Pioneer Valley
Region 2
Regional Planning Update

July 2021
FOCUSING RESOURCES

- **Healthcare & Social Assistance**: Healthcare Hub (WCTF-CommCorp); Healthcare Workforce Partnership of W. MA (Partner Investment), MA Apprenticeship Initiative/Expansion (MAI/MAE-USDOL); OJT (Bank of America); Learn-to-Earn CHW (CommCorp); Ch. 74/After Dark (Non $ Collaborator)

- **Advanced Manufacturing**: WestMass Regional Training (EOHED); E. Herbert Burk Fund (Community Foundation); MassBridge (USDOD); Virtual Manufacturing Training (CARES Act); MA Apprenticeship Initiative (MAI-USDOL); Ch. 74/After Dark (Non $ Collaborator); Innovation Pathways Designation (Non $ Partner), Market Maker CTI

- **Educational Services**: Healthcare Workforce Partnership of W. MA (Partner Investment), HSSEIP (CARES Act/MA DESE); YouthWorks (CommCorp); Paradigm Shift (Non $ Partner)

- **Other Critical Industries**: MA Apprenticeship Initiative (MAI-USDOL); Innovation Pathways Designation (Non $ Partner)

- **See Resource Tracker (Funding Source $ Information)**

SYSTEMS ALIGNMENT

- **Strategic Planning Matrix** updated that outlines all Core Partners’ strategic planning documents, existing and those being updated, to show alignment with the Blueprint. Blueprint displayed on Core Partner organization websites. See Slide 3.

EMPLOYER ENGAGEMENT

- **Region 2 Regional Planning Employer Advisory Committee**: Healthcare & Social Assistance, Advanced Manufacturing; Educational Services; IT Priority Occupations and Other Critical Industries (met with Core Planning Team 3 times in FY21 and has a meeting scheduled in November 2021)

- **Healthcare & Social Assistance**: Healthcare Hub Grant Advisory Committee; Healthcare Workforce Partnership of Western MA (Nursing Collaborative; Allied Health Work Group; PV Interprofessional Education Collaborative); Region 2 Behavioral Health Employer Work Group

- **Advanced Manufacturing**: W.MA Chapter National Tooling & Machining Association; Franklin Hampshire Manufacturing Roundtable; MA Advanced Manufacturing Collaborative (AMC; EOHED Regional Captains Manufacturing Work Group; Agawam Innovation Pathways Manufacturing Employer Steering Committee

- **Educational Services**: Paradigm Shift Leadership Committee; R.L. Putnam Technical Fund Board of Directors

DATA TRACKING / REPORTING

- **Blueprint Data Group** continues to support implementation process.

- **Visual web pages created that show the demand and supply, industry growth projections, median wages, etc. for our priority and other critical industries and occupations.

- **Utilization of MA EOLWD data and reports for disseminating COVID impacts to regional LMI

- **Periodic email communication to update all on progress.

- **Progress Dashboard** updated to track implementation of Blueprint Goals and shared with all Partners. See Slide 4.
Pioneer Valley Labor Market Blueprint

Goal 1-Strategy 3
Align Existing and Future Economic Development Plans with Workforce Development Plans
(Added Education, Transportation and Rural Policy Plans)

