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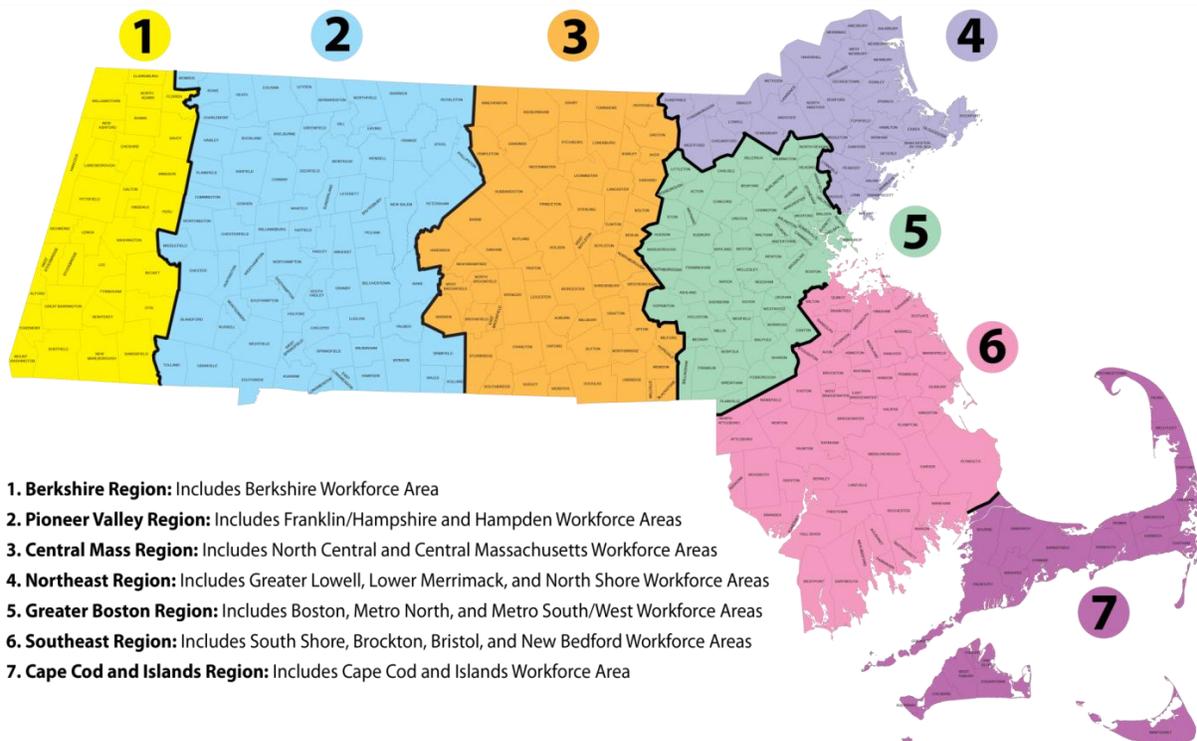
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INTRODUCTION

The Regional Workforce Skills Planning Initiative was launched in April 2017 with the aim of fostering strategic alignment between state and local programs, policies and resources to fuel job growth and address employer demand for talent across the Commonwealth.

The original Regional Labor Market Blueprints—developed through a comprehensive year-long planning process that involved local, regional, and state leadership from workforce development, education, and economic development, and input from business and community stakeholders—reflected a collective understanding of regional priorities and strategy for investments in seven regions across the Commonwealth: Berkshire, Pioneer Valley, Central, Southeast, Cape, Greater Boston, and Northeast.



In order to promote a better understanding of the current and projected needs of the workforce system, a second round of regional labor market data packages was released in 2019.

PURPOSE

This document offers a **guiding template** for Regional Teams to provide an update to their Regional Labor Market Blueprint. Intended as a resource for external audiences, the update should illustrate how the Regional Team fosters strategic alignment and ensures that the workforce system is industry-relevant, responding to the changing economic conditions and workforce needs of the region.

