



Commonwealth of Massachusetts

Executive Office of Labor and Workforce Development

Branding Workforce Systems

December 21, 2016



The Challenge

1. Employers struggle to meet hiring demands in technology, biotech, healthcare, finance, manufacturing, and other industries.
2. Segments of the Massachusetts population face higher than average rates of unemployment, many hourly and part-time employees are looking for full-time work, and 129,000 people are still unemployed.
3. Inconsistent branding permeates state, regional, and local workforce systems.
4. Business and jobseeker customers lack awareness of the depth, breadth, and interconnectedness of public workforce resources available in the Commonwealth.



Current Brands – State Level



Current Brands - 16 Regional Workforce Boards



BCREB BERKSHIRE COUNTY REGIONAL EMPLOYMENT BOARD
MASSACHUSETTS High Performing Workforce Investment Board
 Building Tomorrow's Workforce

MERRIMACK VALLEY
MVWIB
 WORKFORCE INVESTMENT BOARD



BOSTON PIC

Cape & Islands
WORKFORCE INVESTMENT BOARD

PSW
 PARTNERSHIPS FOR A SKILLED WORKFORCE

Bristol WIB
 Workforce Investment Board



CENTRAL MASSACHUSETTS
WORKFORCE INVESTMENT BOARD
 guiding resources for a stronger workforce

NORTH CENTRAL MASSACHUSETTS
 WORKFORCE INVESTMENT BOARD

Brockton Area Workforce
BAWIB
 Investment Board



REB Metro North Regional Employment Board

GLWDB
 GREATER LOWELL
 Workforce Development Board

south shore
WIB

NORTH SHORE
WIB
 WORKFORCE INVESTMENT BOARD
 We put the North Shore of Massachusetts to work!



Current Brands - 32 Local Career Centers



Employment & Training Resources

A Massachusetts One-Stop Career Center





Overview – MA Public Workforce System and WIOA

Workforce Innovation and Opportunity Act (WIOA)

The Massachusetts State Plan, as mandated by WIOA:

- Responds to the demands of the job market through Demand Driven 2.0, an approach that improves responsiveness to employer needs and prepare job seekers for high-demand employment ;
- Better serves jobseekers by treating each individual as a shared customer across agencies, and;
- Makes special efforts to assist populations facing barriers to employment.



Overview – MA Public Workforce System and WIOA

Branding is an explicit part of the WIOA State Plan:

- The Massachusetts Executive Office of Labor and Workforce Development must **“create better branding/promotion of the services afforded by One-Stop Career Centers,”** and all regional workforce development activities under the purview of both the State and Regional Workforce Development Boards.
- This strategy will allow the state to meet its goal of **“[increasing] talent recruitment and hiring for business partners through business outreach, candidate referrals, and education & training services that match business need.”**

Branding is **one piece of the larger strategy** that will allow state, regional and local entities to **meet employer demands** and **improve outcomes for all jobseekers.**



The Solution

A system-wide brand for the Massachusetts workforce system must:

- Communicate the depth, breadth, and connectivity of our workforce system to multiple audiences.
- Capture a joint mission and vision of the Massachusetts public workforce system.
- Provide a visual and cultural unification of the Massachusetts workforce system.
- Improve visibility and understanding to jobseekers and employers.
- Lead to an increase in interactions with jobseekers and employers.
- Lead to improved morale, interconnectedness, and performance among staff.



Proposed Phases

To achieve this goal, the Executive Office of Labor and Workforce Development envisions a statewide branding project with multiple phases.

1. Phase I: Brand Analysis and Stakeholder Engagement

- Evaluation of current workforce brands and development of inclusive process to synthesize input from a wide variety of state and local stakeholders, jobseekers, and employers.

2. Phase II: Brand Development and Branding Plan

- Development and testing of new architecture including name, strategy, and visual identity for new brand.
- Development of brand manual and implementation plan.

3. Phase III: Brand Deployment and Implementation

- Brand launch and implementation of new brand identity, including collateral and staff training.



Current Status

Completed:

- Established Branding Advisory Group and Request for Quote (RFQ) Review Team
- Briefed internal stakeholders (ongoing)
- Conducted pre-bid presentation with vendors on state contract
- Reviewed pre-bid presentations from 4 qualified bidders

In progress:

- RFQ to be released late December / early January
- Vendor/consultant to be selected late February



Role of State Workforce Board

WIOA Oversight Committee

- 1 or 2 people from the committee serve on the Branding Advisory Group
- Receive regular updates from EOLWD and/or consultant on re-branding efforts
- Provide guidance and feedback, as needed; determine when/if entire MWDB needs to be engaged (beyond items listed below)
- Discuss consultant's recommendations, including options for the workforce system "brand" (narrow down options to present to full Board, if necessary)

MA Workforce Development Board

- Included in stakeholder engagement process
- Votes on final workforce system "brand"