**Current Strategic Planning Documents**

<table>
<thead>
<tr>
<th>Workforce Development</th>
<th>Education</th>
<th>Economic Development</th>
<th>Transportation</th>
</tr>
</thead>
</table>
| MHHCW  **Strategic Plan**  
July 1, 2021-June 30, 2023  
Scoreboard/Key Performance Indicators (as posted to  [here](#)) | Springfield Technical Community College  
2015-2020 Student Success Plan: A Strategic View  
STCC Fact Book, with Vision, Mission and Value Statements 2019-2020 | Economic Development Council of Western Massachusetts  
**Strategic Plan**  
Through 2023 | Pioneer Valley Planning Commission / Pioneer Valley Metropolitan Planning Organization  
Regional Transportation Plan - [2020 Update](#) |
| MHFHWB  **Strategic Plan**  
2020 – 2025 | Holyoke Community College  
Strategic Plan FY16-22  
Mission, Vision, Values & Student Experience | Pioneer Valley Planning Commission  
Comprehensive Economic Development Strategy (CEDS)  
2019-2024 Report | Franklin County Regional  
Transportation Plan 2020 Update |
| MHSCC  **Strategic Plan**  
2021-2024 | Greenfield Community College  
Vision, Mission, Principles and Institutional Priorities  
College & Foundation Annual Report | Franklin Regional Council of Governments Comprehensive Economic Development Strategy (CEDS)  
2020 Annual Report | Commission on the Future of Transportation in the Commonwealth Reports  
Executive Summary  
Volume I  
Volume II |
| MHHCC Strategic Plan  
(Update in process) | Westfield State University  
**Strategic Plan**  
2018-2023 | Franklin County Community Development Corporation  
2020 Community Investment Plan | |
| **Rural Policy Advisory Commission –**  
**Rural Policy Plan, October 2019** | | | |
### Pioneer Valley Labor Market Blueprint
**Dashboard of Progress Towards 2018-2020 Goal Implementation Through June 2021 Report**

<table>
<thead>
<tr>
<th>Goal 1: Align Workforce, Education and Economic Development Activities</th>
<th>Goal 2: ID and Align Partner &amp; Stakeholder Assets, Resources</th>
<th>Goal 3: Collect, Analyze and Disseminate Data</th>
<th>Goal 4: Create Coordinated and Improved Business Engagement Process</th>
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<td><img src="progress_status11.png" alt="Progress Status" /></td>
<td><img src="progress_status12.png" alt="Progress Status" /></td>
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</tbody>
</table>

*July 12, 2021*
## REGIONAL PLANNING RESOURCE TRACKER

*Record of applications for additional resources to support blueprint goals as Reported and also Updated from February 26, 2021 Mid-year Report*

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>APPLYING ENTITY</th>
<th>OCCUPATIONS</th>
<th>INDUSTRY</th>
<th>APPLICATION STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S Department of Defense</td>
<td><strong>MassBridge</strong>\n- Mass Technology Collaborative/EOHED\n- West Region MassHire Hubs Sub-Contract</td>
<td>Robot Technicians\nAI Technologist\nCNC Technicians</td>
<td>Advanced Manufacturing</td>
<td>Awarded Grant- October 1, 2020\nWest Region $166,972 (3 Years)</td>
</tr>
<tr>
<td>Comm. Foundation of Western MA</td>
<td><strong>MHHCBW</strong></td>
<td>CNC Operator\nQuality Inspectors\nCNC Programmer</td>
<td>Advanced Manufacturing</td>
<td>Awarded Funding $18,300</td>
</tr>
<tr>
<td>CARES ACT/ U.S Department of Labor</td>
<td><strong>Virtual Manufacturing Training Program</strong>\n- <strong>MA EOHED</strong>\n- West Region MassHire Hubs Sub-Contract. (MHHCBW Lead Agent)</td>
<td>General Production Worker\nCNC Operator</td>
<td>Advanced Manufacturing</td>
<td>Awarded Grant\nWest Region $500,000 (January 1, 2021-December 31, 2021 Years)</td>
</tr>
<tr>
<td>MA FY 2021 Budget</td>
<td><strong>MA EOHED</strong>\n- West Region MassHire Hubs Sub-Contract (MHHCBW Lead Agent)</td>
<td>CNC Operator\nQuality Inspectors</td>
<td>Advanced Manufacturing</td>
<td>Awarded Grant\nWest Region-$583,750</td>
</tr>
<tr>
<td>Commonwealth Corporation</td>
<td><strong>Healthcare Workforce Hub</strong>\nRegion 2 –MHHCBW Lead Agent</td>
<td>Certified Medical Assistant\nCertified Medical Interpreter</td>
<td>Healthcare and Social Assistance</td>
<td>Planning Grant Awarded- October 1, 2020 Region 2-$25,000\nImplementation Grant – Awarded Region 2-$375,000</td>
</tr>
<tr>
<td>Healthcare Service Providers Regional Schools of Nursing/Healthcare</td>
<td><strong>MHHCBW- Western MA Nursing Collaborative</strong></td>
<td>Registered Nurses (ADN, BSN)</td>
<td>Healthcare and Social Assistance</td>
<td>Leveraged Investment for FY 2021 Completed: $92,000</td>
</tr>
<tr>
<td>DESE/CARES ACT</td>
<td><strong>MHHCBW and MH F/HWFB</strong></td>
<td>Education, STEM and Innovation Pathways/Blueprint aligned Occupations</td>
<td>Educational Services, Advanced Manufacturing, Healthcare and Social Assistance</td>
<td>Awarded DESE CA increases of $312,344 to WFBs for staffing support (plus HSSEIP youth wages-fringe)</td>
</tr>
</tbody>
</table>
# REGIONAL PLANNING NARRATIVE SUMMARY

