

Let us work for you!



Springfield Technical & Holyoke Community Colleges

The joint efforts of Holyoke Community and Springfield Technical Community College demonstrate that the efforts to improve the workforce training mechanism and the skills of the workers in the Commonwealth are the primary economic development strategy that can be undertaken. A job-ready worker and skill enhancements for incumbent workers can drive investment, job growth and new tax revenue for the Commonwealth.

Training and Workforce Options (TWO) a joint effort of the two colleges provides custom contract training for area businesses with a training approach that yields a high return on investment. The Massachusetts Casino Careers Training Institute is designed to scale up the hospitality workforce for a high level of demand resulting from this new to Massachusetts Industry. In both cases the state is creating a system, which will stimulate private investment, new jobs and new tax revenues.

We would suggest that through the Economic Development fund of the Gaming Commission that the following actions be taken to stimulate increased economic development activity of the Commonwealth:

- Identify the four key industrial sectors of the State (e.g. in Western MA: Healthcare, Higher Education, Manufacturing, and Hospitality) and study the projected job growth of **3 high demand occupations in each sector in order to create an occupational profile**;
- Design an assessment and gap-training model through Career Ready 101 and the National Career Readiness Certificate to train job seekers and incumbent workers to match the defined occupational need. A credential would identify the skill level obtained by the job seeker or incumbent worker and serve as **a benchmark for employers in the hiring process**.
- Create a defined **apprenticeship pathway** for each identified occupation in concert with employers;
- Create an **occupational portal** which allows job seekers and employers to connect;
- Create a **marketing effort** inside and outside the Commonwealth to help employers understand the value of the Massachusetts workforce in their efforts to move into the State or to expand within the State;

- Devise a **business development process**/system that focuses on workforce as a primary way to encourage economic investment; and,
- Create a virtual Business Development Center focused on occupational needs.

TWO would strongly support this type of economic development initiative to improve the skills of individuals and meet the needs of employers as they start up in Massachusetts or as they expand.

If you have any questions or if you require any additional information please contact me at your convenience.

Sincerely,

A handwritten signature in cursive script that reads "Jeffrey P. Hayden".

Jeffrey P. Hayden, Executive Director
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