

FY19 TRAIN Planning Grant Proposal from Massachusetts Bay Community College

Massachusetts Bay Community College (MassBay) requests a planning grant to consult and collaborate with regional workforce partners, North Shore Community College, and other relevant groups in the development of an information technology (IT) certification training program meant to serve long-term unemployed, underemployed, and entry-level adult workers. The program will also target workers who are interested in changing careers to technology oriented ones.

Through various planning activities, MassBay will determine the needed recruitment strategies, curricula, pedagogy, support services, industry relationships, and delivery models for such a program. College faculty and staff will spend 8 months (November 2018 through June 2019), researching, developing, and pilot testing IT training in order to provide unemployed and underemployed MetroWest residents with opportunities to access jobs in and contribute to the state's technology-based economy.

According to the Greater Boston Workforce Planning Blueprint (2018), information technology and computer services are priority occupations in the Greater Boston region due to high employer demand, insufficient numbers of skilled workers for available positions, higher than average wages, and career growth. The Bureau of Labor Statistics reports that these types of jobs are projected to grow up to 37% from 2012-2022 much faster than average for all other occupations.

MassBay is located in a workforce region—including Boston, Metro-North, and the Metro-South West—that has an abundance of small owner-operated, emergent entrepreneurial ventures, and Fortune 500 technology companies, e.g. TowerWall, TripAdvisor, PTC, Turbine, CyberArk, and Big Belly Solar to name a few. The area is also home to other industries that have demand for end user computer services, such as healthcare, retail, and banking and financial services.

MassBay will focus on the following nine objectives as a part of the planning process:

1. *Form a project-focused advisory board.*

The advisory board will be comprised of MassBay staff and faculty, members of workforce organizations, such as MassHire and Partnerships for a Skilled Workforce, and members of local companies and workforce groups. The board will meet monthly for planning purposes.

2. *Conduct regional occupational market research.*

Utilizing Burning Glass software, MassBay and MassHire staff will review labor market data to better understand the regional job market and to ascertain likely credit and non-credit IT training and certifications that would be useful in the region.

3. *Identify IT certifications training to be offered.*

Through Burning Glass analytics, advisory board input, and consultation with other community colleges, we will seek to identify up to three, IT-related certifications that are applicable for entry-level jobs in the field.

FY19 TRAIN Planning Grant Proposal from Massachusetts Bay Community College

4. *Develop participant recruitment strategy and pipeline with local agencies.*

MassBay's incoming Director of Corporate Partnerships and Workforce Development and MassHire will liaise with community-based organizations and workforce groups to identify and locate appropriate types of candidates for training in these occupations.

5. *Identify and develop agreements with local companies for internship and job placements.*

Members of the advisory board will work closely with the College's Director of Corporate Partnerships and Workforce Development and MassHire to identify future internship sites and career readiness activities to augment program participants' training.

6. *Determine types of wraparound support services and resources needed for participants.*

The College and MassHire staff will collaboratively research and determine types of support services that would be essential for participants in the projected program and locate potential providers and resources.

7. *Recruit six participants to pilot and test training strategy.*

Upon development of a draft plan, the College intends to test its prospective program strategy with a cohort of six participants who will be selected to engage in a short term, intensive IT training program with ample supports. The pilot will allow the College and its partners to test and evaluate results of our training and service delivery model.

8. *Consult and share best practices with North Shore Community College and other community colleges with related efforts.*

Members of the planning team will meet consult with institutions of higher education, including North Shore Community College, that offer similar types of training to untraditional populations for learning and the sharing of best practices.

9. *Create a plan for a cooperative training facility with regional One Stop career center.*

Training will be offered through a facility that partnering organization, MassHire already has in place, which is located in Framingham. Through the planning process and pilot testing, the College also intends to assess the potential demand and accessibility in offering workforce training off campus at alternative, community-based locations.

The TRAIN planning grant and overall planning process will be managed by the College's recently hired Director of Corporate Partnerships and Workforce Development who will start on November 13th. Principle planning partners of the project will be: MassHire/American Jobs Center and Partnerships for a Skilled Workforce. A written summative report will be provided to the grantor following the grant period detailing the planning project's outcomes.

A detailed planning budget and budget narrative are attached.