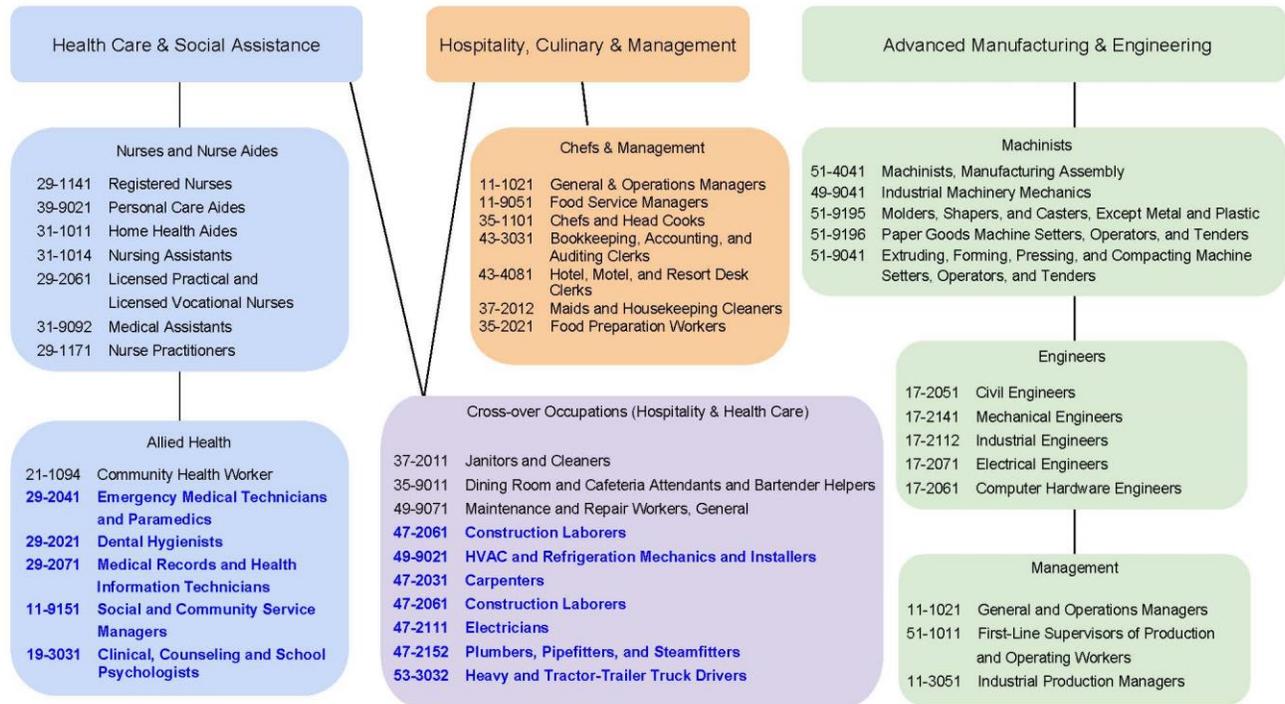
<p>I. Where are we now? Describe the current state of your region, including a summary of regional industry and occupational priorities, demographic shifts, and gaps between employer demand and employee supply.</p>	
<p><u>Criteria for Priority Industries/Occupations</u></p> <p>The regional kick-off meetings with the WSC suggested a number of foundational criteria to prioritize industries and occupations, including existing job openings, jobs with low barriers to entry, jobs that lead to career pathways, and occupations with high demand (current openings, short/long term projections), and self-sustaining wages.</p>	
<p><u>STATE CRITERIA</u></p> <ul style="list-style-type: none"> ▪ High employer demand ▪ High demand and wages (4+ star ranking) ▪ Talent gaps (supply-demand ratio) ▪ Career pathways 	<p><u>REGIONAL CRITERIA</u></p> <p><i>What additional criteria did your Regional Planning Team elect to prioritize?</i></p> <ul style="list-style-type: none"> ▪ Supply Gaps (more openings than qualified) ▪ Aligned with economic development strategies ▪ Support industry resilience
<p><u>Priority Industries and Occupations</u></p> <p>Describe the collectively developed industry and occupational priorities for your region.</p>	
<p>List your 2-3 priority industries by 2-digit NAICS. Where you have prioritized an industry that does not fit neatly into a 2-digit NAICS code (i.e. creative economy), note where it would best fit (i.e. Arts and Recreation) and describe the portion of the 2-digit industry sector that you prioritized.</p> <p>Manufacturing: NAICS 31-32</p> <p>Hospitality and Management: NAICS 72</p> <p>Healthcare and Social Assistance: NAICS 62</p> <p>Trades occupations are falling under each of our priority industry sectors.</p>	

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

List 3 to 5 priority occupations or occupational groups by SOC code (4-8 digit, as necessary).



Berkshire Workforce Blueprint - Priority Industries & Occupations



Berkshire Region - Critical Non-Priority Industries



Regional Context

Use the information provided through state data sets (i.e. data packages and dynamic data tools) and additional local analysis to explore the following questions and develop consensus for each section.

Are there any new demographic, labor pool or talent pipeline considerations that will have an impact on labor supply in your region? Age, education, worker mobility, etc.

Berkshire County has the 2nd highest older population in the state. We are seeing an increase in services for those ages 55+, a 2nd home owner population that are moving to the region, and anticipate

a spike in the number of people who want to move to a rural community. With the rise in unemployment due to COVID-19, we are also seeing a more skilled workforce looking for new positions.

Have there been any developments related to business and industry that will have an impact on workforce demand in your region? *New employers, policies/regulations, etc.*

Prior to the pandemic, Wayfair has brought a stronger customer service/retail presence and much higher wage/benefit packages to new employees. Companies are losing quality workers due to the wage disparity.

City of Pittsfield has implemented a strong Red Carpet Team to attract/retain companies in the region.

Berkshire Innovation Center has opened which will provide additional training opportunities and expansion to manufacturing and healthcare organizations.

New Priority Industries and Occupations (Optional)

If the team would like to propose any changes to the articulated list of priority industry sectors and occupations or occupational groups, please use this space to provide an updated list. Include a justification of any changes based on your regional context and mutually agreed upon regional criteria.

List your 2-3 priority industries by 2-digit NAICS. For any proposed changes, write a brief justification of your choice.

There are no proposed changes to priority industries, however we added additional occupations to our crossover occupations including more transportation, trades and construction occupations. There is a stronger need for workers and training in these occupations which fall under our identified critical sectors.

