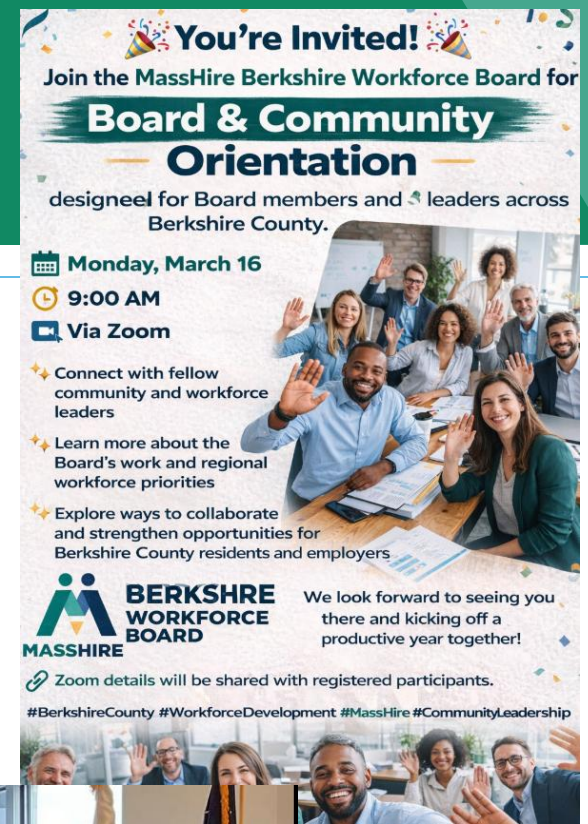


Board/Community Orientation 2026

March 16, 2026

- Who are we?
- What do we do?
- How do we do it?
- Partnerships, Affiliations, and Collaborations



You're Invited!

Join the MassHire Berkshire Workforce Board for

Board & Community Orientation

designed for Board members and leaders across Berkshire County.

Monday, March 16
9:00 AM
Via Zoom

- Connect with fellow community and workforce leaders
- Learn more about the Board's work and regional workforce priorities
- Explore ways to collaborate and strengthen opportunities for Berkshire County residents and employers

BERKSHIRE WORKFORCE BOARD
MASSHIRE

We look forward to seeing you there and kicking off a productive year together!

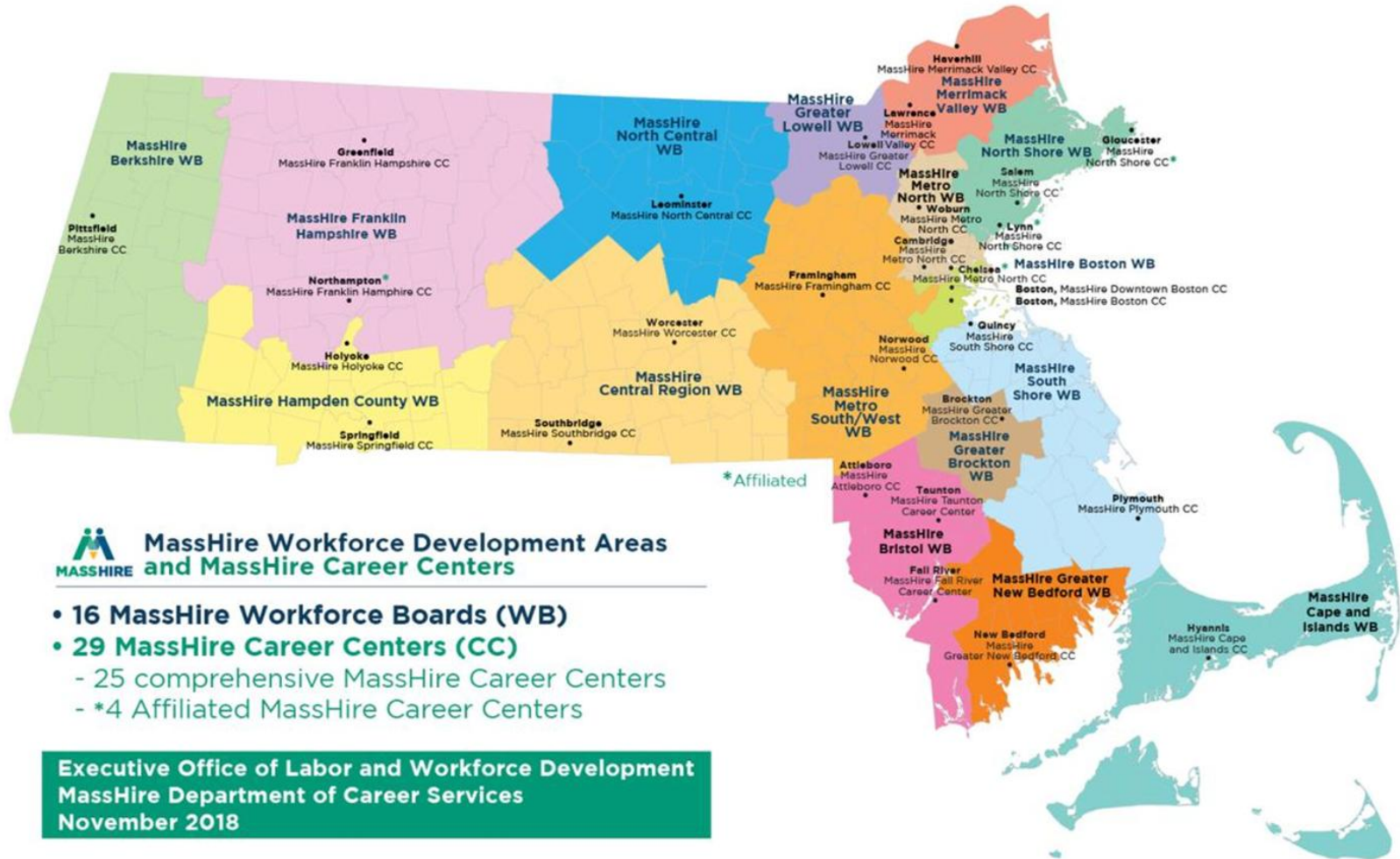
Zoom details will be shared with registered participants.

