



STRATEGIC PLAN

**MassHire Franklin
Hampshire Workforce
Board
2020-2025**

MISSION

To shape, nurture and sustain a regional workforce system that promotes the economic well-being of a diverse workforce and employer base.

VISION

- ❑ widely-recognized as a high performing workforce development board by the community
- ❑ comprehensive strategies in place for addressing the workforce needs of each of its prominent industry sectors
- ❑ documented success in system changes/enhancements that benefit all job seekers (youth, adults, dislocated, re-entry, differently-abled, diverse, and others), as well as employers
- ❑ aligned with but not constrained by relevant regional and state plans

STRATEGIC INITIATIVE ONE

PRIORITIZE JOBSEEKER READINESS, VERSATILITY AND POTENTIAL FOR ADVANCEMENT THROUGH CREATIVE PROGRAMMING AND PARTNERSHIP.

MEASURES

- sustained readiness training
- increased placement rates
- increased retention rates
- repeat employer customers

STRATEGIC INITIATIVE ONE - (CONTINUED)
PRIORITIZE JOBSEEKER READINESS, VERSATILITY AND POTENTIAL FOR
ADVANCEMENT THROUGH CREATIVE PROGRAMMING AND PARTNERSHIP.

YEAR I STRATEGIES

- ❖ Support/promote Work Readiness Lab concept being developed by Career Center.
- ❖ Provide employer partners guidance and support in improving retention, increasing advancement potential, and developing quality jobs.
- ❖ Engage additional community partners in utilizing and/or contributing to Career Center/Workforce Board services and programs.
- ❖ Utilize youth resources to: a) promote collaboration between youth-serving agencies with regard to pre-employment/employment services; b) increase work-based learning opportunities; and c) assist schools in developing priority industry career pathways.

STRATEGIC INITIATIVE TWO

CONVENE TARGETED GROWTH BUSINESSES TO STAY UP-TO-DATE ON EMPLOYER NEEDS, AND TO ENSURE KNOWLEDGE AND UTILIZATION OF STATE AND REGIONAL ECONOMIC DEVELOPMENT AND WORKFORCE DEVELOPMENT RESOURCES.

MEASURES

- Increased number of employers engaged in partnership projects
- Increased number/percentage of Direct Hire employers holding recruitments, participating in Career Fairs, etc.
- Increased knowledge of the challenges/opportunities of growth business sectors, leading to development of new targeted strategies to address needs.
- Increased Workforce Training Fund applications and use of other state resources.

STRATEGIC INITIATIVE TWO – (CONTINUED)

CONVENE TARGETED GROWTH BUSINESSES TO STAY UP-TO-DATE ON EMPLOYER NEEDS, AND TO ENSURE KNOWLEDGE AND UTILIZATION OF STATE AND REGIONAL ECONOMIC DEVELOPMENT AND WORKFORCE DEVELOPMENT RESOURCES.

YEAR I STRATEGIES

- ❖ Broaden/expand Manufacturing Roundtable to include new members and increase utilization of state and local services and best practices.
- ❖ Utilize Healthcare UP Employer Group to develop best practices in retaining/advancing healthcare workers; then expand to other employer partners in future years.
- ❖ Engage wider array of Education Sector employers in specific hiring and workforce development activities.
- ❖ Convene or co-convene Industry Focus Group in at least one additional sector per year to stay on top of emerging business/job trends.

STRATEGIC INITIATIVE THREE

INCREASE VISIBILITY OF THE FRANKLIN HAMPSHIRE WORKFORCE SYSTEM THROUGH A MASSHIRE FRANKLIN HAMPSHIRE MARKETING CAMPAIGN TO PROMOTE OUR SERVICES: EMPLOYER, JOB SEEKER, ECONOMIC DEVELOPMENT, RURAL POLICY ADVOCACY, ETC.

MEASURES

- Increased awareness of MassHire Franklin Hampshire system.
- Increased utilization of MassHire FH services by employers, job seekers, and community partners.
- Increased support of MassHire FH funding and initiatives by legislative delegation.
- Increased influence of MassHire Franklin Hampshire priorities on education, economic development, rural policy development plans.

STRATEGIC INITIATIVE THREE – (CONTINUED)
INCREASE VISIBILITY OF THE FRANKLIN HAMPSHIRE WORKFORCE SYSTEM THROUGH A MASSHIRE FRANKLIN HAMPSHIRE MARKETING CAMPAIGN TO PROMOTE OUR SERVICES: EMPLOYER, JOB SEEKER, ECONOMIC DEVELOPMENT, RURAL POLICY ADVOCACY, ETC.

YEAR I STRATEGIES

- ❖ Ensure WB and/or Career Center participation in all relevant local and regional Economic Development groups.
- ❖ Connect with relevant representatives in major municipalities to share information pertinent to the cities and raise awareness of resources and potential collaborations.
- ❖ Engage all Board members in utilizing the workforce system and connecting their business colleagues and home communities to workforce services/resources/projects.
- ❖ Increase outreach to legislators via WB and/or Career Center staff, with Board Member support.
- ❖ Feature Legislators/Board Members at more programs/completions/graduations/special events.

STRATEGIC INITIATIVE FOUR

WORK WITH COMMUNITY PARTNERS TO IDENTIFY AND ADDRESS LEADING-EDGE WORKFORCE ISSUES, INCLUDING BUT NOT LIMITED TO: ACCESS TO JOBS, QUALITY JOBS, DIVERSITY AND INCLUSION, AND THE IMPACT OF AUTOMATION, TECHNOLOGY AND CLIMATE CHANGE ON THE WORK OF THE FUTURE.

MEASURES

- Issues identified with plans in place to address.
- Strategies developed and tested, with learnings incorporated into practice in future years.

STRATEGIC INITIATIVE FOUR – (CONTINUED)

WORK WITH COMMUNITY PARTNERS TO IDENTIFY AND ADDRESS LEADING-EDGE WORKFORCE ISSUES, INCLUDING BUT NOT LIMITED TO: ACCESS TO JOBS, QUALITY JOBS, DIVERSITY AND INCLUSION, AND THE IMPACT OF AUTOMATION, TECHNOLOGY AND CLIMATE CHANGE ON THE WORK OF THE FUTURE.

YEAR I STRATEGIES

- ❖ Promote employer training on issues of diversity and inclusion, starting with the Board itself.
- ❖ Continue support of Five College Diverse Teacher Workforce Coalition initiatives; apply learning to other industry sectors.
- ❖ Plan/pilot creative transportation solutions for job seekers.
- ❖ Seek funding and/or partnership to ensure MassHire FH role in responding to workforce development issues related to the Re-Entry population, the opioid crisis, and other critical populations.