Board/Community Orientation FY2027
November 10, 2026

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

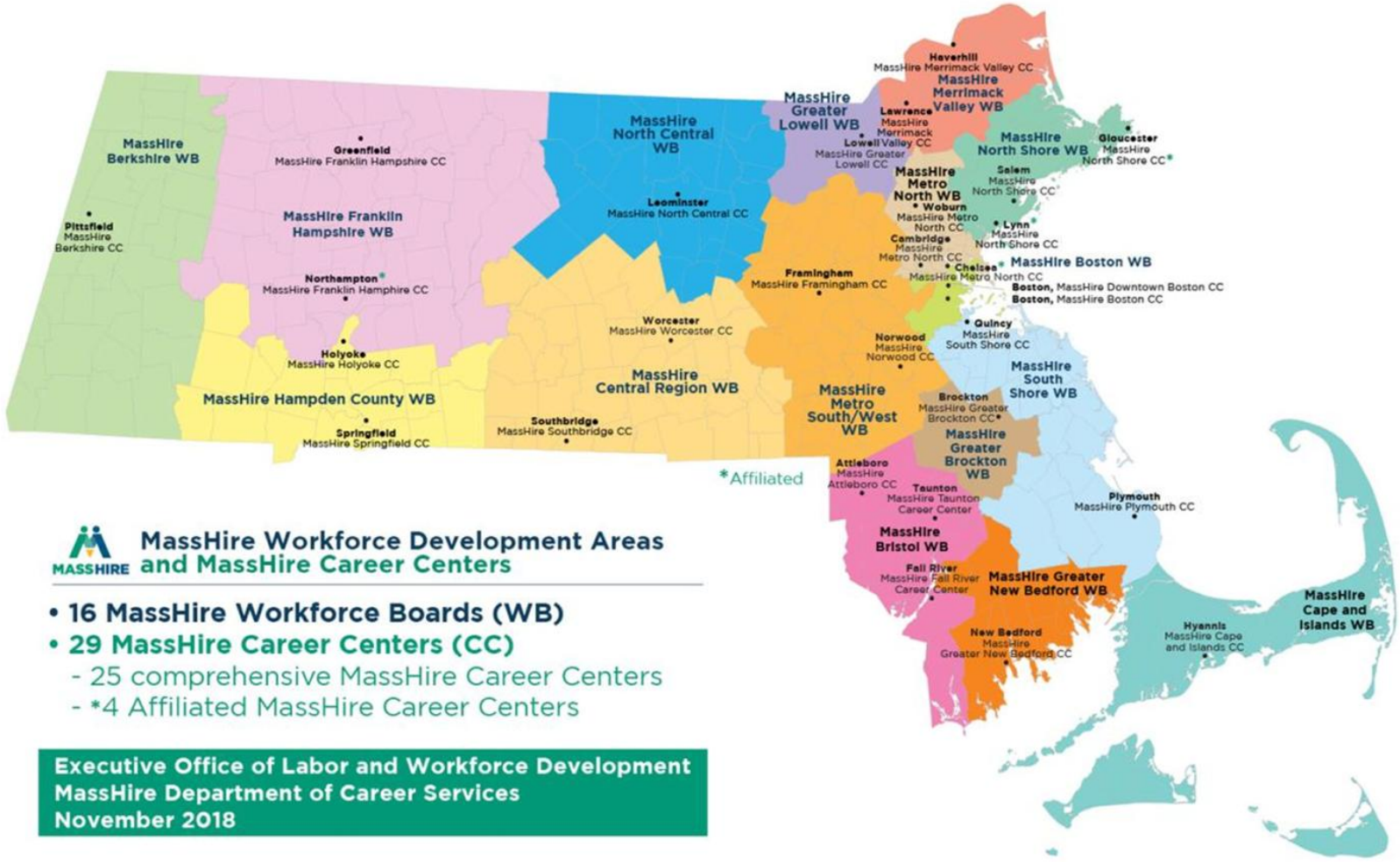




MASSHIRE BERKSHIRE WORKFORCE BOARD

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	Title II	Title III	Title IV	Title V
• Adult, Dislocated Worker, and Youth Retraining + Job Search Programs	• Adult Education and Family Literacy Act Programs	• Wagner-Peyser Act *Provides Employment Services / One Stop Career Centers*	• Rehabilitation Act of 1973 *Integrates Vocational Rehabilitation into One-Stop Career Center System*	• General Provisions to Transition from WIA to WIOA

Local Governance Structure



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LEO/CEO, Mayor of Pittsfield

MassHire Local Workforce Board

Fiscal Agent BTE, Inc.

