



**GREATER BROCKTON  
WORKFORCE BOARD**

# BUILDING SKILLS, BUILDING FUTURES

2023 ANNUAL REPORT



[www.masshiregbwb.org](http://www.masshiregbwb.org)

# Welcome

## Dear MassHire Greater Brockton Workforce Board Friends,



I believe that we are only as strong as the company we keep and after twelve years with this organization, I can say with confidence that we are surrounded by the best company while located in the best community.

The Workforce Board holds an important role as the organizer of workforce development initiatives in the Greater Brockton region—and it is a responsibility that we don't take lightly. Our goal is to preserve and build upon the previous work that this organization has accomplished, while simultaneously looking toward the future with substantial growth in mind. Luckily, we have the right people on our side. We have an enthusiastic, committed Board of Directors, a knowledgeable staff, and a community full of engaged employers, educators, and job seekers.

As we continue to evolve, our number-one goal will always be to make sure that the residents of our community are well taken care of. And you—our employers, educators, and job seekers—will always be our primary partners in building a stronger, healthier Greater Brockton Workforce Community. Our job is to help people get back to work and gain pride in themselves for making the world a better place, and I thank you for supporting us in our initiatives.

As a crucial piece to the MassHire workforce system, know that our doors are always open. We will work with partners to identify and continuously improve the services we provide to ensure the community will be rewarded with a stronger workforce.

Thank you,

### **JASON HUNTER**

*Acting Executive Director*

**MassHire Greater Brockton Workforce Board**



## Dear MassHire Greater Brockton Workforce Board Friends,



I have had the honor and privilege to serve on the Board of Directors for MassHire Greater Brockton Workforce under three Brockton Mayors. I have the pleasure to serve as the current Chairman of the Board and together with the other members of the board

invite and welcome you to explore the many options provided to help you secure a new career or obtain a certification that will help elevate you in a current one.

We are committed to maintaining the strong public-private partnership we have built with educators, government agencies and our local businesses and industry to address their employment needs and those seeking help securing those positions. Together we work to remove obstacles and provide counseling and measurable opportunities for all who seek them.

I continue to be impressed by the success stories of people throughout our community who have worked hard together with the MassHire Greater Brockton Workforce team to achieve their employment goals. Training programs can positively change your life and the MassHire team is here to help you achieve it.

Thank you,

### JOE LOVETERE

*Chairman of the Board of Directors*

**MassHire Greater Brockton Workforce Board**

[www.masshiregbwb.com](http://www.masshiregbwb.com)



## MISSION

MassHire creates and sustains powerful connections between businesses and job seekers through a statewide network of employment professionals.



## VISION

MassHire envisions a better future for people and businesses of Massachusetts through meaningful work and sustainable growth.

# Our Career Center



UMassAmherst  
Donahue Institute

**The University of Massachusetts Donahue Institute operates the MassHire Greater Brockton Career Center (MHGBCC) under a Charter from MHGBWB. The Charter designates performance and compliance requirements for the service provider, along with conditions for monitoring and evaluating their services.**

The mission of the MHGBCC is to match job seekers with companies, and many systems are in-place to ensure a positive labor exchange for performance. The number of employers hiring from referrals was extremely strong in 2023, showing a 10% increase from 2022. The focus is on meeting the workforce needs of businesses and on getting job seekers back to work in meaningful employment opportunities by deploying Business Service Representatives and career counselors in our business community.

## EMPLOYER SERVICES

The MHGBCC Business Service Representatives (BSR) participate in conversations and activities that will develop career pathways and sector strategies. Working with partners and leveraging relationships with the business community, their goal is to develop a job placement system that is truly “integrated.” In addition to Labor Exchange services, the MHGBCC BSR’s also support the business community by connecting them with employee training grants through the Workforce Training Fund, Safety Grants services such as the Workshare Program through the Department of Unemployment Assistance (DUA), and the Tax Incentive Program, through the Massachusetts Office of Business Development. MassHire Career Centers offer multiple programs for employers, including weekly webinars, MassBizworks, Workshare and more.

## JOB-SEEKER SERVICES



The MHGBCC provides services to thousands of job seekers each year. These customers are comprised of many groups, including walk-ins, Department of

Transitional Assistance (DTA), referrals and Unemployment Insurance (UI) claimants. In FY22, over 66% (2,997) of job seekers served were collecting unemployment insurance, reflecting an increase in customers from other sources, particularly from our DTA referrals. Job seeker services that have been offered between July 1, 2022 through June 17, 2023 have totaled 5,882 and have included: 4712 Workshops, 207 Occupational Trainings and 536 job placements into the labor pool.

