

# ABOUT MASSHIRE

## THE MASSACHUSETTS STATE WORKFORCE SYSTEM

### WHAT IS MASSHIRE?

**MassHire is a new brand unifying the entire Massachusetts Workforce Development System under a single name and shared mission.**

Commissioned by the Executive Office of Labor and Workforce Development (EOLWD), it signifies the state's commitment to increasing meaningful career opportunities for job seekers and expanding the talent pool for businesses seeking trained, skilled employees.

The brand, MassHire, unifies and empowers all state, regional, and local workforce entities. It enables them to communicate with clients – job seekers and businesses – with a clear, consistent, powerful message. MassHire provides a foundation for conveying the depth, breadth, and connectivity of its value and services across all audiences.

#### What's changing?

16 local boards will become MassHire Workforce Boards; 29 career centers will become MassHire Centers. The Massachusetts Workforce Development Board will become the MassHire State Workforce Board, and the Department of Career Services will be the MassHire Department of Career Services.

#### When is this happening?

Our statewide launch will be on August 29, 2019. Our local workforce boards and career centers will launch in their regions throughout the following two months.

#### Why Rebrand?

In discussions with businesses, jobseekers, education partners, workforce development professionals, and other stakeholders, EOLWD gathered extraordinary insight. For example:

- It became evident that employers and job seekers are largely unaware of the resources provided by the state's workforce system. In short, much of our target audience simply didn't realize they could turn to a statewide network for employment or business services.
- We unearthed new challenges and opportunities for more effectively addressing the unique employment and business needs for a dynamic 21st century economy.

Mindful of the amazing work being done by our Commonwealth's workforce entities, our master brand, MassHire, enables customization and sub-branding flexibility. It incorporates the names and/or service areas of all local facilities.



# MASSHIRE BRAND CHARTER

## OUR MISSION

Operating through a statewide network of employment professionals, the MassHire mission is to create and sustain powerful, successful connections between businesses and job seekers.

## OUR VISION

MassHire envisions a better future for employees and businesses in Massachusetts through meaningful work and sustainable growth.

## OUR VALUES

- **Collaboration:** MassHire believes in the power of partnership and streamlined integration of services to achieve effective and timely results for those we serve.
- **Respect:** MassHire is committed to understanding and valuing the diverse, unique requirements and professional goals of the businesses and people we serve.
- **Reliability:** MassHire creates trust and reliability by consistently delivering high quality professional services at each location and in every interaction.
- **Ingenuity:** MassHire leverages its flexibility, expertise, and knowledge to successfully meet our mission, regardless of new challenges and circumstances.

## OUR PROMISE

MassHire promises to champion prosperity, connecting employers with talent and job seekers with tools, services, and connections to achieve meaningful and sustained employment.

Questions? Please email [Marina.R.Zhavoronkova@MassMail.State.MA.US](mailto:Marina.R.Zhavoronkova@MassMail.State.MA.US)

# LET'S GET TO WORK!

