



Our Plan

2021-2024





Our Strategic Plan

Over the course of three-months the staff of MassHire Springfield Career Center has provided analysis into our business with the goal of creating a four-year strategic plan. This was done during the stressful and uncertain economic times created by the COVID virus. While some of the hard measures may be impacted by unforeseen uncertainty, this is a plan that is achievable. It is impactful to the people and businesses we serve, as well as the staff that makes it happen.



Our Objectives

We seek to deliver results to our job seeker, business customers, partners and our organization. To achieve this our plan:

- Aligns to data measures for career center business continuation.
- Supports the Pioneer Valley Labor Market Blueprint.
- Pushes us to continue to be a leader in virtual services.
- Develops staff to support virtual initiatives.
- Outreaches & engages those with language barriers.



SWOT Analysis

Our staff created an assessment of our Strengths, Weaknesses, Opportunities and Threats. The top four results in each category were used in the formulation of our strategic plan. They are listed on the next page.

SWOT Analysis

Strengths

Your advantages

- State of the Art Career Center
- Informative Website
- Business Partner Connections
- Data & Results Driven

Weaknesses

Areas for improvement

- Need More Disability Services
- In Person Assessment-Targeted Groups
- No Live Streaming For Events
- Help Members w/Tech & Language Barriers

Opportunities

Situations to apply your advantages

- Expand Bilingual Services
- Webinars For Professional Development
- OJTs, Apprenticeships, Training Options
- Expand Member & Business Outreach Via Virtual Services & Webinars

Threats

Where you are at risk

- Computer Network Attack
- Lack Of Youth Employment, Internships & Volunteer Opportunities
- Staff Tools & Training
- Multiple Priority Demands On Staff



Objectives

Based on the SWOT analysis we identified four objectives:

- Data & Results Driven/Align With Pioneer Labor Market Blueprint
- Expand Virtual Services-Members & Businesses
- Staff Tech Skills Development
- Expand Bilingual Services



Objective

Data & Results Driven (Strength)/Align With Pioneer Labor Market Blueprint

- 50% Of Training To Careers In Health Care-Social Assistance & Manufacturing
- 40% Of On The Job Training & Apprenticeship Contracts to Health Care-Social Assistance & Manufacturing [OJT + Apprenticeships (Opportunity)]
- Total Job Seekers Served FY'21= 8,250
- Total Customer Securing Employment FY'21 = 10,000 (Wage Match)
- Employment Rate Of Exited Customer 4th Quarter FY'21 = 60%
- Total Businesses Served FY'21 = 1,500
- Job Orders Received FY'21 = 4,000



Objective

Expand Virtual Services-Members & Businesses (Opportunity & Weakness)

- Member Webinars - 50 Monthly
- Business Webinars - 8 Annually
- Implement New Virtual Job Fair Platform (Premier Virtual)
 - Job Expos - 6 Annually
 - Individual Company Recruitments - 2 Monthly
- Develop Curriculum For Business
 - Virtual Classroom
 - Self-paced Learning Management System
- Develop Career Readiness Program For Youth/Schools



Objective

Staff Tech Skills Development

- Provide Training Opportunities For Tech Savvy Staff
 - Virtual Job Fair Platform
 - Webinar
 - Presentation Recording
- Deliver Short Form Tech Tutorials To Staff - Monthly
 - Provide On Demand Tutorials On Staff Page
- Provide Access To Outside Training



Objective

Expand Bilingual Services (Opportunity & Threat)

- Double Spanish Language Website Content
- Increase Availability of Electronic & Printed Information
- Connect Electronically To Other Career Center Language Programs
- Institute Online Programs (Skillbase) in Spanish
- Purchase Handheld Translation Devices

Vision & Mission Statements



To be consistent with the re-branding of Massachusetts Career Centers that was implemented in September 2018, we have adopted the vision and mission statements that were developed under the MassHire Brand Charter.



Vision Statement

MassHire Springfield Career Center envisions a better future for people and businesses of Massachusetts through meaningful work and sustainable growth.

Mission Statement

MassHire Springfield Career Center creates and sustains powerful connections between businesses and job seekers through a statewide network of employment professionals.