**Shared Customers**

WIOA is designed to create a system of comprehensive services to help participants/customers advance on a career pathway regardless of the partner program in which they originally enroll.

The Massachusetts WIOA State Partners have agreed that customers that are eligible for and receive services from more than one WIOA Partner program are considered shared customers. Shared customers benefit from services and resources delivered across multiple WIOA Partner programs and other stakeholders that are aligned to meet an individual’s needs.

WIOA requires core partners to align, connect, and integrate services by sharing resources and jointly designing services in ways that improve outcomes for shared customers (e.g., youth, adults, job seekers, and businesses) and prioritize serving individuals with barriers to employment (e.g., undereducated and limited English proficient adults).

* ***What is the process for defining the eligibility of shared customers?***

In each workforce development region, adult education programs will participate in a process to develop a shared understanding of each other’s systems and policies. The process will be led by the local MassHire Workforce Board, and as a result, partners will define shared customers and create a clear understanding of how multiple providers, services, and resources should support an individual person or business. All ESE funded programs are expected to participate in this process.

* ***When is an ABE/ESOL student considered a shared customer?***

In order to be a shared customer, a participant must meet the eligibility criteria of partner agencies. The eligibility criteria for shared customers will vary from region to region depending on participant characteristics (e.g., academic level, level of English proficiency) and regional employment needs (e.g., healthcare, hospitality, advanced manufacturing).

A shared customer is a participant who is enrolled in more than one WIOA core partner program at any time during a fiscal year (i.e., a participant who is co-enrolled and a participant who is sequentially enrolled). Examples of shared customers who enroll in more than one core partner program include but are not limited to:

* + ABE/ESOL participants enrolled by MassHire Career Centers and receiving career center services leading to employment
  + ABE/ESOL participants ages 16-24 and enrolled in Title I out-of-school youth programs
  + ABE/ESOL participants and recipients of Massachusetts Rehabilitation Commission (MRC) services
  + ABE/ESOL participants who exit ABE services and then enroll in a training program funded by a core partner
* ***Are all my students shared customers?***

No. Within a program year some ABE/ESOL participants will make sufficient educational progress that they need workforce services to advance their education and career goals. When they access these workforce services, they become shared customers. Programs should discuss and agree on what ABE/ESOL level (GLE/SPL) participants should be at in order to be successful in using MassHire Career Center services leading to employment. This may vary by region based on the in-demand jobs and career center services provided in the region.

* ***How do customers of core partners become shared customers?***

Just as participants become shared customers when they enroll in core partner programs, participants of core partner programs become shared customers when they enroll in adult education. For example:

* Students enrolled in a Title I out-of-school youth program become shared customers when they enroll in an adult education program (e.g., high school equivalency preparation).
* MassHire Career Center customers become shared customers when they enroll in an adult education program
* Department of Transitional Assistance customers become shared customers when they enroll in an adult education program.