#BerkshireCounty #WorkforceDevelopment #MassHire #CommunityLeadership



MA WORKFORCE INVESTMENT AREAS (16) AND CAREER CENTERS LOCATIONS (29)

Conduit for federal and state workforce development funds



WIOA: The Workforce Innovation and Opportunity Act

- Enacted in July 2014 to succeed the **Workforce Investment Act of 1998 (WIA)**
- The **Workforce and Innovation and Opportunity Act (WIOA)** and its implementing regulations are designed to strengthen and improve the nation's public workforce development system and help Americans with significant barriers to employment, including individuals with disabilities, into high quality jobs and careers, and help employers hire and retain skilled workers.

Title I

- Adult, Dislocated Worker, and Youth Retraining + Job Search Programs

Title II

- Adult Education and Family Literacy Act Programs

Title III

- Wagner-Peyser Act
Provides Employment Services / One Stop Career Centers

Title IV

- Rehabilitation Act of 1973
Integrates Vocational Rehabilitation into One-Stop Career Center System

Title V

- General Provisions to Transition from WIA to WIOA

Local Governance Structure



**LEO/CEO,
Mayor of
Pittsfield**

MassHire
Local
Workforce
Board

**Fiscal Agent
BTE, Inc.**



- Strategic Planning
- Annual Plan
- Labor Market Information
- Employer Engagement
- Career Center Procurement
- Policy Development
- Youth Programming
- Monitoring

