



Massachusetts Workforce Association Membership Committee Meeting Notes

Tuesday, February 22, 2022, 11:00AM

In attendance: David Gadaire, Peter Farkas, Tonja Mettlach, Raija Vaisanen

Affiliate Membership/Recruitment

- Raija shared updated 2-pager emphasizing policy/advocacy benefits of membership
- MWA has a New Member: Dorchester Bay Economic Development Corp. (Jim Carey, Workforce Development Program Manager)
- Discussion regarding further connections to be made with economic development organizations and associations.
 - New Chair of Dave's board, Tessa Murphy-Romboletti, is and has been involved in a number of economic development efforts in Holyoke. She is also a Holyoke City Councilor.
- MWA will sponsor the New England Workforce Network conference again this year, though will have a table in-person this year. Should help make broader connections for membership.
- Peter is transitioning to a new job at Berkshire Community College. He offered to make a connection between MWA and other workforce development directors at the community colleges around the state once he is settled.

Member Program Feedback

- NYATEP Mental Health Training: Very positive feedback received from attendees who responded to our survey.
- Growing Equity Sessions 1 & 2: Very positive feedback received from attendees who responded to our survey.
 - Will share more details about our Growing Equity Series at our Annual Meeting

New Benefits

- Quarterly Virtual Open Office Hours for MWA members to connect informally with Tonja and Raija on any topics.
- Additional Subsidized Training with Partners: MASSCAP Managing a Multigenerational Workforce - MWA is paying for 10 members to attend the training.

2022 Annual Meeting

- MWA is planning to hold this year's Annual Meeting in-person in Pittsfield, as had been planned in 2020. The meeting will be held in early June and details will be sent to members shortly.

"Proud MWA Member" Sticker

- Dave suggested having a sticker on MWA member office doors that says "Proud Member of MWA." Raija suggested a "sticker" for members' websites, given the increasing use of remote/virtual services. Raija will look into design, something like [MNN's member "badges."](#)