

Notes from March 14 Joint Council Meeting

Tonja presented the Board's proposal for strategic priorities as:

- Taking a tiered approach of working in Year 1 (FY 2020) on the priorities of Communication and Member Engagement and Advocacy and Coalition Building
- The work on those two priorities in FY 2020 will advance other potential priority areas and inform priorities for FY 21-22.

The members broke into small groups to discuss the priorities and answer three questions:

- Are these the right immediate priorities?
- What 2 or 3 committees would engage members in carrying out the work to advance these two priorities?
- What is the one accomplishment in each of the two priority areas that members would hope to see at the end of Year 1?

Board members at the meeting were present in all small group discussions.

Small Group answers

Question 1: Are these the right priorities?

All four small groups answered Yes.

Comments following the answer Yes were:

Group A

Communication/Member Engagement - Members already love the e-newsletter they are receiving, should do scan of regions and sectors to understand strengths and weaknesses, share a contact sheet, understand roles and responsibilities, ability to articulate fiscal needs
Advocacy/Coalition Building – process of agreement on state line item, collect pain points from all members organized by partner type, establish ourselves as credible thought partners with state and legislature, collect best practices, how do we speak with one voice given regional differences?

Group B

Would like to ensure a sense of urgency for advocacy work (due to declining federal support and the challenge of cuts to career centers' core services)

Group C

Member engagement – to be a unified organization, we need to know who we are and what we are before we can communicate to others; Advocacy and coalition building are more externally focused.

Group D – did not embellish

Question 2: What 2 or 3 committees would engage members in carrying out the work to advance these two priorities?

Group A

Membership committee which would also look at how to grow with non-traditional partners
Legislative committee - Should present more consistent messaging to Legislature
Peer to Peer committee that can scan for best practices and build membership engagement

Group B

Communications Committee/workgroup – to formulate and implement a unified advocacy campaign and tie into data-driven story telling
Funding Formula Task force that reviews current funding formulas, how funding is allocated and developing a minimum hold harmless for each region to have viable operation.

Group C

Should create working groups
Be intentional about membership of the working groups and recruit members
Tap into MWA Board leadership and expertise in working groups

Group D

All committees should have members representing the backgrounds of the organization's membership
Create a marketing committee (internal and focused on membership) and an Advocacy committee (external and focused on messages to Legislators, outreach to potential new members, etc), get away from only focusing on Legislature during budget cycle; raise awareness before budget cycle.

Question 3: What is the one accomplishment in each of the two priority areas that members would hope to see at the end of Year 1?

Group A

Membership: clear structure, how to become eligible, who has access from broader groups
Advocacy: Understand the ask, have one ask across regions, push right points at the right time
Peer to Peer: Share learning/get people together under banner, be a knowledge/skill resource for members

Group B

Unified communications and advocacy plan
Career Center funding formula with changed recommendations

Group C

FY 20

Membership: Internal clarity on who is Board, what are terms, who is leading the sub-committees, who should be on the Board (fill gaps in terms of people and skills); Fully Functioning and useful website

Advocacy: Communication process and schedule to external target audiences
FY 19 (already)
Love newsletter
State House advocacy has been impressive

Group D
Marketing – engage members, feel like a team
Advocacy: communication process and schedule to external target audiences

Areas of agreement

Tiered approach
Right priorities
2-3 committees, suggest different names but one is focusing on membership and the other on advocacy
Year 1 achievements – clarity around membership (including non-traditional members) and the Board; clear message and advocacy plan (including ask)

Areas of difference

Committees: Career Center Formula Funding Task Force, Peer to Peer Committee
Year 1 achievements: recommendations from career center funding task force, Peer to Peer shared learning and resources

Areas in which there is already progress

Members love the e-newsletter and work at the State House, the Board introductions answered a lot of questions about who is on the Board and how the Board will connect with membership.

Tonja shared the proposed strategic priorities with members who were not in attendance on March 14th and asked them to answer the three questions posed to the small groups. Those responses also affirmed the two priority areas. Suggested achievements were: define value proposition for members and growing and diversifying resources to support innovative workforce development interventions.