MHGBCC is very active in retraining job seekers to help them become more employable, accessing various federal funding sources to make this happen. MHGBWB and the Career Center work together to leverage other training fund sources to get job seekers back to work. The Career Center continues its collaboration with the MHGBWB, supporting its group trainings offered by the Workforce Board through case management and placement services.



# Youth Services

## OUR YOUTH CENTER PROVIDES:

- Access to resource room, computers and printers
- Access to our regional Hot Jobs Board
- Resume Development tools
- Career/Interest assessment/ review with Counselors for guidance
- Finding & Applying for Jobs, live and electronically
- Interviewing Tips
- Counseling to help you gain employment
- Funding for Occupational Training Certificate programs
- Employment experiences



STEM event with Bridgewater State University

Each year our services include programming and activities that **build futures** for the youth in our community, 2023 was no different. The dedicated staff developed and executed several programs that included career awareness, volunteering, training and employment. These services are provided to youth in our Service Delivery Area (SDA) that are 14-24 years old and live or attend school in our SDA.



Graduate of our Banking & Finance program with our business partners

## TRAINING & EDUCATION

MHGBWB also provides Individual Training Accounts (ITA's) through the Workforce Innovation Opportunity Act (WIOA) which provides funding to Out-of-School, HS graduates, between the ages of 18-24. A funding cap of \$7,500 per participant funds instructional materials, tuition costs, required books, fees, specialized course-specific supplies and activities. In FY23 we funded 14 ITA's, a sharp rise from the pandemic level of 3 in FY22 and 7 in FY21. In FY23, 71% of

trainings were focused on Health Care: Certified Nursing Assistant, Phlebotomy, Pharmacy Technician and Medical Assisting. Other areas of interest included Information Technology and Heating, Ventilation, and Air Conditioning. Certifications and programs must be industry recognized and approved by a nationally accredited association.

In addition to the ITA's, during FY23 we offered group training in **Certified Nursing Assistant** and our **Banking & Finance** program which provides certification through the American Banking Association.

## YOUTHWORKS EMPLOYMENT

Our Summer Jobs Program is a keystone of our offerings, providing 189 employment experiences and partnering with 32 Employers from Childcare, Administration, Marketing & Advertising, Sports Management, Healthcare and Government during FY23. All youth complete employment preparation, career assessment and 125 hours of employment with an average wage of \$15.50/hr.

MHGBWB's Work Achieve Volunteer Experience (WAVE) program is designed to provide young people ages 14 and 15 with an opportunity to self-reflect, learn what volunteerism is, why it's important, and to give to back to their community while learning the foundational skills needed to be successful in today's workplace. A cohort of 30 youth are recruited for the program through an online application, along with 4 Youth Leaders to function as program organizers. The Youth Leaders are selected through an interview process and, prior to the start of the program, are trained by MHGBWB Staff in the areas of leadership, workshop/program facilitation, supervision, and mandated reporting. This year's WAVE program focused on leadership skills and community engagement.

## ADDITIONAL HIGHLIGHTS IN FY23

### Accomplishments

- Established a Media Studio
- Developed Designer Production Lab

### New Program Partners

- Loop Lab
- Cape Verdean Women's United
- American Graphics Institute

### Annual Job Fair

- 93 total youth attended
- 30+ Employers



Photos above: Summer Jobs Participants & Graduates

**“ My experience in the MassHire program was enlightening, to say the least! I am participating in a short film/script about what’s happening in the teenage world currently. Overall, what I take home with me every time I leave MassHire is what I learned and the many skills I can use in the future.”**

YOUTH TESTIMONIAL BY:  
VIJONET DEMERO- MEDIA MOGULS

# Connecting Activities



**AS OF THE FY22-23 SCHOOL YEAR THE MHGBWB CONNECTING ACTIVITIES NETWORK HAS GROWN TO 14 SCHOOLS WHICH INCLUDE:**

- Abington High School
- Avon Middle-High School
- Bridgewater Raynham Regional High School
- Brockton Public Schools:
  - Brockton High School
  - Edison Academy
  - Champion High School
  - Huntington Therapeutic Day School
- East Bridgewater High School
- New Heights Charter School
- Southeastern Regional Vocational Technical High School
- South Shore Vocational High School
- Stoughton High School
- Oliver Ames High School
- Whitman Hanson Regional High School



