

**Berkshire County Regional Employment Board, Inc.
Berkshire County Employer Partnership – Award \$276,600**

Project Focus:

This project will address three factors most often cited by employers: 1) the development of basic skills leading to credentials, 2) the preparation of workers to fill immediate labor shortages in critical occupations, and 3) the retention of 18 – 44 year-olds in the labor market through long term employment opportunities and career ladders.

The Partnership:

Berkshire County Regional Employment Board, Berkshire Applied Technology Council, Berkshire Chamber of Commerce, Interprint, Inc., Boyd Converting, Crane & Company, Mead Westvaco, Berkshire Bank, KB Toys, Cavallero Plastics, Berkshire Works (One-Stop), Berkshire Central Labor Council, AFL CIO Local 473, Berkshire Community College, Adult Learning Center, and Mass. College of Arts,

Project Goal:

The overarching goals of this project are:

- To have a business impact on participating Berkshire County companies by creating a skilled and consistent workforce which will lead to company competitiveness by developing measures of efficiency, quality, and productivity of the workforce.
- To have an employment impact on the region whereas every participant will develop a foundation of basic skills and make measurable progress toward achieving their skill or employment goal.
- To develop a community impact that will help to promote career ladders in additional companies and industries, provide long-term sustainability and add value to the workforce development services that are provided.

Enrollment Goals:

- 20 workers will be enrolled in the “manufacturing strand” and receive training in math, computer applications, technical reading/writing, blueprint reading PLC/Ladder Logic and lean manufacturing.
- 15 workers will be enrolled in the “office strand” and receive training in how computer and technology are used in the workplace. Training in Microsoft Word, Excel, Access and PowerPoint will be given as well as training in grammar, writing, and communication skills.
- 31 workers will receive foundational training in the CISCO Certified Network Associates Program.
- 40 workers will receive leadership and supervisory training.

Project Design:

The project design is characterized by a 3-tiered approach to developing a skilled workforce and career pathways. In the first tier, participants’ skills will be assessed and an Individual Service Strategy will be developed. Referrals to ABE and ESOL will be made are this stage. The second tier will consist of training in three areas: Manufacturing, Office Skills and CISCO Certification. The third tier will help participants transfer knowledge and skills to the workplace through training in leadership fundamentals.