In addition, with a growing need in our region, we added several healthcare and mental health occupations to expand our capacity to help companies find the workforce needed. There have been continuous job postings for EMTs, hygienists, medical recorder, social/community service managers and school psychologists.

List 3 to 5 priority occupations or occupational groups by SOC code (4-8 digit, as necessary). Include a short description justifying any proposed changes. In building the list regions should consider:

- only occupations linked to one or more priority or critical industries;
- occupations ranked 4- or 5-stars;
- occupations that are part of a career pathway; and
- occupations with a restricted “supply” of qualified workers or skilled new graduates

Health Care and Social Assistance: We are proposing to expand the occupations in our Healthcare and Social Assistance priority sector to include the following:

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

- **Behavioral Health and Social Service** – As outlined by the Massachusetts Healthcare Collaborative, there is a statewide shortage in behavioral health specialists. There are currently more openings than qualified candidates for Mental Health Counselors and our advisory committees continuously stress the need for support staff within the behavioral health and social service sectors. As demands within behavioral and mental health rise, we need to ensure that this pathway is supported.

- **Emergency Medical Technicians and Paramedics, Medical Records and Health Information Technicians, Dental Hygienists** – These occupations each see a supply gap of less than 0.50, indicating a need for more qualified individuals. As 3+ star occupations only requiring a postsecondary non-degree award, some college, or an Associate’s degree, these are important pathways to open up to our community.

Cross-Over Occupations: We propose a reorganization of our cross-over occupations, placing previously found occupations into the Hospitality and Culinary sector and expanding the crossover occupations to include the trades.

- **The Trades** – There are currently few pathways into the trades in Berkshire County, with many training and apprenticeship programs requiring travel to other parts of the state. In the state as a whole, there is a shortage in apprenticeship programs to enter into these career pathways that provide high wages and are in high demand.

- **Heavy and Tractor-Trailer Truck Drivers** – Employers have shared an immediate need for CDL licensed professionals and monthly labor market analysis has shown an increase in available positions. Currently, interested individuals must travel to Springfield to participate in CDL licensing courses. As an occupation that allows for high wages and is in demand, pathway opportunities should be found within our region and are therefore a priority.

II. How are we doing?

Evaluate the strategies you have jointly employed to align the work of multiple systems around your shared vision, mission and goals.

Focusing Resources

Summarize your efforts to align resources that support and meet training and employment needs of priority industry sectors and occupations in your region. (See Appendix D for additional detail.)

Resource Acquisition. Provide a summary of new resources secured to support priority industries and occupations (state, federal, private, etc.).

During FY20, we have secured resources within each of our critical sectors.

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

- WCTF to develop daytime and online nursing assistant programs (goal to train 70 un/underemployed) - \$218K
- EOHEd to implement intro to manufacturing, hoisting and welding training (goal to train 55 un/underemployed) - \$168K
- TRAIN to implement front of the house, back of the house and hospitality managers (goal to train 25) - \$125K
- Capital skills grants - \$200K to improve equipment and infrastructures within our educational programs
- Career readiness programming - \$200K for K-12 career readiness programming; \$350K from private sector wage matches for internships

Resource Allocation. Provide a summary of existing resources re-allocated to support priority industries and occupations.

- Berkshire Taconic Foundation provided \$37,500 towards career readiness in all critical sectors
- Berkshire United Way provided \$75K towards connecting un/underemployed to employment opportunities
- Jobs4Youth generated \$40K for summer programming for at-risk youth, mainly within the hospitality and healthcare sectors.

Expanding Pipelines

Identify your efforts to meet training and employment needs of priority industry sectors and occupations in your region. (See Appendix E for additional detail.)

Pipeline Expansion. Provide a summary of new seats added in programs related to priority industries and occupations.

Berkshire Community College, in an effort to align with our regional workforce blueprint, redesigned their Workforce Development Department to be structured into Healthcare, Manufacturing, and Hospitality. Each branch works to provide both for-credit and non-credit programs to match the needs of employers in Berkshire County. BCC has received TRAIN grants to provide training in hospitality, and partnered with the Berkshire Workforce Board to provide Manufacturing training as well as partnered with BWB and Berkshire Health Systems to provide training in healthcare. Massachusetts College of Liberal Arts has also expanded their programming, building their healthcare offerings and are taking steps towards starting a new nursing program in the coming year. The Berkshire Innovation Center was also opened in 2020, which will provide new opportunities for training in the manufacturing sector.

Pipeline Improvement. Provide a summary of upgraded seats related to priority industries and occupations.

Berkshire Community College plans to add new seats to their Nursing program in the coming year and additional sections of CNA training have been added in a day slot to increase accessibility and number of seats. MCLA has expanded their Health Sciences Major with programs which support pathway

opportunities for Community Health Workers, Personal Care Aides, Medical Assistants, and Community Health Workers.

Shared Strategies

While each system may make changes in individual programming to align with the region's priorities, all systems must commit to shared changes in the following areas, stated below. Describe how your region has worked collaboratively in the following two areas.

Continuous Communication. How often and in what way do you meet to review progress towards shared goals and make course corrections?

The Berkshire Regional Skills Cabinet meets quarterly to discuss our shared goals and to ensure that we are moving our blueprint forward. These meetings review the progress that has been made so far and includes thoughtful conversations on the next steps and goals. Quarterly meetings can also be used to discuss any new data made available to us to ensure that we are making the best decisions for our region.