A PROGRAM OF MASSHIRE GREATER BROCKTON WORKFORCE BOARD

**Connecting Activities, a program of MassHire Greater Brockton Workforce Board continues to grow and provide meaningful and potentially life changing opportunities for students in the Greater Brockton area.**

Connecting Activities is a collaboration between the Department of Early and Secondary Education and MassHire. Over the last 15 or more years MHGBWB continues to stay true to the purpose of Connecting Activities which was designed to provide opportunities for students to experience career exploration, career readiness and to develop paid and unpaid work experiences for high school students. The Massachusetts Work Based Learning Plan is used to aid employers in guiding students learning and productivity on the job.

In addition to the growth of our Connecting Activity school partners. We also have been able to provide diverse and successful programming for our region which includes the following:

HIGH SCHOOL SENIOR EDUCATION INTERNSHIP PROGRAM (HSSEIP)

The HSSEIP program is designed to give students interested in a career in education the opportunity to intern within a school setting with a teacher, guidance counselor or school administrator.

STEM EXPLORATION EVENT

This event is designed with Bridgewater State University and NeuroMaker, for students to participate in hands-on STEM activities and learn from about the various STEM careers paths that exist from a panel of STEM professionals.

CAP CAREER DAY CONFERENCE

This event connects schools and students with area businesses and organizations providing students with the opportunity to explore potential career paths. Work-readiness breakout sessions are held to aid students in developing the knowledge and skills necessary for the workplace.

CONSTRUCTION CAREER DAY

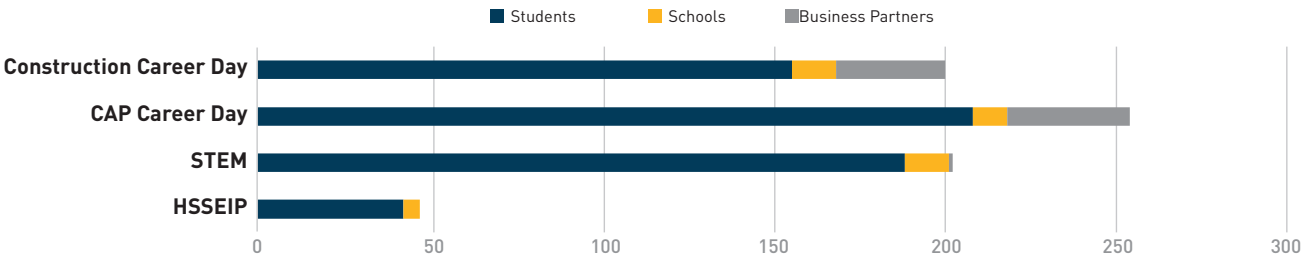
This event is designed to introduce students to different careers in construction/engineering related industries.



Top photo: MHGBWB Staff mentors youth on career options

Bottom photo: 2023 CAP Career Conference

CONNECTING ACTIVITIES FY23



	HSSEIP	STEM CAP	Career Day	Construction Career Day
STUDENTS	41	188	208	155
SCHOOLS	5	13	10	13
BUSINESS PARTNERS		1	36	32



# Building Partnerships

- Bridgewater State University
- Dept. of Elementary & Secondary Education (DESE)
- Department of Housing & Community Development (DHCD)
- Department of Transitional Assistance (DTA)
- Department of Unemployment (DUA)
- Father Bill's and Mainspring House
- Job Corps
- Massachusetts Commission for the Blind (MCB)
- Massasoit Community College
- MA Department of Career Services (DCS)
- Massachusetts Rehabilitation Commission (MRC)
- Senior Community Service Employment Program (SCEP)
- South Shore Vocational Technical High School
- Southeastern School District
- University of MA Donahue Institute
- YouthBuild

**MHGBWB has a long established, robust, and growing partner network that is integral in providing workforce development activities to members of the local community and throughout southeastern Massachusetts.**

Based on the Labor Market Information, the Board frequently creates, obtains, conducts/coordinates training for industry sectors critical to the region's workforce needs. Through collaboration with the Career Center and other partners, these group trainings fill a vital role in the region's economic development. Through MassHire GBWB's Center for Workforce Development and working collaboratively with the other southeastern MassHire Workforce Boards and Career Centers, we continue to secure grant resources to offer specialized training in priority and critical industry clusters from our Regional Blueprint including Healthcare, Transportation and Manufacturing in 2022-2023.

