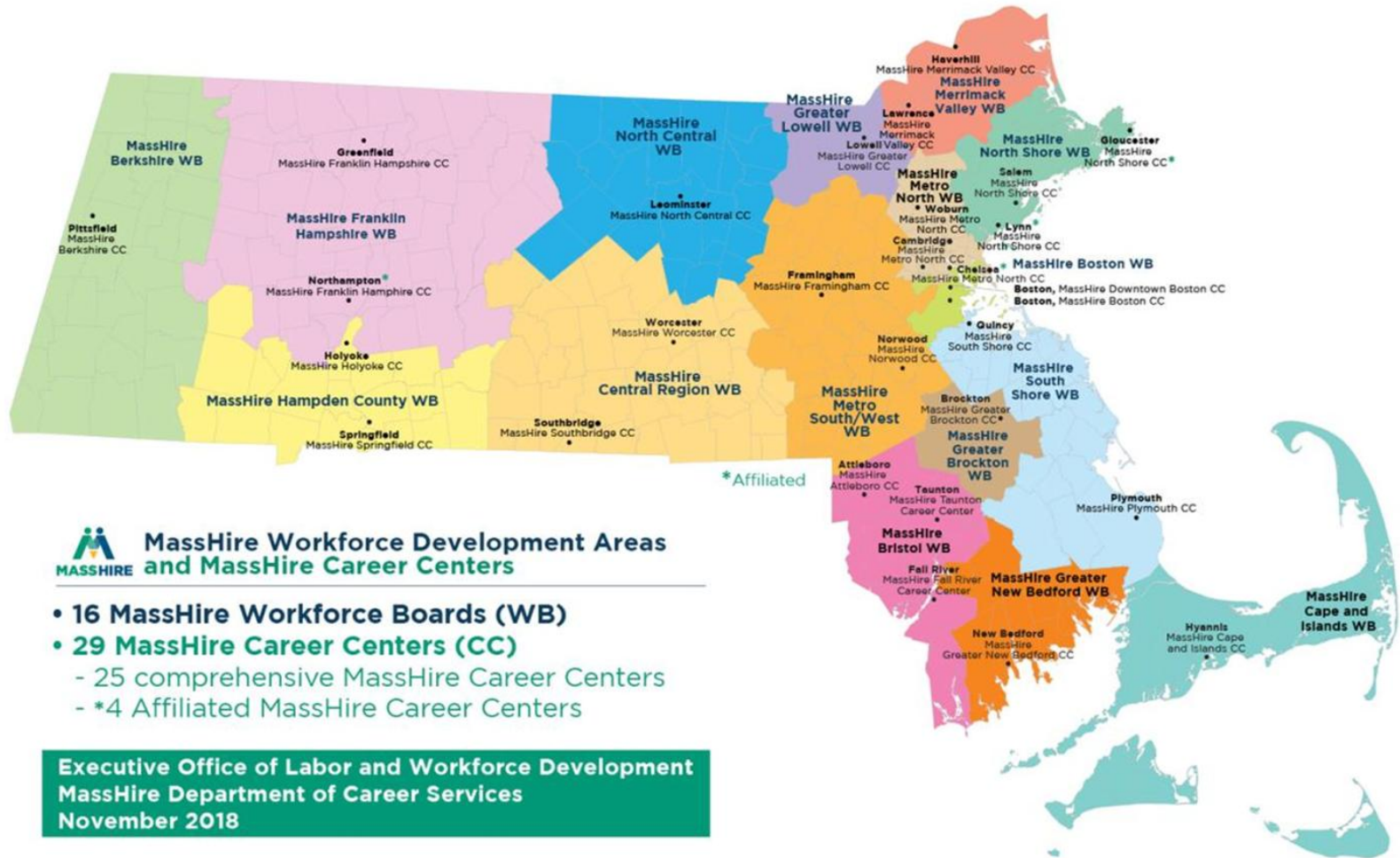


MA WORKFORCE INVESTMENT AREAS (16) AND CAREER CENTERS LOCATIONS (29)