In addition to our quarterly meetings, the Berkshire Workforce Board also publishes a monthly labor market dashboard on our website that breaks down the job openings in the region by occupation family and outlines up-to-date labor market and unemployment information.

Shared Measurement Systems. What data and measurement systems do you use to support shared understanding of how well you are meeting your goals and making progress towards a shared vision?

Describe specific indicators used to measure performance and effectiveness.

A metrics spreadsheet that contains our goals and strategies was developed and is updated at least annually. This metrics document is sent to the Skills Cabinet as needed. Baseline metrics were determined for each of our goals and strategies and each fiscal year is tracked to look for improvements and progress. Each strategy was approached with a different measurement system to ensure that we are capturing the information that is most useful. While some metrics look at numbers of people affected (i.e., training programs, career readiness, and job fairs), others track meeting convenings and program awareness.

Other Shared Strategies. What other shared strategies do you employ to promote collaboration and strategic alignment among your region's core partners?

Describe specific steps taken to coordinate workforce development, education, and economic development programs/initiatives.

The Berkshire Region has always seen strong collaboration among our regional partners. The Regional Skills Blueprint aligns with other economic development plans laid out by regional partners. This blueprint aligns with the regional economic blueprint, 1Berkshire's Berkshire Blueprint 2.0, which identifies our

three priority industries as 3 of their five priority clusters. The Skills Cabinet goals also align with our regional Comprehensive Economic Development Strategy (CEDS) goals.

The Berkshire United Way has a number of initiatives that align with and work towards the goals of the Regional Skills Cabinet, including the Berkshire Leadership Impact Council, which brings together community leaders to strengthen communication and lessen duplication, as well as their Economic Prosperity Impact Council, whose goal is to increase the population living above the poverty line and has supported programming in both healthcare and trades career pathways.

Career readiness, one of the goals of our blueprint, is coordinated within the 12 public school systems in Berkshire County. Some schools have adopted career programming that aligns with our priorities and all schools have career readiness coordinators and access to career resources. "Career Tree" posters, outlining the pathways within an industry, were created for each priority industry outlined in our blueprint and were shared with each school as well as community youth organizations.

Our Higher Education Institutions have aligned and expanded their programs with the needs of the region and the priorities of our Blueprint. Both MCLA and BCC are active members of the skills cabinet and meet with industry leaders to ensure that they are filling the needs in available career pathways.

III. Where do we want to go?

Summarize your upcoming plans to address the priority industries and occupations identified in the Blueprint.

Priorities. Describe your priorities for 2020. Note that the priorities listed here should be those that need participation of players from multiple entities and across two or three of the systems for accomplishment.

What new programs, initiatives, or policies would you like your team to enact or create related to your priority industries and occupations? What processes would you like to improve?

There were a number of new programs started since the creation of the original blueprint that we will continue to support and increase access to including the TRAIN grant, CNA Training, and expansion of career readiness. The Career Technical Initiative, which looks to expand offerings at vocational schools across the Commonwealth, will be an important for the continued growth of our programs here in the Berkshires and is supported by the Skills Cabinet.

For new goals and occupational priorities, CDL licensing and expanded healthcare pathways will be important priorities within our Cabinet. CDL licensing and the heavy tractor trailer and truck driving occupation has a supply gap in Berkshire County according to Burning Glass projections. Employers look for experienced drivers so it will be important to have participation from new and existing partners to find effective pathways into the field.

In healthcare, both behavioral health and community health workers are a priority. The Berkshire Workforce Board will be applying for the Healthcare Hub grant to support the convening of our industry,

community, and education partners to outline how we will build up our healthcare pathway opportunities as well as design and implement a new training program.

Partnerships. Describe your plans for developing additional strategic partnerships.

Where are you looking for partners to develop a particular pathway, program or initiative related to your priority industries and occupations? How do you plan to coordinate and invest in partnership infrastructure where key industry partnerships are not yet developed?

We have strong partnerships in the Berkshires due to our rural nature and the need to work together. Our goal is to continue to strengthen these existing partnerships, while welcoming any new players, to ensure that we have a cohesive, and non-duplicative pipeline strategy. While advisory committees have been established for each priority sector, we would like to strengthen these committees and empower them to become more action oriented.

Employer Engagement. Describe your plans for maintaining or strengthening employer engagement.

How have you continued to engage employers in the implementation of your region's blueprint strategies?

We have maintained continuous communication with our business partners, ensuring that they are aware of the blueprints goals and the programs that results. The Berkshire Recruiter initiative has led to an increase in the number of employers that we meet with and ensured that employers are aware of the resources available to them as well as ensure that we are aware of the needs of our local employers. While we meet with companies from all industry sectors, we make sure that we are meeting with companies from our priority sectors regularly.

IV. Conclusion

Conclusion. Provide any closing remarks, next steps, or considerations.