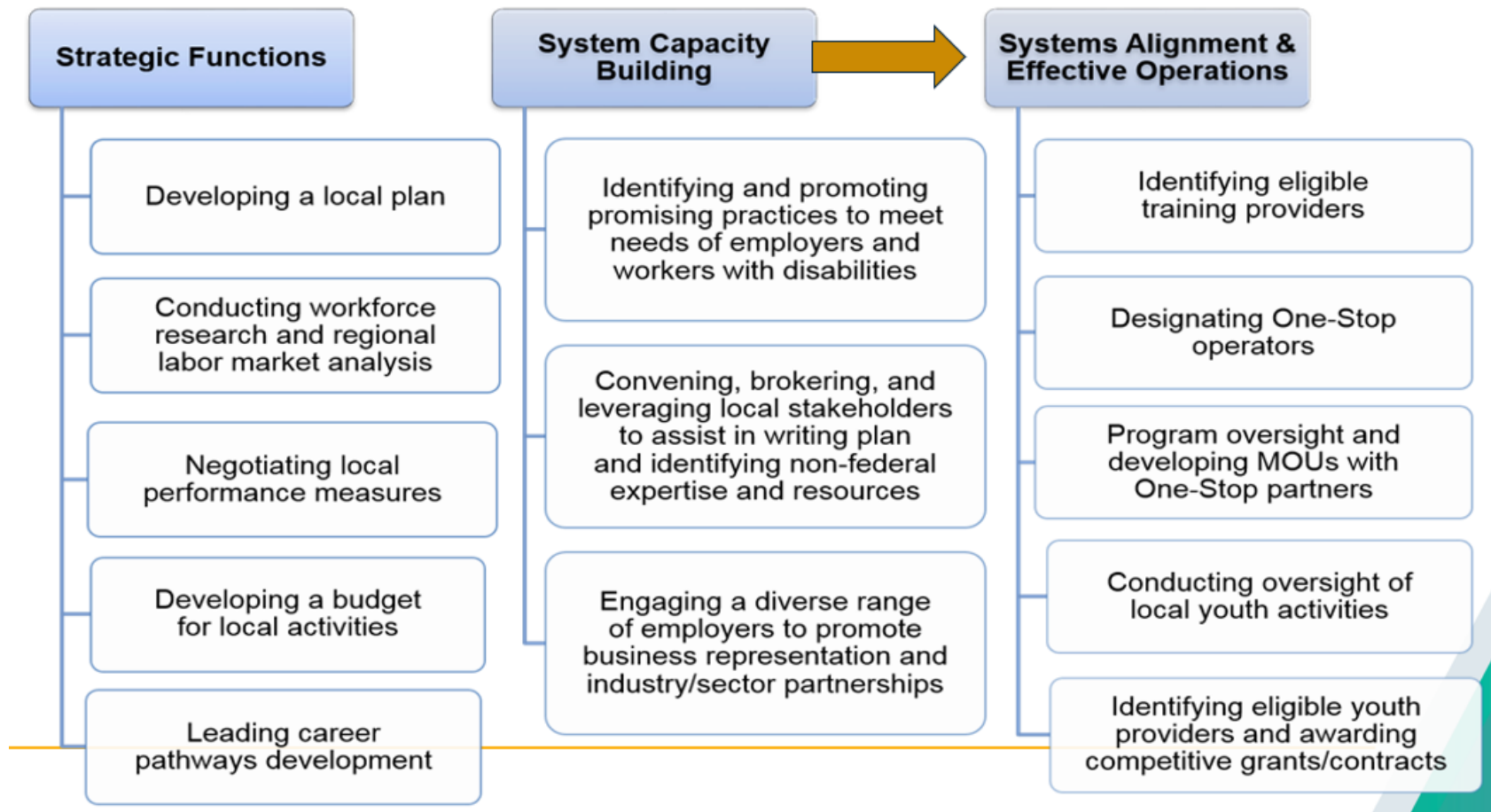


MassHire Career
Center/Operator

- WIOA Adult
- WIOA DW
- WIOA Youth
- Wagner Peysner
- Trade Program
- Business Services
- RESEA
- JVSG
- MSFW
- Other



