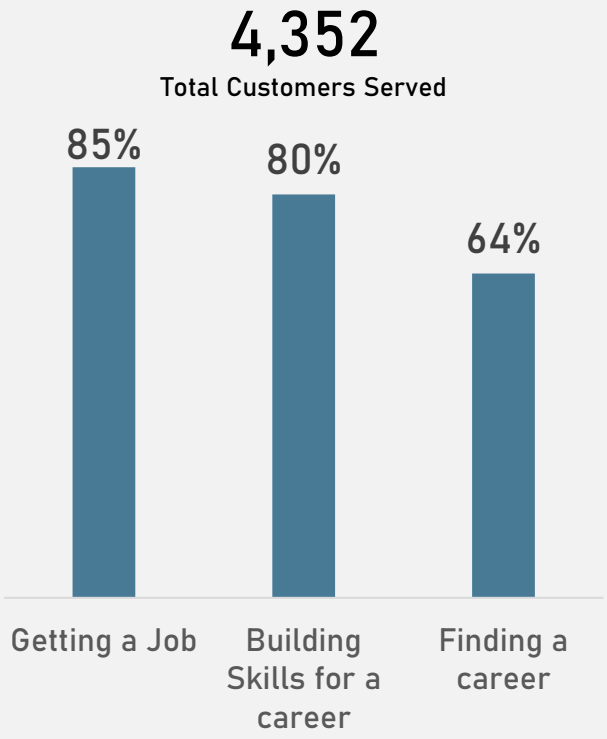
23 Cities and towns
7,241 Employers
Labor force of 139,555

JOB SEEKER SUCCESS*:



*Of Adult WIOA Title 1 Customers

2019 JOB SEEKER PROFILE:

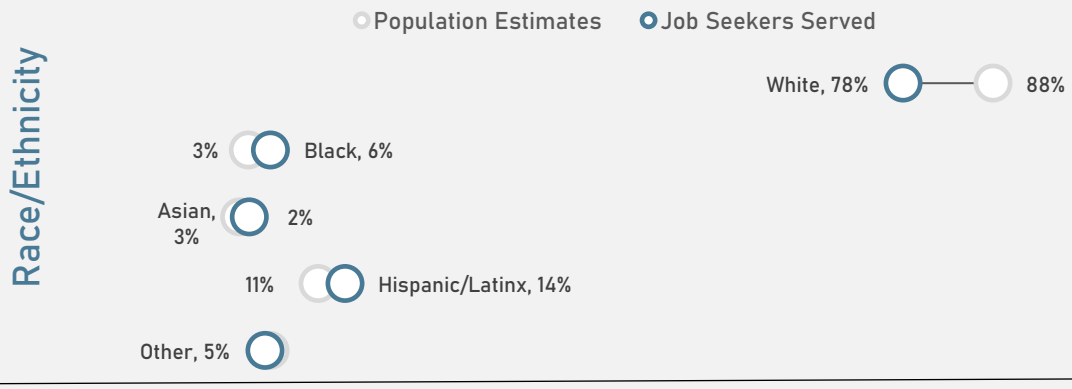


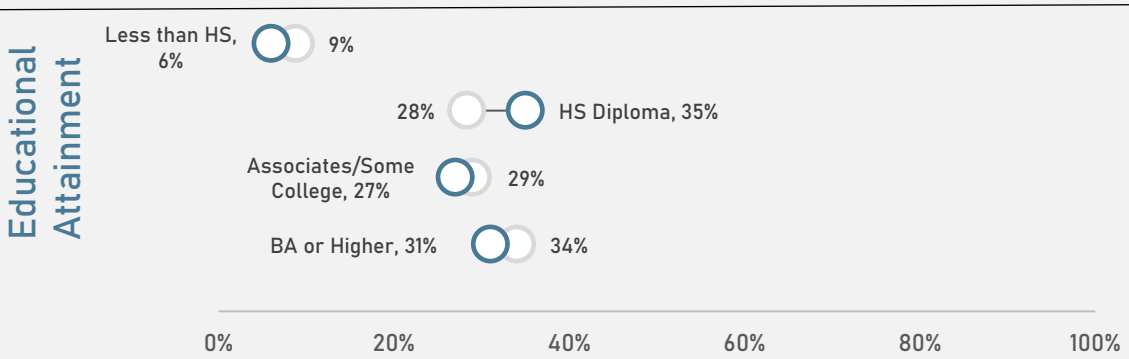
MassHire Career Centers are open to all and serve people with all levels of education, from less than a high school diploma to those with graduate degrees.

PRIORITY INDUSTRIES

1. Health Care and Social Assistance
2. 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 83

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

63 Received Labor Market Information

693 Received Multiple Services

749
Total Employers Served

412 Received Referrals to Job Candidates

148 Engaged in Job Fairs & Recruitment

REMAKE 4.0
Powering Today's Industrial Revolution

Ellen had been working as a production assistant earning $16 per hour. After losing her job, she was seeking a way to advance her skills in the manufacturing industry. Ellen saw an advertisement for the MassHire North Central Workforce Board's ReMAke 4.0 Advanced Manufacturing training program.

Given her previous experience, Ellen knew the CNC training offered by ReMAke 4.0 partner Montachusett Regional Vocational Technical High School could be the next logical step to advance her skills. Ellen was eligible for the free training. By acquiring additional skills with CNC, she could increase her opportunities for employment and income. Ellen successfully completed the CNC training. Her career counselor helped her prepare for her job search including building a resume and applying online to local companies. Within weeks, Ellen was hired at Micron in Fitchburg, MA. The new job in manufacturing logistics pays $22 per hour with opportunities for advancement. With commitment and tireless effort, Ellen succeeded in gaining new skills through the ReMAke 4.0 Advanced Manufacturing training program. By learning CNC skills and obtaining gainful employment, Ellen's achievements have significantly increased her income, provided essential health benefits, and positioned her for career advancement and professional growth.