## OUR PARTNERS

Workforce Boards along with our associated Career Centers have long been advocates and proponents of populations that face barriers to employment. Utilizing funds from the Department of Labor and committed to performing at negotiated levels, the workforce development system is experienced in the recruitment, assessment, training and placement of the unemployed/underemployed. While the formal workforce development system is the primary driver of employment activities, it requires many partners to make it work. The partners that we have worked with in prior initiatives include the community colleges, vocational schools and post-secondary educational institutions, community & social service agencies. These organizations have provided key components of successful education and training programs for the purposes of workforce development and also have extensive experience working with this designated population.



**JOB TRAINING:**  
Meeting the demand for commercially  
licensed drivers growing annually by 4%



**INCREASED WAGES AND JOB SATISFACTION:**  
Commercial Driver's License (CDL) Occupations earn on  
average, \$23.41/hr., this career path leads to increased  
wages and job satisfaction for our customers.

*Workforce & Manufacturing Professionals meet to promote growth in the industry*

**MassHireGBWB was awarded a Workforce Competitiveness Trust Fund Senator Donnelly (WCTF) Workforce Success Grant** in early 2023 to continue training unemployed and/or underemployed individuals from greater Brockton and southeastern Massachusetts to obtain a Commercial Driver's License (CDL) and employment. CDL occupations earn on average, \$23.41/hr., leading to increased wages and job satisfaction for our customers.

**Addressing the on-going need for qualified direct care healthcare workers, MassHireGBWB sponsored a Certified Nursing Assistant training in Brockton this year to meet this demand in partnership with South Coastal Career Academy.** Our regional efforts in healthcare continue with our MassHire Southeast Region 6 Partners to train 150 CNAs. We anticipate training 40 individuals in Brockton through Healthcare-Edu.

**Through a regional grant obtained through MA Technology Collaborative's Center for Advanced Manufacturing,** we collaborated with the MassHire southeastern MA Workforce Boards, career centers, education/training partners and manufacturing employers to provide manufacturing trainings for both pipeline and incumbent workers including welding, CNC Machining and Lean Manufacturing.

**Collaborating with the Community Partnership for Adult Education (CPAE),** we widely share these and other training and job opportunities with organizations serving Brockton area residents, including those working to improve their literacy skills, prepare for the High School Equivalency Test (HiSET) or improve their English language skills.



*Photos above: Business Partners conduct interviews with Students from our Banking and Finance program*

# Employer Outreach and Services

**Creating, fostering, and maintaining partnerships with employers is crucial to our efforts and effectiveness.**

During FY23, our services included occupational trainings, internships, industry tailored recruiting and job fairs. Through ongoing training offered at MHGBWB, employers can benefit by being able to access a talent pool developed specifically to address industry workforce shortages. Our outreach to the communities we serve includes Chambers of Commerce & Business Associations.



*Photos above: Mobile Lab is available for Workshops, Training and Career Exploration*

*Photo below: Employers attend Summer employment orientation.*



## MOBILE OUTREACH:

Our MOVE Maker, the workshop classroom on wheels gives MHGBWB a means to reach out directly to the community with businesses and job seekers alike. This unique collaboration between MHGBWB, Brockton Area Transit and Southeastern Regional Technical Vocational High School, led to the conversion of a van into a 10 station lab that can bring services throughout our Service Delivery Area. Pop-up recruiting or training opportunities are just a couple examples of how this tool has empowered MHGBWB's outreach efforts.

## INFORMATION SESSIONS:

Serving as Ambassadors for the Workforce Training Fund, MHGBWB conducts information sessions with the Commonwealth Corporation, along with providing expertise in program development and structure. We also incorporate our employers and their industry knowledge and expertise in grant partnerships through funding applications, planning sessions, steering committees, advisory councils and hiring events.

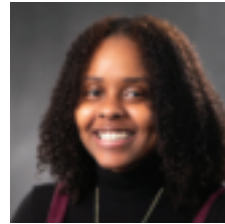
# Who We Are



**Michele Ahern**  
*Director of Finance & Administration*



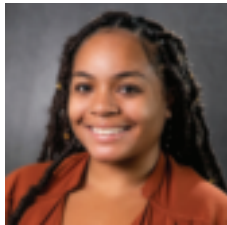
**Lorraine Albert**  
*Director of Regional Planning*



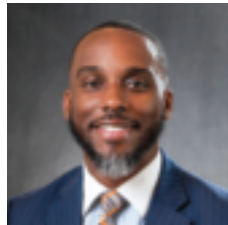
**Hirondina Barbosa**  
*Youth Career Counselor*