Board of Director Responsibilities



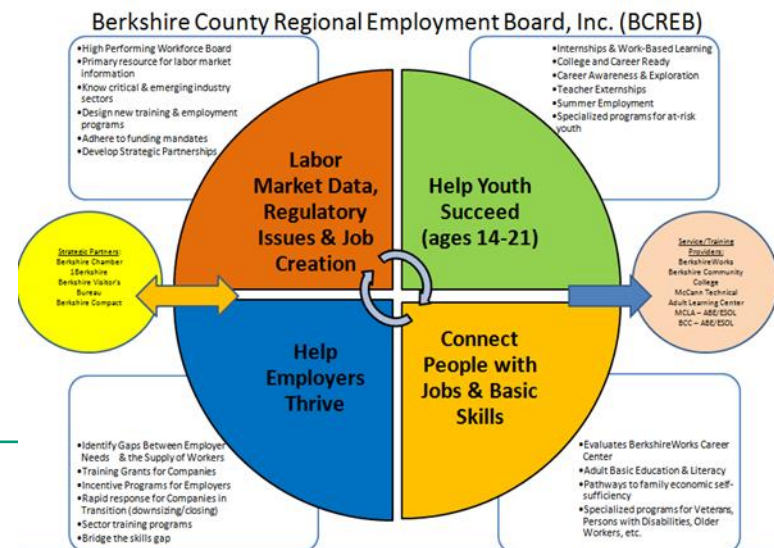
Board of Directors



- 28 Volunteer Board members (54% private sector)
- Appointed by Mayor of City of Pittsfield
- Composed of private sector majority representing the critical/emerging industries, Education, Labor, CBOs and public sector partners
- 4 FTE; 2 consultants

Primary Functions:

1. Oversee the One-Stop Career Center System
2. Business Resource -Labor market research
3. Partnership & training development within critical industries to solve workforce problems
4. Youth Career Readiness Opportunities



BCREB, Inc.



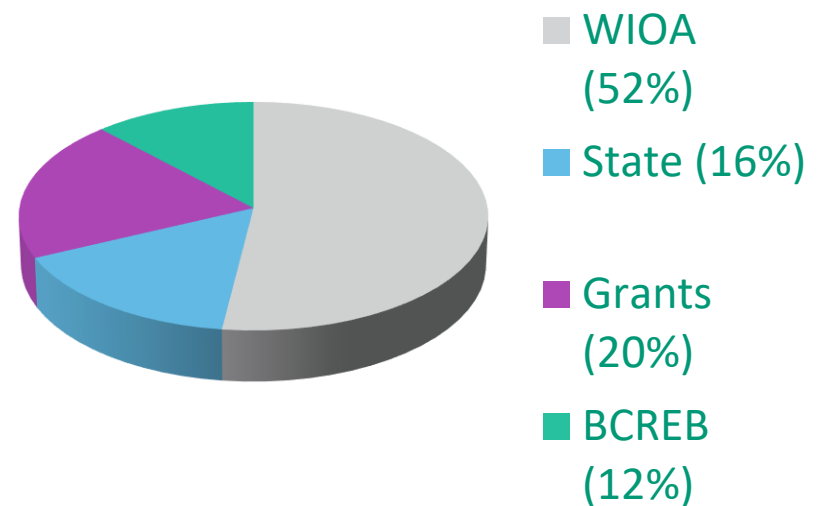
- Established in 1983 as Private Industry Council
- Changed name to Regional Employment Board in 1992
- Certified as 501C3 in 1995
- High Performing WIB (2010)
- MassHire Berkshire Workforce Board (2018)
- Certified through 6/2026
- 3 Blocks from Career Center and City Hall

Where do our resources come from?

\$2.75M

- Berkshire County Regional Employment Board, Inc. manages WIB resources only (\$1.5M)
- Berkshire Training & Employment, Inc. (Title I Administrator and lead agency for the MassHire Berkshire County Career Center) serves as the fiscal agent for the City of Pittsfield and manages Career Center finances (\$2.5M)
- Training grants, specialized projects, state & federal grants, etc.

FY2026 Funding



Additional Resources — The BCREB has secured grants for FY26 to supplement its regular formula funded allocations

- Connecting Activities - \$342K (career readiness; 11 school districts)
- Berkshire Taconic Community Foundation - \$20K (career readiness; 4 south county districts)
- Northern Berkshire business community - \$20K (annual summer North County YouthWorks programming)
- Advanced Manufacturing - \$45K
- Healthcare - \$2.1M
- GROW Early Childcare Education Apprentice \$198K 3-year grant
- Youth Pilot \$75K – engage paid summer internships/work experience



1. Business Resource for Workforce



Lay Off Aversion & Rapid Response

- Companies like Simons Rock (238), Plaskolite (90), Big Lots, Joann Fabrics, CHP, Annie Selke (47), Country Curtains, paper mills, etc
- Apply for set-aside resources to help

Primary Resource for Labor Market Information

Education/Training guide & other publications and tools

- Help organizations apply for grants
- Help design new training & employment programs
- Assist with Economic Development
- Annual Blueprint & Quarterly LMI

Data on MassHireBerkshire.com

- Critical & Emerging Industries
- Labor Market Demand & Supply
- Job Vacancy Data
- Employment & Training figures
- Needs Assessments

