

**Regional Employment Board of Hampden County
Hampden County BayStateWorks Initiative**

Project Focus:

This initiative will focus on increasing the earnings potential and upward career mobility for Hampden County workers while concurrently enhancing competitiveness and performance for the six business partners in two of the region's critical industry sectors: health care and manufacturing. It will also expand community college/employer partnerships and will target recruitment at unemployed at-risk youth.

The Partnership:

Regional Employment Board of Hampden County, Holyoke Chamber of Commerce, Holyoke Hospital, Heritage Hall Nursing Home, Loomis Communities, Governors America, Sealed Air Corporation, Universal Plastics, CareerPoint (One-Stop), Holyoke Community College, The Juntos Collaborative, and Massachusetts Career Development Institute.

Project Goal:

The goals for the project are:

- To identify and close existing skill gaps for workers in health care and manufacturing.
- To provide pre-employment and education/training to qualify workers for employment in health care and manufacturing.
- To establish an "employability certificate" accepted by partner businesses.
- To assist partner businesses to develop and adopt career ladders.
- To provide an infrastructure to sustain the project past the funding cycle.
- To support the goals of "Reach Higher" and "Pathways to Success by 21."

Enrollment Goals:

A total of 169 participants will receive training. Of these:

- 24 will receive Patient Care Tech training
- 30 will receive Certified Nurse's Aide training
- 10 will receive training in Manufacturing Technology
- 34 will receive training in Computer Literacy
- 60 will receive training in Workplace Literacy and Numeracy
- Others will have training in blueprint reading and measurement skills

Project Design:

This project plans to develop both incumbent and unemployed workers. Incumbent workers are being offered a wide variety of occupationally related courses aimed at extending career ladders and improving their job performance and chances for wage gains and promotions. Unemployed workers in two targeted areas, healthcare and manufacturing, are being recruited and offered an integrated curriculum including occupational and basic skills training and case management services that will prepare them for employment in one of these targeted industries. The project will utilize the ACT WorkKeys Learning System to "profile" (benchmark) six targeted positions within the business partners' organizations, assess (pre and post training) individuals participating in ESL/Workplace Literacy and Numeracy training and deploy 15 Plato licenses (computer-based training) to supplement classroom training in these subject areas.