MASSHIRE BERKSHIRE CAREER CENTER

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

MASSHIRE BERKSHIRE CAREER CENTER

MassHire Career Center/Operator

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

Board of Director Responsibilities



Strategic Functions

- Developing a local plan
- Conducting workforce research and regional labor market analysis
- Negotiating local performance measures
- Developing a budget for local activities
- Leading career pathways development

System Capacity Building

- Identifying and promoting promising practices to meet needs of employers and workers with disabilities
- Convening, brokering, and leveraging local stakeholders to assist in writing plan and identifying non-federal expertise and resources
- Engaging a diverse range of employers to promote business representation and industry/sector partnerships

Systems Alignment & Effective Operations

- Identifying eligible training providers
- Designating One-Stop operators
- Program oversight and developing MOUs with One-Stop partners
- Conducting oversight of local youth activities
- Identifying eligible youth providers and awarding competitive grants/contracts

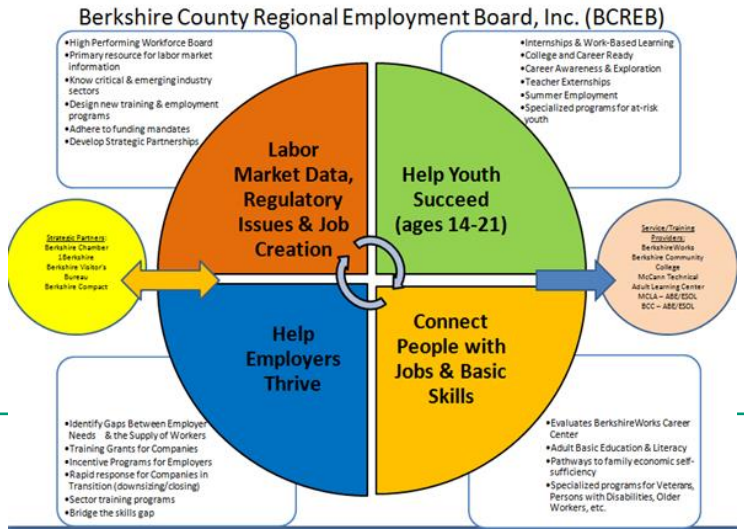
Board of Directors



- 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 & Adult Education
2. Business Resource -Labor market research
3. Partnership & training development within critical industries to solve workforce problems
4. Youth Career Readiness Opportunities



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BCREB, Inc.

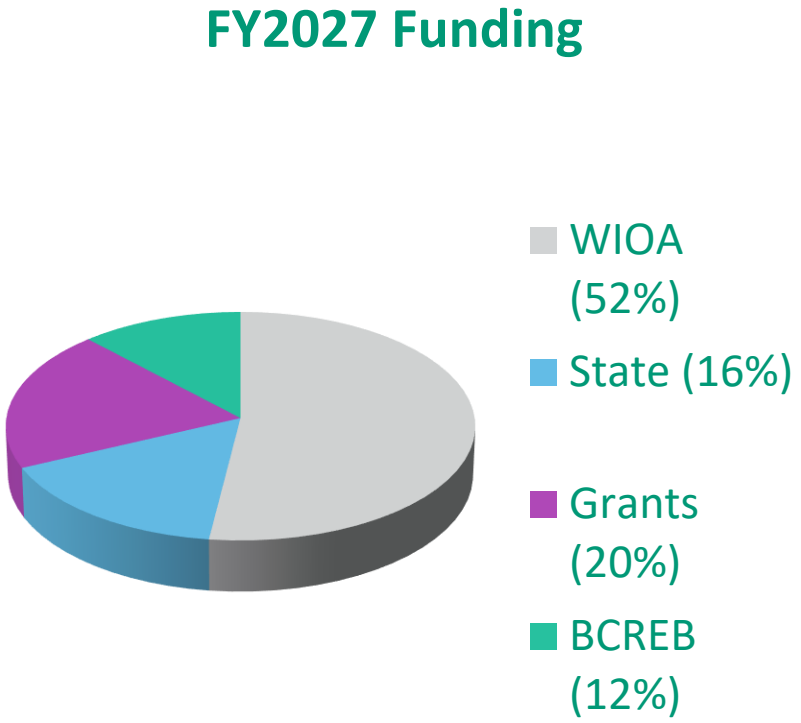




- Established in 1983 as Private Industry Council
- Changed name to Regional Employment Board in 1992
- Certified as 501C3 in 1995
- High Performing WIB (2010)
- MassHire Berkshire Workforce Board (2018)
- Certified through 6/2028
- 3 Blocks from Career Center and City Hall

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.



