



# Workforce Issuance

---

100 DCS 14.445

☐ Policy ☒ Information

---

**To:** Chief Elected Officials  
MassHire Workforce Boards Chairs  
MassHire Workforce Board Directors  
MassHire Career Center Directors  
MassHire Fiscal Officers  
MDCS Operations Managers

**cc:** WIOA State Partners

**From:** Diane Hurley, Acting Director  
MassHire Department of Career Services

**Date:** July 12, 2023

**Subject:** **Grow with Google (GwG) Training Scholarship Program - Updates**

---

**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, MassHire Career Center staff and partners of the Grow with Google (GwG) Training Scholarship Program and staff training. The GwG program is due to sunset on December 31, 2023. Additional updates, changes, and information as part of the planned sunset are described below.

**Background:** The National Association of State Workforce Agencies (NASWA) has partnered with Google and Coursera to offer the Google Career Certificate Scholarship Program to prepare customers for a new career in three to six months in high-growth fields with no experience required.

Recipients will get professional training through Coursera that was designed by Google to earn a credential in Data Analytics, IT Support, Project Management, User Experience (UX) Design, Digital Marketing & E-Commerce, and IT Automation with Python, Business Intelligence\*, Advanced Data Analytics\*, and

Cybersecurity\*, along with the opportunity to connect with top employers that are currently hiring.

The Google Career Certificate scholarship program in partnership with NASWA, provides no cost access to these certificates via workforce state agencies and are available to job seekers. The program is expected to last for two years, with a sunset date of December 31, 2023.

To assure that learners are successful in completing their GwG certificates, the **last date to enroll customers in any of the GwG certificates is August 31, 2023**. After that date, there should be no enrollees into the GwG program.

If learners do not complete by December 31, 2023, they will be required to pay the \$39 monthly GwG fee to continue the training.

The objective for offering GwG Scholarships is to continue to support Economic Recovery efforts by providing tangible training and job opportunities for individuals impacted by the economic downturn.

**\*Update: New Google Certificates Added to Coursera (refer to Attachments S-U)**

The Google Business Intelligence, Advanced Data Analytics, and Cybersecurity Certificates have been added to the Coursera course offerings.

**Update: Added attachments**

Attachments S through U have been added. Attachments C, F, K, and L have been updated to include the newest certifications for Advanced Data Analytics, Business Intelligence, and Cybersecurity, as well as removing the MIC programming language to contact your local MassHire Career Center for assistance with a device.

**Action**

**Requested:** Please share this issuance with all management and staff.

**Effective:** Immediately

**Inquiries:** Please direct all questions to Kim Leonard at [kim.m.leonard@mass.gov](mailto:kim.m.leonard@mass.gov). Please reference this MassHire Department of Career Services Workforce Issuance number in your inquiry.

**Attachments:** A: Coursera Administrator Guide  
B: Coursera Learner Guide

C: Prescreening Tool – fillable (**updated 7/12/23**)  
D: Prescreening Guide  
E: Follow-up Survey – fillable  
F: GwG Flyer (**updated 7/12/23**)  
G: GwG Career Certificate Withdrawal Guidance (*posted 4/25/22*)  
H: GwG PPT Slides (*posted 4/25/22*)  
I: GwG CCS Slide (*updated 5/19/22*)  
J: GwG Crystal Report (*updated 4/29/22*)  
<https://www.mass.gov/service-details/reports-by-category>  
K: GwG Spanish Flyer (**updated 6/30/23**)  
L: GwG Spanish Prescreening Tool (**updated 6/30/23**)  
M: Data Analytics - Course Outline (*posted 5/19/22*)  
N: IT Support - Course Outline (*posted 5/19/22*)  
O: UX Design - Course Outline (*posted 5/19/22*)  
P: Project Management - Course Outline (*posted 5/19/22*)  
Q: IT Automation with Python - Course Outline (*posted 5/19/22*)  
R: Digital Marketing & E-Commerce - Course Outline (*posted 5/19/22*)  
S: Business Intelligence – Flyer (**posted 7/12/23**)  
T: Advanced Data Analytics – Flyer (**posted 7/12/23**)  
U: Cybersecurity – Flyer (**posted 7/12/23**)