2025 Berkshire Workforce Blueprint—Priority Industries & Occupations

Health Care & Social Assistance

31-1120 Home Health and Personal Care Aides
 31-9092 Medical Assistants
 31-1131 Nursing Assistants
 29-2061 Licensed Practical Nurses
 31-9092 Registered Nurses
 21-1094 Community Health Worker
 21-1020 Social Workers
 29-2042 Emergency Medical Technicians
 31-9097 Phlebotomists
 29-2034 Radiologic Technicians
 29-2072 Medical Records Specialist
 29-1292 Dental Hygienists

Hospitality, Culinary & Management

35-2021 Food Preparation Workers
 35-1101 Chefs and Head Cooks
 11-9051 Food Service Managers
 11-1021 General & Operations Managers
 43-3031 Bookkeeping, Accounting and Auditing Clerks

Advanced Manufacturing & Engineering

51-4041 Machinists
 49-9041 Industrial Machinery Mechanics
 51-9196 Paper Goods Machine Setters, Operators and Tenders
 51-9061 Inspectors, Testers, Sorters, Samplers, and Weighers
 17-2051 Civil Engineers
 17-2141 Mechanical Engineers
 12-2112 Industrial Engineers
 17-2071 Electrical Engineers
 12-2061 Computer Hardware Engineers

Clean Energy & Trades

49-9071 Maintenance and Repair Workers
 47-2061 Construction Laborers
 49-9021 HVAC and Refrigeration Mechanics and Installers
 47-2031 Carpenters
 47-2111 Electricians
 47-2152 Plumbers, Pipefitters, and Steamfitters
 53-3032 Heavy and Tractor-Trailer Truck Drivers
 49-3023 Automotive Service Technicians and Mechanics

Education & Childcare

39-9011 Childcare Workers
 25-2010 Preschool Teachers
 25-2020 Elementary/Middle Teachers
 25-2030 Secondary Teachers
 25-2050 Special Education
 25-9045 Teaching Assistants, Except Postsecondary

Additional Critical Industries

Business and Finance

Creative Economy
 (Arts, Entertainment & Recreation)

Information Technology



2. Catalyst for employment & training



Upgrade skills of current workers

Workforce Training Fund, Express, Collaborative
(\$2M; 171 companies; 14,000 trained)

Incentive Programs

- Hiring Incentives to hire long-term unemployed & Veterans
- Access to On-the-Job Training & Apprenticeships

20+ years experience

Conduit for connecting companies to training opportunities

Interstate (Hampden/Franklin/Hampshire/North Shore/Cape/Boston)

Intrastate – New York (Mfg), Vermont (healthcare) & Connecticut (Mfg)

Strong career ladders in

- Healthcare
- Advanced Manufacturing
- Science, Technology, Engineering & Math (STEM)
- Hospitality
- Non-profit organizational management



Employer Engagement & Training

Bryana Bayly, Industry Manager

- **Bryana Malloy, Manager of Industry Relations**
 - Oversee Industry Training Grants
 - Healthcare HUBS, 3 year grant
 - Market Maker -Employer and Partner Engagement
 - Meeting with companies to gauge needs and brainstorm solutions
 - Berkshire Skills Cabinet
 - Labor Market Blueprint
 - Industry Advisory Committees
 - Manufacturing & Healthcare

