

MASSACHUSETTS  
**HIGHTECHNOLOGYCOUNCIL**

*Dedicated to Growth... Committed to Action*

Thursday, January 15, 2009

Dear Mass. High Tech Council Member:

Between 2006 and 2008 I had the privilege of serving as a member and chairman of the Massachusetts Board of Education. This opportunity coincided with the High Tech Council's renewed commitment to establishing and executing clear and focused implementation strategies to make our public schools more globally competitive. We also tackled issues that remain largely unresolved. ***This email invites you to help launch what we think is a solution to one of these important unresolved challenges.***

The positive TIMSS international achievement results released last year showed that our efforts are helping Massachusetts students and teachers make significant improvements in math and science. Still, despite decades of study and discussion by business, education and government leaders, there is no cohesive implementation strategy or infrastructure to expand the long-term pipeline of skilled workers in order to feed the workforce needs of the region's technology employers.

**THE PROBLEM:** Studies show that students who are not given a full understanding of the benefits of a technology career are likely to leave the math and science academic track. On the other end of the pipeline, employers find that new hires are not always prepared for real world technology challenges and are forced to institute costly retraining programs. There has been no clear systemic solution to connect high school students with higher education institutions and employers in a way that makes the pipeline more tangible and quantifiable for everyone involved.

**THE SOLUTION:** Fortunately, the Council is developing a comprehensive solution to this systemic problem. We are pleased to announce plans to help Massachusetts employers directly connect to the workforce of the future through our new **MassTalent Pipeline** program, a program led by the High Tech Council that uses the latest web technologies and easy-to-use data to help employers implement customized recruitment strategies. **The following is a quick overview of the program and an invitation to learn more by attending a meeting on February 12, 2009 from 10:30 to noon at the Burlington Marriott.**

**MassTalent:** The goal of MassTalent is to create a new model of collaboration between educational institutions and employers. Building out this capacity now in the midst of an historic downturn will accelerate our recovery when it comes—and it will. As the next generation enters the workforce, organizations must be able to build recruitment relationships directly with future employees. Traditional methods for recruitment, which are costly and imprecise, are becoming outmoded. **This program will help Council members identify qualified candidates using data provided by candidates seeking opportunities as well as gaining access to an applicant's entire academic history.**

The Council is partnering with Boston-based [ConnectEDU](#), the nation's leading technology firm dedicated to providing students, educators and employers with comprehensive solutions to successfully navigate education and employment transitions. ConnectEDU operates the nation's largest network for college planning and has recently extended its focus to include career planning as well.

As currently envisioned, MassTalent will tap into the foundation established by school districts and colleges in Massachusetts (and in other states) already using the ConnectEDU system. By establishing a robust employer component in Massachusetts we will accelerate the adoption of a model that will have the capacity to become a national standard, providing Massachusetts employers access to a pipeline of future workers from around the nation. As sponsors of this program in Massachusetts, participating Council members will be conferred additional benefits and incentives.

We understand that now, more than ever, employers have concerns about the bottom line. The Council has a successful track record of running programs that deliver cost savings and operational efficiencies to its members, including our innovative energy program. This program is no different. We are currently designing the program with the goal of saving members money on their recruitment and retention operations. The benefits to participating higher education institutions are also compelling.

- **We invite you to attend a briefing on this program on February 12, 2009 from 10:30 AM to noon at the Burlington Marriott. Please RSVP directly to Daniella DeChristopher ([daniella@mhtc.org](mailto:daniella@mhtc.org)) if you can attend.** We will hear from two trail-blazing Council members and universities who are using the system to identify and encourage students who show promise as key players in the future workforce.

Thank you in advance for your consideration of this request. We will be following up with you shortly with more details.

Best regards,

A handwritten signature in black ink, appearing to read 'CRA', with a long horizontal line extending to the right.

Christopher R. Anderson  
President