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

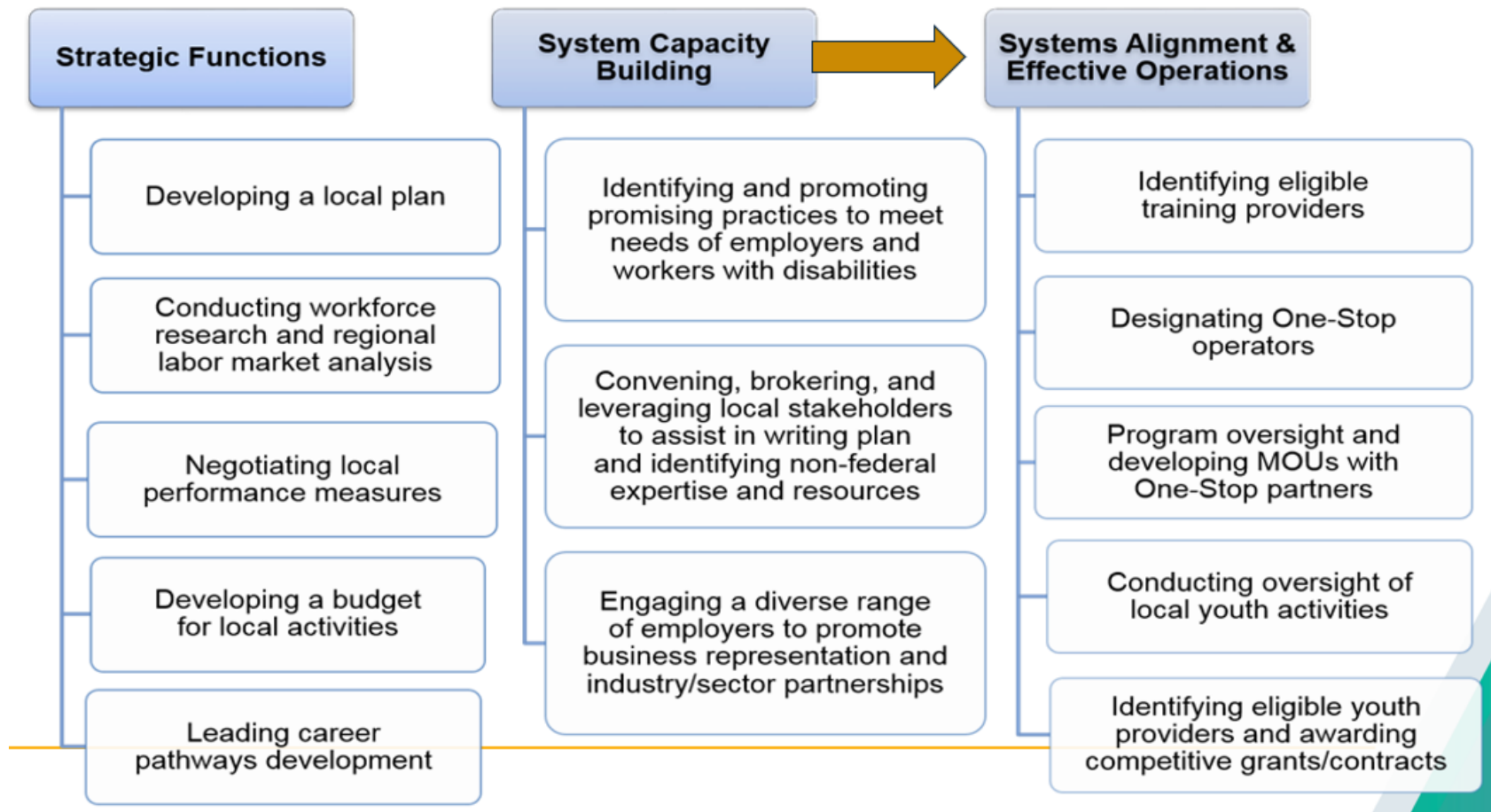


MassHire Career
Center/Operator

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



Board of Director Responsibilities



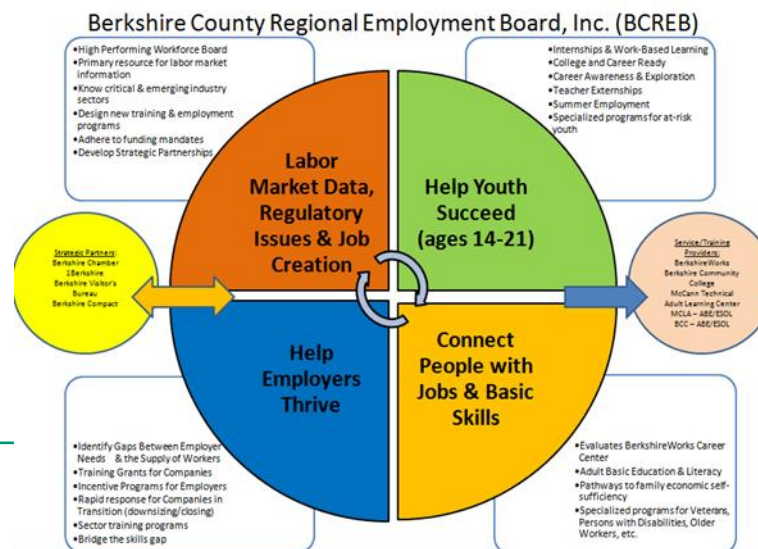
Board of Directors



- 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; 3 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.



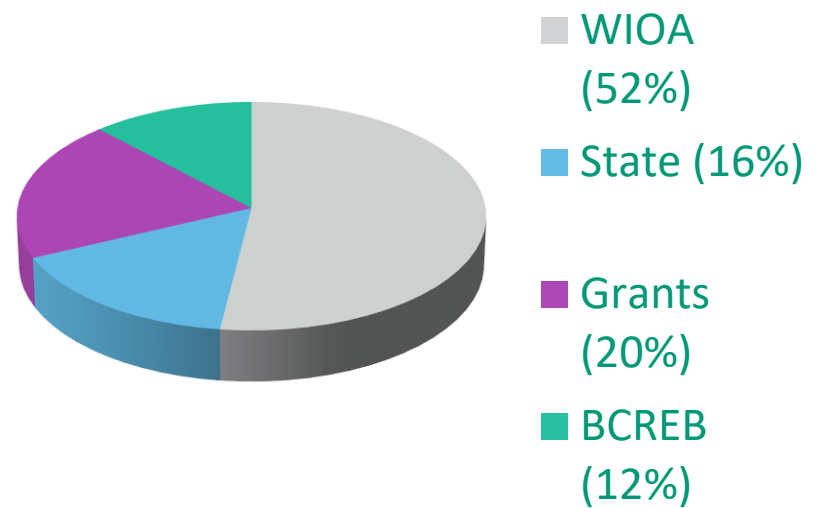
- Established in 1983 as Private Industry Council
- Changed name to Regional Employment Board in 1992
- Certified as 501C3 in 1995
- High Performing WIB (2010)
- MassHire Berkshire Workforce Board (2018)
- Certified through 6/2026
- 3 Blocks from Career Center and City Hall

Where do our resources come from?

\$2.75M

- Berkshire County Regional Employment Board, Inc. manages WIB resources only (\$1.2M)
- 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.

FY2025 Funding



Additional Resources — The BCREB has secured grants for FY25 to supplement its regular formula funded allocations

- Connecting Activities - \$372K (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 - \$145K
- Healthcare - \$2.1M
- WCTF - \$200K
- Market Maker (state) - \$100K for 3 years
- Berkshire Skills Cabinet (state) - \$50K



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

Incentive Programs

- Promote Hiring Incentives to hire Veterans and long-term unemployed (HITG provided \$255K in resources to help employ 58 people!)