Describe progress towards 2022 goals articulated in the regional blueprint. Include any commentary that may be relevant to your team as you will begin your next phase of planning in the next year.

<table>
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<tr>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>PROGRESS</th>
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<tbody>
<tr>
<td>1. Align workforce, education and economic development activities</td>
<td>- Convened CORE Planning Team&lt;br&gt;- Met with Education Reps&lt;br&gt;- Updated Aligned Planning Documents</td>
<td>Convened CORE Planning Group 3xs (August, 2020, November April 2021). Virtually met with Ed Work Group( EWG) members and prepared 3 ADDENDUM Reports on Career Pathways and disseminated to EWG and partners as follows: 1) Review of Non-Credit Career Courses at the Community Colleges in Healthcare and Social Assistance (October 2020); 2) Review of Adult Education Programs (February 2021); and 3) Regional Community Colleges and Westfield State University Graduation Data and Employment Status- 2019-2020 (April 2021). Catalogued all Strategic Planning documents; alignment occurring as they are updated. (See Slide 3).</td>
</tr>
<tr>
<td>2. ID Assets and Resources</td>
<td>- Map existing resources&lt;br&gt;- ID UMass Research driving new innovation&lt;br&gt;- Engage new start-ups; entrepreneurs</td>
<td>Documented continued CSG investments in education equipment; continued partnership development and job creation focus on Small and Medium Size Enterprises (SME) for employer engagement in workforce development programming and activities; FORGE new start-up Employer Advisory Board member(s).</td>
</tr>
<tr>
<td>3. Collect, analyze, disseminate data</td>
<td>- Several strategies in support of this goal</td>
<td>Blueprint Data Group continues to meet; see links on <a href="https://mashirehcwb.com/ma-and-pioneer-valley-wioa-regional-planning-and-labor-market-blueprint/">https://mashirehcwb.com/ma-and-pioneer-valley-wioa-regional-planning-and-labor-market-blueprint/</a>; Utilized EOLWD data and reports for disseminating COVID impacts to regional LMI POCs; shared updated supply-demand reports with Core Planning team as released (manufacturing; healthcare).</td>
</tr>
<tr>
<td>4. Coordinate business engagement</td>
<td>- Create Business Advisory Committee to provide guidance&lt;br&gt;- Create streamlined approach to biz engagement</td>
<td>Employer Advisory Committee and other various Blueprint aligned employer workgroups, committees met (See Slide 2)</td>
</tr>
<tr>
<td>5. Provide job seekers with info on priority occupations</td>
<td>- Provide Professional Development for OSCC staff&lt;br&gt;- Obtain current job descriptions with info on wages</td>
<td>Continued to support MH OSCC participation in regional/state/local PD opportunities. Provided and posted real-time job descriptions in blueprint aligned occupations. Priority <em>industry Career Pathway Maps</em> links updated to reflect current occupational competencies.</td>
</tr>
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### REGIONAL PLANNING NARRATIVE SUMMARY