APPENDIX A. REGIONAL PLANNING TEAM ORGANIZATION

Regional Planning Team		
<p>Regional Planning Team. Describe the different partner organizations brought together to be a part of the Regional Planning Team (K-12 District, Vocational Technical School, Community College, State University, Workforce Development Board, Massachusetts Office of Business Development, Regional Economic Development Organization, and more) and provide contact information.</p>		
Individual Name	Organization Name	Individual Email
James Birge	Massachusetts College of Liberal Arts	James.Birge@MCLA.edu
Debra Boronski	MA Office of Business Development	debra.boronski@state.ma.us
Heather Boulger	MassHire Berkshire Workforce Board	heather@masshireberkshire.com
James Brosnan	McCann Technical School (vocational)	jbrosnan@mccanntech.org
Gerald Burke	Hillcrest Educational Centers	jburke@hillcrestec.org
Jonathon Butler	1Berkshire	JButler@1berkshire.com
Tyler Fairbank	Jiminy Peak Resorts	tfairbank@eos-ventures.com
Melanie Gelaznik	MassHire Berkshire Career Center	MGelaznik@masshireberkshirecc.com
Linda Harrison	General Dynamics-Mission Systems	Linda.Harrison@gd-ms.com
Ellen Kennedy	Berkshire Community College	ekennedy@berkshirecc.edu
Stephanie Kinstle	Miraval	Stephanie.Kinstle@miravalresorts.com
Adam Klepetar	Berkshire Community College	aklepetar@berkshirecc.edu
Brenda Lepicier	Berkshire Health Systems	blepicier@bhs1.org
Tom Matuszko	Berkshire Regional Planning Commission	tmatuszko@berkshireplanning.org

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Jason McCandless	Pittsfield Public Schools	jmccandless@pittsfield.net
Beth Mitchell	General Dynamics Mission Systems	beth.mitchell@gd-ms.com
Paul Petritis	Massachusetts College of Liberal Arts	Paul.Petritis@mcla.edu
Eva Sheridan	Main Street Hospitality	Eva.sheridan@mshgmail.com
Ben Sosne	Berkshire Innovation Center	Ben@the-bic.org
Peter Taylor	Berkshire Taconic Community Foundation	ptaylor@berkshiretaconic.org
Candace Winkler	Berkshire United Way	cwinkler@berkshireunitedway.org

APPENDIX B. BEST PRACTICE DOCUMENTATION (1 OF 2)

Note that compiled best practices will be shared across Regional Planning Teams.

Best Practice (BP) Documentation Tool		
Using the following template, document two (2) proven processes or initiatives.		
<u>Best Practice Identification</u>		
Describe a best practice or achievement in support of your vision and strategic goals.		
Title	<i>Provide a title and/or brief summary of the best practice.</i>	Career Readiness expansion in every middle/high school
Strategic Alignment	<i>List the associated industry or occupation and Blueprint goal.</i>	Hospitality, Healthcare and Manufacturing
Description	<i>Describe the processes and steps involved.</i>	BWB leading the charge with school-based liaisons, administrators, and employers to establish college/career teams and centers in each school district.

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Results	<i>Report outcomes, including relevant next steps.</i>	College/career teams created in each school district Expanded teacher externships and career readiness programming
<u>Knowledge Management</u>		
Use the following fields as a guide to provide more information for other potential users.		
Resources	<i>What resources and skills are needed to apply the BP?</i>	DESE Connecting Activities resources (\$200K) The ability to convene, develop strategies and implement.
Barriers	<i>Did you encounter any obstacles to applying the BP? How did you solve them?</i>	In progress
Timeline	<i>How long did it take to introduce and implement the BP?</i>	
Measurement	<i>Are there performance measures associated with this practice?</i>	
Commentary	<i>Additional advice, lessons learned, etc.</i>	

APPENDIX C. BEST PRACTICE DOCUMENTATION (2 OF 2)

Note that compiled best practices will be shared across Regional Planning Teams.

Best Practice (BP) Documentation Tool		
Using the following template, document two (2) proven processes or initiatives.		
<u>Best Practice Identification</u>		
Describe a best practice or achievement in support of your vision and strategic goals.		
Title	<i>Provide a title and/or brief summary of the best practice.</i>	Alignment of Educational Providers with the Workforce Blueprint priorities.

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Strategic Alignment	<i>List the associated industry or occupation and Blueprint goal.</i>	Hospitality, Healthcare and Manufacturing
Description	<i>Describe the processes and steps involved.</i>	Educational leaders convened with business leaders to discuss need and strategy. Berkshire Community College revamped their workforce development office to include deans in each of these disciplines, while Massachusetts College of Liberal Arts expanded their programming in each of the priority sectors.
Results	<i>Report outcomes, including relevant next steps.</i>	Solid career pathway opportunities within each of the industry sectors

Knowledge Management

Use the following fields as a guide to provide more information for other potential users.