On-the-Job Training & Apprenticeship programs

- Career Center saved Berkshire County companies \$400K through OJTs
- New Apprenticeship opportunities

Workforce Wednesdays

- Employer workshops: employment laws; LMI; grants; training; etc.

Education/Training guide & other publications and tools

The Adult Learning Center
GUIDE TO JOB & TRAINING
programs in the Berkshires

Employment agencies & online resources

1 to 12 month training programs for careers

Career & College Readiness GED/ESOL

Primary Resource for Labor Market Data

1BERKSHIRE WORKFORCE NEEDS ASSESSMENT SURVEY RESULTS

Berkshire and the Berkshire County Regional Employment Board conducted a survey to understand the demand for workers and the current and future skills required of workers in the Berkshires. 217 companies and small businesses completed the survey. This information will be used to better align the needs of our existing business landscape with the many programs aimed at training, retaining, and strengthening our workforce. (Fall 2014)

THE EMPLOYER'S PERSPECTIVE

EMPLOYEE RETENTION

Businesses that offer:

TUITION REIMBURSEMENT
50% Yes / 50% No

HIGH SCHOOL INTERNSHIPS
32% Yes / 46% Paid

COLLEGE INTERNSHIPS
60% Yes / 68% Paid

OFF-SITE TRAINING COURSES
72% Yes

ON-SITE TRAINING COURSES
60% Yes

TOP 5 EMPLOYEE RETENTION PROGRAMS

HEALTHCARE

401K PROGRAMS

ANNUAL BONUS

FORMAL ORIENTATION

MENTORING

TOP 5 NEW EMPLOYEE SKILLS NEEDED

COMPUTER

COMMUNICATION

MANAGEMENT

INDUSTRY SPECIFIC

TECHNICAL

TOP 5 ANTICIPATED BUSINESS CHANGES

NEW TECHNOLOGY

NEW WORK PROCESSES

NEW EQUIPMENT

EMPLOYEE TURNOVER

INCREASED STAFF NEEDS

EMPLOYEE RECRUITMENT

ANTICIPATED WORKFORCE SIZE WITHIN 5 YEARS

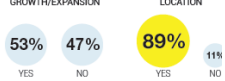


LABOR FORCE CHALLENGES

Unable to find workers with specific occupational skills	45%
Unable to find workers with strong work ethic	37%
Cost of hiring/employing individuals	25%
Unable to find workers with basic core competencies	16%
Unable to keep skilled workers who leave to work for competitors	14%

RECRUITING QUALIFIED EMPLOYEES EFFECTS:

GROWTH/EXPANSION LOCATION



PERSISTENT JOB VACANCIES

65 COMPANIES REPORTED 369 OPENINGS:	NO	69%
YES	31%	41%



Berkshire County Employment Data - December 2015
www.BCREB.com, Heather@BerkshireREB.org



Labor Market Demand - there are 4,854 Berkshire Establishments (not incl self-employed) 71,000 jobs
88% have fewer than 20 employees (30% of workforce AND 2% have 100+ & are also 36% of workforce

- Healthcare/Social Assistance 20.2%
- Retail 14.2%
- Educational Services 12.9%
- Travel/Tourism - 11.7% Recreation 3.6% (higher than state)
- Manufacturing - 7.2% (higher than state)
- Growth in healthcare/social assistance, professional/technical (modest growth in travel/tourism & personal services)

Labor Market Supply - 64,139 in BCR, labor market Berkshire County: Unrate 5% Oct 2015, MA 4.5% 60,951 employed, 3,188 UI, down from 5.2% 2014

- Educational Attainment - Berkshire County has fewer HS dropouts, Associate Degree and those who enter post-secondary (9.3% vs 11.1% but smaller share with Bachelor's degree (30.2% vs. 38.7%)
- Aging workforce (18.6% 65+) 13.6% MA;
- Decline in 22-44 population;
- Growing immigrant population

 Talented, innovative, creative workforce. Collaborative spirit; entrepreneurial spirit
Other Workforce Issues: Limited transportation; services oriented industry sector (lower wage, limited broadband; limited data collection (low population); economic growth (lower share of BA disadvantage of attracting STEM employers). Skills mismatch? Motivation/work ethic? Limited pool of workers?