**Rachel Cherry Adams**  
*Office & Facility Manager*



**Victoria Delannoy**  
*Youth Career Counselor*



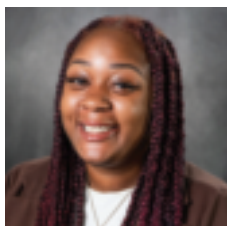
**David Edwards**  
*Connecting Activities Coordinator*



**Lyn Famularo**  
*Accounting & Payroll Specialist*



**Patricia Garcia**  
*Performance Manager*



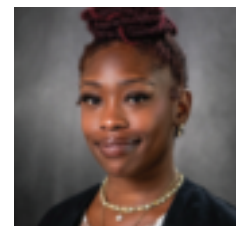
**Shaleah Gilmer**  
*Youth Career Counselor*



**Jason Hunter**  
*Acting Executive Director*



**Michael Joseph**  
*Recruitment and Engagement Liaison*



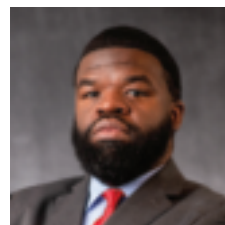
**Vanessa Labossiere**  
*Administrative Assistant*



**John Nesti**  
*Manager of Employer Services*



**Sheila Sullivan-Jardim**  
*Executive Advisor*



**David Vincent**  
*Director of Youth Employment*



**Ray Yancey**  
*Training Associate*



# The MassHire Greater Brockton Community\*

- Median Age in our communities is **36.6** years old
- Health Care & Social Assistance comprise **19%** of our Workforce (DUA/BLS)
- Residents within our region average a **34-minute** drive to work (American Community Survey)
- Median household income is **\$68,581**
- The region is very diverse; **33%** Black, **30%** White, **17%** Multiple races and **11%** Hispanic
- There are **12.3%** of our residents below the poverty line
  - Of those below the poverty line, **16%** were children under 13 and **17%** Seniors
- The regional educational attainment rate is **82.9%** HS Grad or higher, **24.9%** Bachelor's degree or higher
- There is a foreign-born population of **28.5%**
- The median value of owner-occupied housing units is **\$367,500**
- The population with Veteran status is **3.7%**



\*Data from US Census 2020

## EXECUTIVE COMMITTEE

*CHAIR of the MHGBWB Board*

**Joseph Lovetere**

*President*

HUB Technical Services, LLC

*VICE-CHAIR of the MHGBWB Board*

**Paula Martel**

*Human Resources Manager*

North Easton Machine Co., Inc.

*CLERK of the MHGBWB Board*

**Mary Waldron**

*Executive Director*

Old Colony Planning Council (OCPC)

*TREASURER of the MHGBWB*

**Karen Preval**

*City Auditor, Brockton*

*MHGBWB Board Past Chair*

**Suzanne Fernandes**

*Assistant VP/Business Development Officer*

North Easton Savings Bank

**Thomas G. Thibeault**

*Executive Director*

Brockton Housing Authority

**Linda Sacchetti**

*CFO*

Brockton Area Transit Authority

## MassHire GREATER BROCKTON WORKFORCE BOARD

**Jonathan R. Carlson**

*Executive Director*

Self Help

**Nancy A. Chiappini**

*Executive Director/CEO*

Home/Health & Child Care Services Inc.

**Jill Conlon**

*Executive Vice President*

BAMSI

**Donald Donnalson**

*Construction Supervisor*

Beantown Builders, Inc.

**Dan Evans**

*Owner*

Evans Machine Company, Inc.

**Maria Fernandes**

*Assistant Executive Director*

New Heights Charter School of Brockton

**Paul W. Landerholm**

*Apprenticeship Coordinator*

Ironworkers Local 7 MA NH VT ME

**Joseph W. Mitchell, Jr.**

*Senior Vice President & Branch Administrator*

Bluestone Bank

**Robert M. Revil**

*Training Director*

IBEW Local Union 223 JATC

**Carine Sauvignon**

*Executive Dean of the Canton Campus*

Massasoit Community College

**Michael P. Thomas**

*Superintendent*

Brockton Public Schools

**Sacha Stadhard**

*Policy and Program Operations*

The Massachusetts Executive Office of Labor and Workforce Development (EOLWD),  
Dept Career Services