Resources	<i>What resources and skills are needed to apply the BP?</i>	Strong leadership and commitment to change
Barriers	<i>Did you encounter any obstacles to applying the BP? How did you solve them?</i>	In Progress
Timeline	<i>How long did it take to introduce and implement the BP?</i>	
Measurement	<i>Are there performance measures associated with this practice?</i>	
Commentary	<i>Additional advice, lessons learned, etc.</i>	

APPENDIX D. RESOURCE TRACKER

RESOURCE	APPLYING ENTITY	OCCUPATION	INDUSTRY	APPLICATION STATUS
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BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Resource #1	<i>[Name of lead applicant.]</i>	<i>[Associated occupation(s).]</i>	<i>[Associated industry.]</i>	<i>[e.g., Applied/Awarded.]</i>
WCTF	Berkshire Workforce Board	Nursing assistant	Healthcare	Awarded \$218K
EOHED	Berkshire Workforce Board	Manufacturing; production	Manufacturing	Awarded \$170K
TRAIN	Berkshire Community College	Hospitality – waitstaff, culinary, service oriented	Hospitality	Awarded \$125K
Capital Skills	McCann Tech Berkshire Innovation Center MCLA BCC			Awarded \$150K
Connecting Activities	Berkshire Workforce Board	All occupations	All sectors	Awarded \$200K
Youth Works	MassHire Career Center	All	All	\$120K
Berkshire Recruiter	Berkshire Workforce Board	All	All	\$75K
Career Readiness	Berkshire Workforce Board	All	All	\$37,500

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Career Pathway	Monument Mountain Regional High Schools		Manufacturing, Healthcare	\$50K
College Internships	Lever	All	All	\$25K
CEDS?				
Redo?				

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

APPENDIX E. PIPELINE CAPACITY TRACKER

PROGRAM	PROVIDER	OCCUPATION	INDUSTRY	CAPACITY CHANGE
Nursing, A.S.	Berkshire Community College	29-1141 Registered Nurses	Health Care and Social Assistance	Additional 25 seats in spring 2021
Practical Nurse (Certificate)	Berkshire Community College	29-2061 Licensed Practical and Licenses Vocational Nurses	Health Care and Social Assistance	N/A
Medical Assisting, A.S.	Berkshire Community College	31-9092 Medical Assistants	Health Care and Social Assistance	N/A
CNA	Berkshire Health Systems/Berkshire Community College	31-1014 Nursing Assistants	Health Care and Social Assistance	Added day section (10 seats per cohort)
Mechatronics, A.S. (Under Development)	Berkshire Community College	17-3024.00 - Electro-Mechanical Technicians	Advanced Manufacturing	N/A
Health Information Management Certificate	Berkshire Community College	29-2071 Medical Records and health Information Technicians	Health Care and Assistance/Allied Health	N/A
Health Information Management Option, A.S.	Berkshire Community College	29-2071 Medical Records and health Information Technicians	Health Care and Assistance/Allied Health	N/A

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Engineering, A.S.	Berkshire Community College	Data not available	Advanced Manufacturing & Engineering/Engineers	N/A
MACWIC Level 1 at Berkshire House of Correction	MassHire/Berkshire Community College/Berkshire House of Correction	Machinists 51-4041	Advanced Manufacturing	N/A
MACWIC Level 1	MassHire/Berkshire Community College/Taconic High School	Machinists 51-4041	Advanced Manufacturing	N/A
Community Health Certificate	Berkshire Community College	Community Health Worker 21-1094	Health Care and Social Assistance	N/A
Phlebotomy Technician Certificate	Berkshire Community College	Phlebotomist 31-9097	Health Care and Social Assistance	N/A
Culinary Arts Certificate	Berkshire Community College	35-2021 Food Preparation Workers; Food Service Managers; 35-1101 Chefs and Head Cooks	Hospitality, Culinary & Management/Chefs and Management	N/A

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

<p>Hospitality Administration Career Option, A.S.</p>	<p>Berkshire Community College</p>	<p>43-4081 Hotel, Motel, and Resort Desk Clerks; 43-3031 Bookkeeping, Accounting, and Auditing Clerks; 11-1021 General & Operations Managers</p>	<p>Hospitality, Culinary & Management/Chefs and Management</p>	<p>N/A</p>
<p>Hospitality Administration Transfer Option, A.S.</p>	<p>Berkshire Community College</p>	<p>43-4081 Hotel, Motel, and Resort Desk Clerks; 43-3031 Bookkeeping, Accounting, and Auditing Clerks; 11-1021 General & Operations Managers</p>	<p>Hospitality, Culinary & Management/Chefs and Management</p>	<p>N/A</p>
<p>Fast-Track Hospitality & Culinary Program (Non-Credit)</p>	<p>Berkshire Community College</p>	<p>43-4081 Hotel, Motel, and Resort Desk Clerks; 43-3031 Bookkeeping, Accounting, and Auditing Clerks; 11-1021 General & Operations Managers; 11-9051 Food Service Managers; 35-9011 Dining Room and Cafeteria Attendants and Bartender Helpers; 37-2012 Maids and Housekeeping Cleaners</p>	<p>Hospitality, Culinary & Management/Chefs and Management</p>	<p>*Data not available.</p>

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

Community Health Major	MCLA	Community Health Worker	Health Care & Social Assistance	
Health Sciences Major	MCLA	Personal Care Aides, Medical Assistants, Community Health Worker	Health Care & Social Assistance	
Sociology Major	MCLA	Social and Community Service Managers	Health Care & Social Assistance	
Pre-Medical Professions Concentration	MCLA	Personal Care Aides, Medical Assistants, Community Health Worker	Health Care & Social Assistance	
Business Administration Accounting Concentration	MCLA	Bookkeeping, Accounting, and Auditing Clerks	Hospitality, Culinary & Management	
Business Administration General Business Concentration	MCLA	General & Operations Managers	Hospitality, Culinary & Management	
Business Administration General Business Concentration	MCLA	General and Operations Managers	Advanced Manufacturing & Engineering	
Electrical Engineering Concentration	MCLA	Electrical Engineers	Advanced Manufacturing & Engineering	