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| 6. Develop Integrated Communication & Info Sharing Plan | - Prepare Mid-Report  
- Create Dashboard of Progress  
- Determine feasibility of workforce summit  
- Develop/participate in statewide communities of practice | Mid Report submitted which included update Dashboard (Slide 4); in between meetings frequent email updates sent on progress. COVID precluded any further consideration of a summit. Continued virtual participation in state-wide community of practice in advanced manufacturing. |
| 7. Design educational/career pathway programs in priority industries | - ID existing pathways and expand at least in one industry  
- Provide TA/data to providers for future pathways  
- Increase pathways for incumbents/ABE/ESOL learners  
- Embed work readiness skills into programs | Produced Career Pathway Addendum Reports with Observations and Recommendations for further alignment and consideration of new programs where gaps appeared. Finalized and distributed Social Assistance as last career pathway Roadmap (All posted on: https://masshirehcwb.com/ma-and-pioneer-valley-wioa-regional-planning-and-labor-market-blueprint/); Career pathway in Medical Assisting implemented through Healthcare Hub Grant program; Hybrid pathway training program developed and implemented in advanced manufacturing for unemployed individuals; Incumbent training programs in advanced manufacturing conducted in 2020-2021; work readiness imbedded in all new programs in Healthcare and advanced manufacturing. |
| 8. Classify secondary-level pathway programming | - ID current pathways  
- Expand DESE Early College and Innovation Pathways  
- Align to Blueprint  
- Assist with biz relationships to support teaching-student learning | Identified Ch. 74 programs with industry credentials  
Supported current IP programs and new IP designations and Early College applications. Active in Spring DESE HSSEIP program. Active in DESE Teacher Externships for this coming summer aligned to Blueprint. |
| 9. Implement New Pathway Programs Aligned to Blueprint | - Conduct two (2) new aligned pathway program w/ new funding opportunities and driven by LMI analysis  
- OSCCs are hubs to increase new labor market entrants and to provide services  
- Assist secondary schools in expanded internships/work-based learning  
- Use WIOA Core Partners for wrap around services | See slide 2 for Resources, i.e., MA Bridge, Healthcare Hub, Virtual Manufacturing, and HSSEIP all new. Career pathway in Medical Assisting implemented through Healthcare Hub Grant program; Hybrid pathway training program developed and implemented in advanced manufacturing for unemployed individuals. OSCCs pivoted to expanded virtual services to customers. Supported expanded STC and HSSEIP activities. Updated WIOA Core Partner MOU was executed. |
## REGIONAL PLANNING NARRATIVE SUMMARY

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<td>10. Increase availability of Blueprint aligned quality jobs for Sub-BA and BA job seekers</td>
<td>• Align and increase existing training system delivery models to increase labor market participation of targeted groups&lt;br&gt;• Improve demand-driven job development and job matching services&lt;br&gt;• Adopt standardized assessment tools to better identify barriers to labor market participation&lt;br&gt;• Target WIOA funds towards priority industry occupations&lt;br&gt;• Build partnerships with SMEs&lt;br&gt;• Explore alternatives to increase public transportation&lt;br&gt;• Build out internship programs with education institutions as a graduate retention strategy</td>
<td>COVID-19 impacted the implementation of Goals 10-12, however incremental progress was made toward implementation of the planned strategies, including the following:&lt;br&gt;• OSCCs and all educational partners worked to develop new models of virtual training and education delivery mechanisms,&lt;br&gt;• Assessment tools expanded to allow for virtual options,&lt;br&gt;• Partnerships with SMEs continued to be developed and supported,&lt;br&gt;• MH OSCCs conducted multiple job matching Virtual Career Fairs for priority industry companies across Region 2,&lt;br&gt;• MH OSCCs adopted Bullhorn and Premier job matching software platforms to accelerate job development and job matching services, and&lt;br&gt;• WIOA Title 1 ITA funds targeted for training in Healthcare and Advanced Manufacturing.</td>
</tr>
<tr>
<td>11. Increase number of Blueprint aligned quality jobs with competitive wages-benefits</td>
<td></td>
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<tr>
<td>12. Increase Blueprint aligned industry employment share for SMEs</td>
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REGIONAL PLANNING NARRATIVE SUMMARY

Describe progress towards 2022 goals articulated in the regional blueprint. Include any commentary that may be relevant to your team as you will begin your next phase of planning in the next year.

See Blueprint for Specific 2022 Goals and Strategies. We have focused much of our work thus far on the goals and strategies on previous slides for through FY19-December 2021.

- 2018
  - Align partners
  - Identify assets
  - Adopt a process
  - Business engagement
  - Integrated communication

- 2020
  - Implement educational/Career programs
  - Increase availability of jobs
  - Increase employment

- 2022
  - Improve supply gap ratio
  - Increase number of high-quality jobs
  - Increase number of workers in priority sectors