Training Resources:

- Workforce Training Fund - grants up to \$250K to train current workforce
- Education/Training Resource guide
- Industry Specific Training in Healthcare, STEM & Manufacturing
- Apprenticeship & On-the-Job Training
- Tax Incentives
- Specialized Programs for Veterans.

Job Vacancy Data - JobQuest - 1,829 jobs (11/18/15)
The BC vacancy rate is 5.1% (compared to MA 4.8%). 45% professional/technical, 55% Entry/PT

- Health technicians - 350
- Sales - 266
- Transportation/material moving - 156
- Office Admin Support - 149
- Computer/math - 127
- Management - 94
- Architect/engineering - 85
- Food prep - 77
- Education/training/library - 73
- Community/social services - 60
- Production - 51
- Installation/maintenance - 43
- Healthcare support - 37
- Art/design - 36

Top skills needed

- Computer (Micros soft package, basic programming, social media)
 - Communication (clearly articulate, actively listen, follow directions)
 - Management (leadership, be proactive, take initiative, constructive criticism)
 - Industry-specific (engineers, nurses, labors, customer service, accounting, tellers)
 - Technical (technicians, programmers, trades)
- 41% of companies have persistent job vacancies - engineers, residential support, labors, management professionals, technicians, teachers, nurses, tellers, cooks, customer service and accountants.

Youth Programs up to age 21 - College Career

- Readiness Programs - 4,500 youth annually
- College & Career Readiness in every Berkshire middle & high school
- Career Awareness - career inventories, guest speakers, college/career prep & career days
- Career Exploration - job shadowing, mentoring, work readiness & service learning
- Immersion Activities - Internships; Work-Based

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

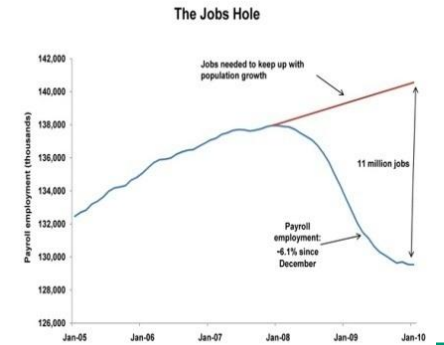
Data on MassHireBerkshire.com

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

Focus Groups

Top Essential Skills Wanted:

- Computer
- Communication
- Integrity
- Creativity/Problem Solving
- Dependable
- Quality Assurance



Source: EPI analysis of BLS data.

2. Catalyst for employment & training



Upgrade skills of current workers

Workforce Training Fund, Express, Collaborative
(\$2M; 111 companies; 9,000 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 Malloy, Manager of Industry Relations

- **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



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

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
- On-the-Job training funding has been offered to new manufacturing employees since 2020. Currently we have 14 employees and 5 manufacturers being supported.



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

- FY24 Annual review of programs
 - 32 programs reviewed
 - 3,851 residents; 3,429 youth; 610 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 & Bryan House, Chairs

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 BCREB posted!

Market Demand	Training Data
<p>Market Demand – based on 424... 1. Best Buy (40) 2. SABIC (300) 3. Macys (58) 4. Price Chopper (40) 5. Hot Topic, Christopher Banks, Pac Sun 6. Nuclea, Wave Systems, Old Country Buffet</p>	<p>Training Data – based on 424... 1. Best Buy (40) 2. SABIC (300) 3. Macys (58) 4. Price Chopper (40) 5. Hot Topic, Christopher Banks, Pac Sun 6. Nuclea, Wave Systems, Old Country Buffet</p>

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)