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

WCTF CNA Training – Online Program	Berkshire Healthcare Systems	Certified Nursing Assistants	Healthcare and Social Assistance	Newly developed online program. 3 cohorts of 10 planned.
Career Readiness	Berkshire Workforce Board in collaboration with 12 public high schools	All		
YouthWorks				
College Internships	Lever, Inc. Berkshire Interns Program	All	All	
Jobs4Youth	Berkshire Workforce Board	All		

APPENDIX F. 2020 PROGRESS REPORT

GOAL	STRATEGY	PROGRESS
<p>Conduct asset inventory of initiatives to identify partners, gaps, and duplications, and align stakeholders.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Conduct Asset Inventory <input type="checkbox"/> Identify and update metrics and develop a data gathering tool <input type="checkbox"/> Identify a single point of contact for workforce development. 	<p>As asset inventory was conducted and the MassHire Berkshire Workforce Board was identified as the point of contact for Workforce Development in Berkshire County. A metrics document was created and is continuously updated to track goals and strategies.</p>
<p>Increase Pipeline Activities</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Expand career readiness programming within the K-12 system <input type="checkbox"/> Expand career readiness programming into middle schools <input type="checkbox"/> Expand college internships <input type="checkbox"/> Expand on-campus visits with employers <input type="checkbox"/> Identify impacts of adult job/career fairs <input type="checkbox"/> Educate parents and community members about career opportunities that exist in the region 	<p>We have seen an increase in CCR programming in both K-12 (2,373 students impacted in FY2018, up to 2,919 in FY19) as a whole and in middle schools (1,455 students impacted in FY2018, up to 1,634 in FY19). A new volunteer network of professionals, Career Readiness Volunteers, was created and connected schools with professionals for a variety of volunteer opportunities, from mentoring to mock interviewing.</p> <p>The Berkshire Interns (formally Berkshire Business Interns) program coordinates college internships in area business. They served 30 college students in 2018 and 35 in 2019. A variety of local companies also host their own internship programs.</p> <p>Various community based initiatives aimed at educating the community about job opportunities in our region. Increased Career and Job fairs reached more individuals. The Berkshire United Way's <i>Economic Prosperity Impact Council</i> spearheaded a marketing campaign that looks educate members of the community in the number of available positions and</p>

BERKSHIRE REGION

REGIONAL LABOR MARKET BLUEPRINT UPDATE

		<p>pipeline opportunities within the field of Healthcare.</p>
<p>Attract and retain skilled workers within critical industry sectors</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Expand Recruiter Initiative to connect millennials, experienced workers, and relocating families to workforce services <input type="checkbox"/> Support 1Berkshire initiatives in attracting and retaining millennials <input type="checkbox"/> Increase the number of on-the-job training opportunities and apprenticeships in priority occupations <input type="checkbox"/> Change the narrative about employment in the Berkshires <input type="checkbox"/> Establish short term and certificate programs and stackable credentials <input type="checkbox"/> Create a user-friendly job opportunities webpage that connects initiatives 	<p>The Berkshire Recruiter hosted bi-weekly Career meet-ups targeted towards millennials and experienced workers, reaching 118 individuals.</p> <p>On-the-job training initiatives are being developed in Manufacturing and we hope to include internship opportunities in the expansion of our priority occupations to include the trades.</p> <p>1Berkshire is marketing the Berkshires outside the region and highlighting the strength of our cultural institutions, outdoor activities, and work-life balance. They also created a jobs portal that highlights full time jobs opportunities that pay more than \$40k a year and market that outside the region as well.</p> <p>Educational partners are working to expand short term certificate programs (see program tracker).</p>
<p>Develop and enhance the Advanced Manufacturing & Engineering career pathway</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify regional advisory task force <input type="checkbox"/> Identify baseline industry sector employment statistics, including vacancy data <input type="checkbox"/> Develop pilot training program <input type="checkbox"/> Cross-reference trainees with local employment and college placement 	<p>The manufacturing advisory committee was established and convened each fiscal year.</p> <p>Intro to Manufacturing training programs were provided to un/underemployed individuals in both central and north county, with continued tracking of those graduates as they enter the workforce</p> <p>Stackable credentialing programs were also provided based on needs of employers. Examples include welding, hoisting, and waste treatment.</p>

