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PRESS RELEASE
FOR IMMEDIATE RELEASE
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**MASSBAY AND CENTERS FOR BUSINESS AND INDUSTRY PARTNERS
LAUNCH “HIGH PERFORMANCE ENTERPRISE” WEEKLY WEBCAST**
Partnership focused on boosting small-medium business performance

Wellesley Hills, Mass. – Massachusetts Bay Community College (MassBay) is one of a small group of Centers for Business and Industry (CBI’s) dedicated to improving business performance for small-medium businesses in its service area.

MassBay has grouped with partners from across New England to launch a weekly webcast called “High Performance Enterprise.” The webcast will bring free-of-cost Enterprise Performance Management skills awareness and tools to businesses and other organizations. This innovative program to measurably boost performance among small and medium private sector enterprises and public sector agencies is being led by MassBay, Middlesex Community College, Bristol Community College, Holyoke Community College, Mt. Wachusett Community College, and Berkshire Community College.

“The launch of High Performance Enterprise – A Weekly Webcast is the natural next step in our missions to measurably boost performance among small and medium size enterprises and public sector agencies, to improve their performance, and to further support the business community,” said Wayne Johnson, Dean of Corporate and Community Education at MassBay.

“High Performance Enterprise – A Weekly Webcast” is presented free-of-cost each Thursday at 9:30 a.m. Eastern. The first session will be held January 29. MassBay will host events on February 17 (Managing Human Resource Performance), March 18 (Managing Enterprise Technologies Performance), April 21 (Managing People & Teams Performance), and May 5 (Managing Demand Generation Performance).

For webcast access information, visit:
www.NewEnglandPerformanceExcellence.com/HighPerformanceEnterpriseWebcast.aspx

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As a state training provider, the corporate branch of the Office of Corporate and Community Education at MassBay has the responsibility to provide low-cost, high-quality training for employees within our service area. It fulfills the training needs, development, and education of the workforce in any organization in the region to help boost productivity and motivation, as well as increase employee retention. For more information contact: Wayne K. Johnson, Dean (508) 270-4106 or visit www.massbay.edu/academics.aspx?id=1822.

About MassBay Community College

Massachusetts Bay Community College (MassBay) is an open-access, accredited two-year public educational institution. The College grants associate degrees and certificates in a range of disciplines through its five divisions of academics: the Division of Health Sciences; the Division of Humanities; the Division of Science, Technology, Engineering & Math (S.T.E.M.); the Division of Social Sciences & Professional Studies; and the Division of Transportation & Energy. Offering over 60 academic programs, MassBay serves Boston and the MetroWest communities with locations in Wellesley Hills, Framingham and Ashland (Automotive Technology Center).

---www.massbay.edu---

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