*Ex-officio*

**John Murray**

*Director*

MassHire Greater Brockton Career Center

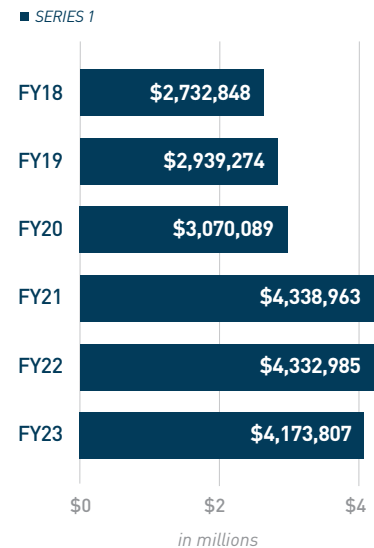
# FY2023 Financials

MHGBWB receives funding through federal, state and nonprofit organizations through allocation and competitive grants. The Commonwealth of Massachusetts, Department of Career Services, conducts an annual Fiscal Quality Assurance Review of Federal and State funded workforce development operations, in accordance with applicable State and Federal laws. MHGBWB has been certified by the Commonwealth based on the most recent monitoring for Fiscal Year 2022. Additionally, MHGBWB is audited by a private CPA firm annually, the most recent FY22 follows the pattern of clean audits for the agency.

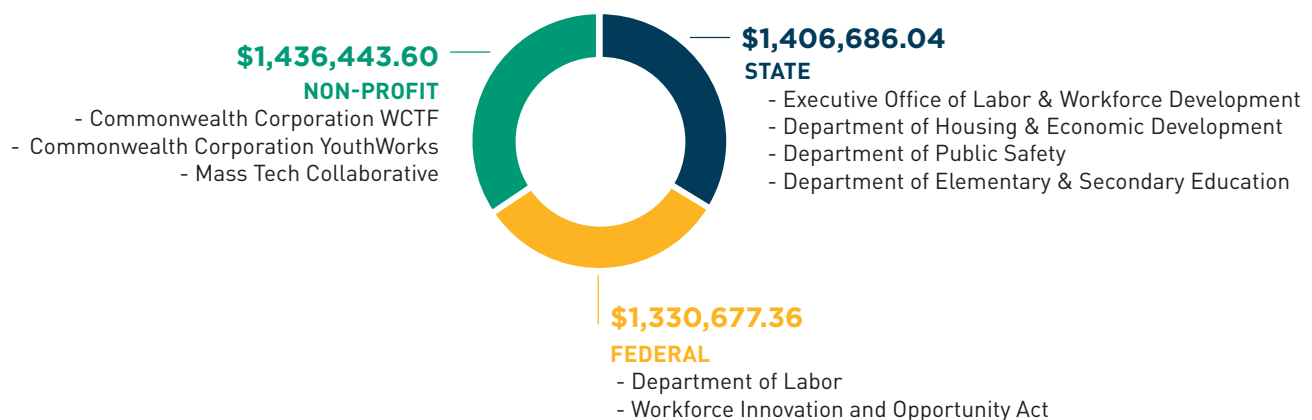
MHGBWB strategically seeks to diversify funding streams, during FY23 our resources were evenly distributed between Federal 33%, State 33% and Private/nonprofit 34% providing a lower risk than less balanced percentages.

MHGBWB has been appointed by the Mayor of Brockton as the Fiscal Agent for the service delivery area and is responsible for the fiscal administration for Federal and State Workforce Development funding from the Department of Labor (DOL). The focus of the federal funding is the Workforce Innovation & Opportunity Act (WIOA), which provides funding for employers & jobseekers who are categorized as Dislocated Worker, Adults and Youth ages 14-24. The DOL allocates formula funds along with special contracts for Trade and Rapid Response activities. State funds are designated by the Executive Office of Labor & Workforce Development to serve as an ambassador for the Workforce Training Fund and Regional Planning within the larger Region 6 Southeastern MA Workforce Boards. Over the past five years, through successful grant activity and increased allocation, our budget has close to doubled, providing additional resources for our communities.

## ANNUAL FUNDING FY18-FY23



## FY23 FUNDING





# GREATER BROCKTON WORKFORCE BOARD

34 School St. Brockton, MA 02301

Phone: (508) 584-3234

Fax: (508) 584-3235

Email: [admin@masshiregbwb.org](mailto:admin@masshiregbwb.org)

[www.masshiregbwb.org](http://www.masshiregbwb.org)