BERKSHIRE REGION

REGIONAL LABOR MARKET BLUEPRINT UPDATE

<p>Develop and enhance the Healthcare & Social Assistance career pathway</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify regional advisory task force <input type="checkbox"/> Identify baseline industry sector employment statistics, including vacancy data <input type="checkbox"/> Develop pilot training program <input type="checkbox"/> Cross-reference trainees with local employment and college placement 	<p>A healthcare advisory committee has continued to convene regularly. Based on needs of this committee and the needs seen in vacancy data, the BWB applied for and was awarded a 2 year grant to train certified nursing assistants (goal of 70 by the end of grant cycle). Training was anticipated to begin in FY20 but was halted due to the pandemic. This program will include tracking of participants.</p>
<p>Develop and enhance the Hospitality, Culinary & Management career pathway</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Identify regional advisory task force <input type="checkbox"/> Identify baseline industry sector employment statistics, including vacancy data <input type="checkbox"/> Develop pilot training program <input type="checkbox"/> Cross-reference trainees with local employment and college placement 	<p>The Berkshire Visitors Bureau has been identified as the hospitality advisory committee and meets regularly. Berkshire Community College received funds and ran a pilot TRAIN program for a fast track culinary and hospitality trainings. This program received funding in FY20 as well and is working to adapt to new guidelines for education.</p>
<p>To improve inter-city and intra-regional public transportation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Explore and asses public transportation system to meet needs of employers and workers <input type="checkbox"/> Establish an inventory of public transit option in the region <input type="checkbox"/> Be proactive with high-speed rail <input type="checkbox"/> Explore cross-state-border synergy 	<p>The Berkshire Regional Planning Commission compiled results on a Transportation survey as well as compiled an inventory of transportation options in the region in FY19.</p> <p>Key Berkshire stakeholders are involved with conversations surrounding a high speed rail in Massachusetts that reaches the Berkshire region. They have also been involved in starting the Berkshire Flyer train access from New York to Pittsfield to increase cross-border travel.</p>

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

<p>To become more intentionally connected to the Massachusetts and Tri-State Innovation Economy</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Create a cross-state border task force to identify options for partnering and training opportunities linked to critical sectors 	<p>The Berkshire Innovation Center was built and opened in FY20 which is a hub of cross-border innovation. They will be a resource for training opportunities in advanced manufacturing.</p>
<p>To establish a communication plan for blueprint implementation</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Establish regular meetings of Workforce Skills Cabinet <input type="checkbox"/> Establish regular meetings of voc-tech providers to guide programming and connect with key partners in industry <input type="checkbox"/> Provide and annual update to the community <input type="checkbox"/> Provide quarterly LMI updates on partner websites. 	<p>The Berkshire Regional Skills Cabinet meets quarterly to discuss progress, projects, and future goals.</p> <p>(There is a group that meets connecting VocTech and key partners?)</p> <p>A Jobs Dashboard containing job vacancy data and employment figures is updated and distributed monthly from the BWB.</p>

APPENDIX H. COVID-19 IMPACTS

Initial thinking on Labor Market impacts in our region due to COVID-19	
i.	How have your priority industries been impacted by COVID-19?
	<p>All of the industry sectors in the Berkshires have been impacted by COVID-19 but in different ways.</p> <p>The Healthcare/Social assistance industry saw a 15% drop in demand.</p> <p>Although many of our small manufacturing companies were able to pivot their product and continue operations during the pandemic, there was an 8% drop in demand. Many others were forced to downsize and/or close due to limited orders and staffing needs. One major company in North Adams decided to close their operations impacting 230 jobs.</p> <p>Our accommodation and Food Service industry/hospitality sectors took a critical blow with a 51% drop in demand and 75% were forced to temporarily shut down impacting 4,400 jobs with an estimated payroll of \$150M. These sectors are struggling with an estimated impact on the economy of \$825M (Tanglewood, Jacobs Pillow, Kripalu, etc.)</p> <p>Several of our small businesses took advantage of PPP to keep their employees on board.</p>
ii.	At this time, what do you envision to be the top 3-5 priority occupations impacted by COVID 19?
	<p>Food preparation, nursing, construction, personal care and service, production, and truck drivers/transportation were all identified as occupations that will be the most impacted by the pandemic. A rise in the need for behavioral health specialists was identified. Behavioral health was already facing a shortage and with the rise in mental health problems stemming from the pandemic, an increase in need is expected</p>
iii.	What education/training programs in your region are still available and able to retrain the unemployed population for job openings in your region?
	<p>Intro to Manufacturing trainings were halted at various stages of completion at the onset of the pandemic. Some participants have been able to return to finish the hands-on portion of their training while others were able to deploy a more virtual continuation of their instruction. Remaining funds from the shortened instruction were diverted into On-The-Job Training opportunities.</p> <p>Nursing programs and CNA training programs are working on continuing but must work around classroom sizes available for social distancing</p> <p>Fast-Track Hospitality training will be deployed virtually.</p>

BERKSHIRE REGION
REGIONAL LABOR MARKET BLUEPRINT UPDATE

The MassHire Berkshire Career Center continues to work virtually and provide online workshops and webinars and jobseekers still have access to Individual Training Accounts. Summer Youth Programs are being held in a more virtual manner in agriculture and customer service.

iv. What are the overall top 3 challenges you anticipate facing in FY21 in deploying training solutions?

Finding and retaining qualified candidates to enroll and participate in the training.
Finding space that allows for social distancing and keeping class sizes small were discussed as challenges for any in-person trainings.
There is also a challenge in the inability to plan ahead, as there is uncertainty to how the COVID-19 pandemic will continue to develop.

v. What are the largest challenges that you anticipate jobseekers in your region will face in attempting to return back to work?

A number of challenges exist including lack of childcare and the loss of summer and school programming, transportation limitations (especially for those who rely on public transportation, and concerns over health and safety.
As many trainings and opportunities move to a digital infrastructure, many jobseekers may have trouble with the rising dependence on technology. While some may face broadband and connection issues, others may not feel comfortable with technology or know how to use it. Equipment loan programs and support with technology will be crucial moving forward.