Additional Resources – The BCREB has secured grants for FY27 to supplement its regular formula funded allocations

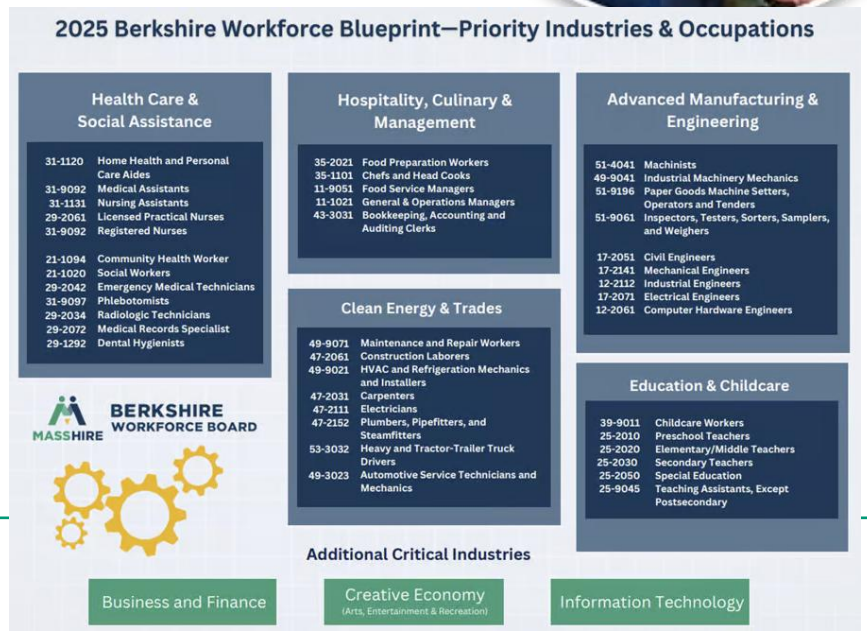
- Connecting Activities - $332K (career readiness; 11 school districts)
- Berkshire Taconic Community Foundation - $20K (career readiness; 4 south county districts)
- Northern Berkshire business community - $20K (annual summer North County YouthWorks programming)
- Advanced Manufacturing - $45K
- Healthcare - $2.1M; $500K
- GROW Early Childcare Education Apprentice $198K 3-year grant
- Youth Pilot $75K – engage paid summer internships/work experience



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1. Business Resource for Workforce





Lay Off Aversion & Rapid Response

- Companies like Simons Rock (238), Plaskolite (90), Big Lots, Joann Fabrics, 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

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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

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Employer Engagement & Training
Bryana Bayly, Industry Manager





- **Bryana Malloy, Manager of Industry Relations**
  - Oversee Industry Training Grants
    - Healthcare HUBS, 3 year grant
    - WCTF, 2-year grant
    - Early Childcare Education Apprentices
    - Hospitality/Clean Energy
    - Career Technical Initiative
  - Employer and Partner Engagement
    - Meeting with companies to gauge needs and brainstorm solutions
  - Berkshire Skills Cabinet
    - Labor Market Blueprint
  - Industry Advisory Committees
    - Manufacturing & Healthcare



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Adv. Manufacturing Grant, Sara Milano



- Training since 2016 for un/underemployed
- Training Educational Partners included BCC, Pittsfield Public Schools, McCann Technical and the BIC
- Manufacturer partners include companies such as: Interprint, Lenco, Onyx, Cord Master, Mativ, BlueQ, EMA
- Historically training has been offered in such areas as: Advanced Manufacturing, Welding, and Hoisting
- On-the-Job training funding has been offered to new manufacturing employees for 6 years. Supported 71 new hires in 14 companies. 19 still employed!

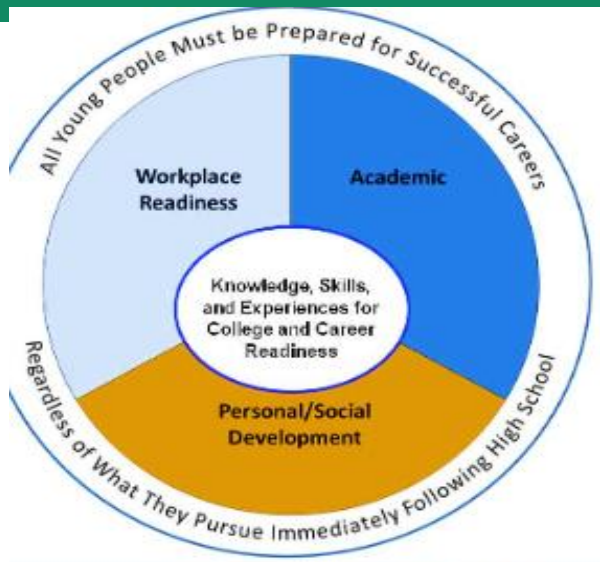






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3. College & Career Readiness
Heather Williams & Kat Toomey



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







4. Connecting People to Jobs
Connecting Companies with Workers





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
- WIOA Partners



Job Placement & Training Programs

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

How do we do it?















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





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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

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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

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 BCREB posted!



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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

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