Digital Jobs Pathways Case Studies

Translating Demand into Opportunity: MassHire Boston's Approach to Digital Career Pathways

MassHire Boston Workforce Board illustrates how a regional workforce intermediary can add value in a market where digital opportunity is abundant, but difficult to navigate. Across the greater Boston metro area, employers across technology, healthcare IT, finance, clean energy, and professional services are actively hiring for digital roles, yet jobseekers, particularly those without four-year degrees, encounter a fragmented landscape of credentials, training providers, and unclear hiring signals. The central challenge is not a lack of activity, but a lack of alignment.

Rather than building new programs and duplicating efforts, MassHire Boston focuses on strengthening pathways and employer commitment by serving as a coordinating hub. The organization works directly with employers to clarify skill needs and expectations, then aligns training providers, community partners, and recruitment efforts around those shared signals. This approach has been especially visible in how employer-facing events and career fairs are used to surface common hiring expectations, helping employers, training providers, and jobseekers operate from a more consistent understanding of digital and AI-enabled skill requirements.

A defining feature of the Boston model is its emphasis on system coherence. In a region with many parallel initiatives, MassHire Boston prioritizes reducing duplication, elevating effective training options, and encouraging employers to engage earlier and more consistently with talent pipelines—through internships, experiential learning, and skills-based hiring approaches. This model is reinforced through MassHireBoston's partnership with Boston Public Schools and the Boston Private Industry Council, which connects high school students to employer-paid summer jobs and internships, including in technology and other high-growth sectors. Career Specialists embedded across Boston Public high schools work closely with students, schools, and employers to translate labor market demand into early work-based learning opportunities. By focusing on alignment over expansion, the organization helps ensure that digital pathways lead to real hiring outcomes and are accessible to residents who have historically been excluded from Boston's tech economy. By focusing on alignment over expansion, the organization helps ensure that digital pathways lead to real hiring outcomes and are accessible to residents who have historically been excluded from Boston's tech economy.

Why This Matters
MassHire Boston demonstrates that in opportunity-rich markets, workforce impact comes from clarifying demand and coordinating systems, not creating more programs. By serving as a regional hub, the organization engaged more than 400 young people in just over a year, more than double its original participation goal, while aligning employers, training providers, and schools around shared hiring signals, making digital career pathways easier to understand, navigate, and access for both employers and jobseekers.

Growing Digital Talent Locally: MassHire Central's Regional Approach to Digital Careers

[MassHire Central Region Workforce Board](#) offers a strong example of how digital career pathways can be built in a regional economy where demand is growing, but infrastructure is still emerging. In Central Massachusetts, digital skills are increasingly required across healthcare, manufacturing, education, and business services, yet digital roles are often embedded within broader occupations. This creates a need for clearer pathways, stronger employer engagement, and practical tools that help residents and employers navigate digital career options locally.

MassHire Central's approach centers on building regional capacity. The organization focuses on developing accessible entry points into digital and IT-adjacent roles, particularly within healthcare IT—while pairing training with wraparound supports to improve persistence and completion. Career fairs and employer convenings have played a key role in this work, helping validate pathway design with employers and making digital career options more visible and concrete for local residents.

Employer engagement in the region is intentionally relationship-driven and developmental. By working through trusted regional partners and sector-based collaborations, including healthcare IT employers, higher-education institutions, and regional IT services firms, MassHire Central helps employers articulate digital skill needs, participate meaningfully in pathway development, and gradually adopt skills-based approaches to hiring. This strategy supports not only entry into digital roles, but retention and advancement, ensuring that digital talent development strengthens the local economy rather than preparing workers to leave it. This approach is reflected in MassHire Central's role as a regional hub for IT talent development, coordinating training providers, employer demand, and job opportunities through long-standing relationships. Rather than operating a single centralized program, the workforce board convenes and aligns regional partners to deliver employer-informed IT credentials, including CompTIA A+ training, that prepare residents for entry-level IT and cybersecurity roles. Ongoing employer engagement helps ensure these pathways stay responsive to real hiring needs, strengthening a locally rooted digital talent ecosystem.

MassHire Central shows that building digital pathways in regional labor markets requires sustained investment in capacity, trust, and shared infrastructure, not just short-term training programs. Through this approach, the region engaged **50+ employers**, attracted **100+ applicants** to CompTIA A+ training, and supported **61 residents** to complete employer-informed credentials, in over a little more than a year demonstrating how locally rooted digital pathways can translate employer demand into durable career opportunities that strengthen long-term regional growth.

Jobs for the Future