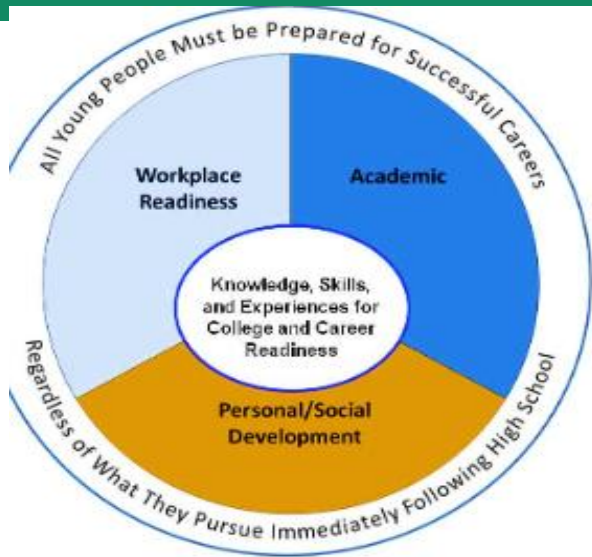


Adv. Manufacturing Grant, Sara Milano

- Training since 2016 for un/underemployed
- Training Educational Partners are BCC, Pittsfield Public Schools, McCann Technical and the BIC
- Manufacturer partners include companies such as: Interprint, Lenco, Onyx, Spectrum Plastics, Pittsfield Plastics, Mativ
- Historically training has been offered in such areas as: Advanced Manufacturing, Welding, and Hoisting
- The 2024/25 trainings offered are Advanced Manufacturing at Taconic High School and Human and Technical Accelerator Skills at the BIC
- 2026 only On-the-Job training funding has been offered to new manufacturing employees. Supported 62 new hires in 13 companies. 19 still employed!



3. College & Career Readiness Heather Williams & Kat Toomey



College & Career Readiness Heather Williams & Kat Toomey

Regional Priorities

Create a fully integrated career readiness system within the region's school districts

Keys to creating & expanding this system:

- **MyCap / College & Career Planning System**
- **College & Career Teams**
- **Career Readiness experiences for all students, integrated curriculum**
- **College & Career Pathways**
- **Teacher Externships**
- **Employer Engagement**
- **Career Readiness Professional Development**

Berkshire County Accomplishments 1998 – 2024

Internships	Internships / Structured Work Experiences	11,121
Career	Employer Participants	6,276
	Career Awareness, Exploration & Immersion Activities	47,267
	Teacher Externships	245



4. Connecting People to Jobs Connecting Companies with Workers



MassHire Berkshire Career Center updates FY 2026

WIOA

Adult- 19 enrolled, 10 currently in training, 4 placed employment, average wage \$27.00/hr.

Dislocated Worker- 41 enrolled, 2 currently in training, 19 placed employment, average wage \$23.42/hr.

Youth- 20 enrolled, 5 received HISET, 10 placed employment, 28 youth pending WIOA enrollment



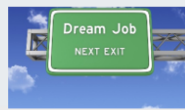
Services

UI Navigational Assistance – 618 customers served

RESEA- (Reemployment Services and Eligibility Assessment) 900 customers, 48 reported returned to work

Veterans Service – 98 served, 17 entered em

Total CC customers served- 2823, total visits 7742



Oversight & Evaluation

- FY26 Annual review of programs
 - 32 programs reviewed
 - 3,851 residents; 3,429 youth; 810 employers
- WIOA/Federal
- Adult Basic Education
- Connecting Activities
- Vocational Programs
- Grants & External programs

Job Placement & Training Programs

- Monitored & Reviewed by Internal Operations Committee
- Policy changes presented to full Board of Directors and/or Executive Committee



Specific Board Responsibilities

- Attend quarterly Board meetings
- Serve on at least one sub-committee
- Approve training proposals
- Participate on specialized task forces
- Attend trainings, informational sessions and meetings related to the workforce system
- Provide input to the BCREB on critical employment and industry trends
- Promote partnerships
- Eyes/ears in the community
- Identify local needs
- Identify resources
- Set Goals & Standards for Review
- Create Awareness and support
- Keep BCREB informed of trends, issues, successes

Evaluation Committee

Chelsea Robbins, chair



- Creates standards for proposal review & compliance
- Evaluates all programs under BCREB auspices
- Meet with program directors, customers and staff
- Provides feedback and recommendations to programs



Individual Training Accounts Capped at \$7,500 ITA; \$7,500 OJT

- **The Training programs are varied.**
 - LPN
 - Dental assistants
 - Medical billing and coding
 - CNA
 - HVAC
 - Truck driving
 - Heavy equipment
 - Business programs
 - Computer skills
 - And more!



