Exhibit D



MassHire Hampden County Workforce Board, Inc. Employer Engagement Framework

Discovery



Analysis



Research



Engagement

- ◆ ASSESS VALUE OF PROSPECTING KNOWN AND / OR PROSPECTIVE EMPLOYERS
- CATEGORIZE CURRENT GROWTH SECTORS
- Identify new or Emerging Sectors

- REVIEW SECTORS BASELINE DATA
- ANALYZE SECTORS
 EMPLOYMENT TRENDS
- Assess Sectors workforce
 NEEDS AND REQUIREMENTS
- IDENTIFY EMPLOYER DATA
 AND PROCESS DRIVERS

- ◆ IDENTIFY KNOWN EMPLOYERS
 IN TARGETED GROWTH
 SECTORS
- PROFILE CURRENT
 RELATIONSHIPS WITH KNOWN
 SECTOR EMPLOYERS
- ◆ IDENTIFY PROSPECTIVE EMPLOYERS IN TARGETED GROWTH SECTORS
- CONDUCT RESEARCH OF PROSPECTIVE EMPLOYERS
- ◆ DOCUMENT AND VALIDATE EMPLOYER NEEDS AND REQUIREMENTS

- ◆ DEVELOP EMPLOYER
 ENGAGEMENT PLAN
- DETERMINE EMPLOYER
 ENGAGEMENT PROCESS
- IDENTIFY EMPLOYER ENGAGEMENT TEAM
- PREPARE EMPLOYER
 MARKETING COLLATERAL