Youth Council

Doug McNally, Chair

Youth Council Priority Focus Areas

Continue to:

- Maintain and expand upon existing College & Career Teams in all eleven school districts;
- Expand upon College & Career Planning systems ensuring all students are exposed to developmental career awareness, exploration and immersion opportunities prior to graduating;
- Assist school districts in their CVTE, Innovation & general Career Pathway development and expansion;
- Provide career readiness-oriented PD and externship opportunities to school-based staff;
- Strengthen partnerships with the Berkshire business community to build workforce pipelines within critical & emerging industry sectors;
- Educate the community at-large on the importance of this work



Proposal Review Committee



- Creates standards for proposal review and compliance
- Review training grants and ad-hoc proposals
- Formulate recommendations
- Keep informed of labor market and industry trends



Marketing Committee



- Strategy to communicate with CEO
- Strategy to communicate to legislators
- Approve all press releases, marketing material, etc.
- Promotes accomplishments of BCREB
- Ideas – Workforce Wednesdays; Strong social media presence, monthly BE articles; customer service awards

Automotive Technician
Adult Education Course
200 hours of FREE hands-on training

Scan the QR code for more details and to register:

Classes begin
February 24
3:00 - 7:00 p.m.
Monday - Thursday

McCann Technical School
70 Hodges Cross Road
North Adams, MA 01247
413-663-5383
www.mccanntech.org



Industry Task Forces/Committees

Healthcare Career Pathways

Grant – WCTF \$336K final of 3 years

Partners – BHS, BHCS, NBHS, BCC, McCann, Mildred Elley, BerkshireWorks

Goal – 125 trained; 168 actual

Enhanced Nursing Assistant

- 73 enrolled (7 incomplete)
- 66 completed training
- 51 Unemployed obtained jobs (77%)



LPN/RN (101 trained)

- Leadership training – 16
- Clinical concepts in geriatric care – 15
- Critical thinking – 44
- Coaching for HR Personnel – 27 people
- Total: 168 trained**

Job Development

42 healthcare agencies contacted
 3 Hospitals, 13 skilled nursing, 8 assisted living, 9 home health, 7 health organizations for disabled/mentally impaired, 2 hospice organizations

Applied for another grant (CNA, CHW, Dental Assistants 5/16)
 Workplace Needs Analysis
 Diversity Meeting



Advanced Manufacturing Grant



- Executive Office of Housing & Economic Development
- \$138K for Berkshires (January – June 2016)
- Goal - train 66 unemployed & underemployed
- Level 1 Mfg training McCann – 6 (4 UI; 2 under) BCC – 15 (10 UI; 5 under)
- Level II (may change)
- Hoisting
- Welding
- Partnering with Covestro, Sinicon, Cavallero, Interprint, Crane, BerkshireWorks, BCC, McCann, & PPS

Rapid Response

- Withdrew the Set Aside application for Colonial Anodizing (35), Excelsior (20), & Safariland (40)

Rapid response team assisted:

- Best Buy (40)
- SABIC (300)
- Macys (58)
- Price Chopper (40)
- Hot Topic, Christopher Banks, Pac Sun
- Nuclea, Wave Systems, Old Country Buffet
- Important to keep BCRESB posted!

Market Demand	Training Data
<p>Market Demand – based on 4/14/16 survey results and employer feedback. The data is for the 12 months ending 3/31/16.</p> <ul style="list-style-type: none"> • Manufacturing (10) • Healthcare (10) • Education (10) • Retail (10) • Food Service (10) • Construction (10) • Transportation (10) • Other (10) 	<p>Training Data – based on 4/14/16 survey results and employer feedback. The data is for the 12 months ending 3/31/16.</p> <ul style="list-style-type: none"> • Manufacturing (10) • Healthcare (10) • Education (10) • Retail (10) • Food Service (10) • Construction (10) • Transportation (10) • Other (10)

Berkshire County Collaborations & Activities



- Berkshire Skills Cabinet – Workforce Blueprint
- Human Resource Network connecting HR folks
- Berkshire STEM Team raising awareness
- Berkshire CEDS Economic strategies
- 1Berkshire Blueprint

- Education & Training providers

- Veterans are Priority of service!
- MSFW/Immigrant population
- Older Workers
- Persons with Disabilities
- Older Youth
- Formerly incarcerated

Any Questions?



- BWB:
 - Knowing Berkshire Labor Market
 - Helping companies access qualified workers
 - Upgrade skills of current workers
 - Developing career ladders & training opportunities
 - Helping youth succeed
 - “Go to place” for workforce development
 - Helping companies in transition

BWB is all about JOBS.....
and
Building Tomorrow's
Workforce!

MassHireBerkshire.com
[#BerkshireWorkforceBoard](https://twitter.com/BerkshireWorkforceBoard)