



Massachusetts Workforce Association Membership Committee Meeting Notes

Thursday, September 9, 2021, 11:30AM

Notes

Membership Development

- New members that have joined MWA since our last meeting
 - Advocates for Human Potential/Access to Recovery
 - Volunteers of America Massachusetts

MWA 2021 Member Survey Results

- Discussed the highlights of this year's member survey. Will present results at the September board meeting.
 - 22 responses, not all completed each question
 - 91% of respondents said they were extremely or very satisfied with their membership
 - 65% of respondents found MWA's Workforce Webinars to be high quality, while 35% did not attend one during the year.
 - Councils and Policy Conversations are seen as the most effective MWA programming
 - Advocacy for funding is the highest priority for our members, followed by capacity building and training, and expanding partnerships and recognition of the system.
 - Post-COVID, networking in-person is a priority for members.

"Meet MWA" Webinar September 10th - (12 registered, 8 attended - mix of members, partners, new orgs)

- Brief webinar (<30 min) - Will plan to hold several times during the year.

UMDI Impact Research Update -

- Draft statewide two-pager developed. Receiving feedback from some members regarding whether regional two-pagers would be useful for members and whether information used in this first attempt works or doesn't work.

Fall Calendar -

- September 29th, Mass Senior Care Association/MassHire Event,
- October 19th, Workforce Webinar with Care Institute,
- October 27th - Jobs and Workforce Summit (virtual),
- TBD Workforce Conversation with Sec. Acosta



Massachusetts Workforce Association Membership Committee Meeting Notes

Tuesday, June 8, 2021

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

Membership Development

- MWA updated the Membership Committee on a recent meeting with [Tech Foundry](#) CEO Bruce Dixon and Dawn Creighton from their board. Kevin Lynn had recommended MWA to Bruce as a resource and they expressed interest in joining as an affiliate member. MWA shared membership information with Bruce and will follow-up.

MWA 2021 Member Survey Draft Review

- Committee reviewed the revised MWA Member Survey for 2021 and discussed timing for administering it. All agreed that mid/late July made sense.
 - MWA Follow-up: MWA will revise the survey, share with the Governance Committee and launch in July.

“Meet MWA” Webinar Draft Review

- Committee reviewed the draft presentation, discussed the purpose and when and how MWA would offer this webinar. MWA shared that it would be a tool to introduce the organization to current and prospective members and their staff. It could also be used to help remind current members of their benefits and be a member retention tool. Dave suggested that AIM, MERLOT and EANE could be potential audiences.
 - MWA Follow-up: Schedule an open webinar for all current members in summer or early fall and then send an invitation to all current members to offer the webinar to one of their future staff meetings.
- Impact Research Update
 - Survey and Focus Groups
- New Member Benefit/In-Person Activity
 - [Link to 2021 Issuance List](#) - MWA shared the work Tonja has put into cataloging MDCS Issuances. Committee agreed this was very helpful and would be an appreciated benefit. They offered suggestions for how to organize/categorize the issuances so that they would be most helpful to directors.
 - MWA asked the committee if they thought members would be interested in an informal in-person get together over the summer. Committee members suggested later in the summer would probably work best, but that it was a good idea.
 - i. MWA Follow-Up:
 1. Organize Issuance List for sharing in early FY22

2. Work with Tower Hill on available dates and schedule. (Update: After Doodle Poll to determine best date, **MWA Summer Member Lunch will be held on Tuesday, 8/24 at Tower Hill Botanic Garden 12PM - 2PM.**

- MassHire IT Staff Recognition

- Dave Gadaire shared that it would be nice to find a way to recognize the effort that IT staff across the system have made throughout the pandemic to adjust to increased technology and remote service capabilities and needs.
 - i. MWA will look into how we can help recognize these workers. Will discuss with MassHire Day planning committee, as well.



Massachusetts Workforce Association Membership Committee Meeting Notes

Tuesday, December 7, 2021, 11:00AM

In attendance: Dave Gadaire, Michael Weekes, Tonja Mettlach, Raija Vaisanen

Notes

Goals for 2022

1. Meeting Cadence - keep quarterly for now but in time if want to be more aggressive in membership recruitment, may need to meet more frequently.
2. Focus of committee -
 - a. Recruitment of new members
 - b. Annual member survey review
 - c. Plan a Spring 2023 Conference
 - i. Future of Work/How do organizations function with fewer people available to work?
3. Partnerships with other Associations - for capacity building, professional development, and other opportunities
 - a. In some cases, a partner could become a member
 - b. In state and out of state - MASSCAP, Mass Senior Care
 - c. NYATEP Mental Health Training - survey participants following training in Jan.
 - d. Emphasize this benefit and access to other key leaders and groups, public policy insight, in recruitment collateral
4. 2022 DEI Webinar Series Update
 - a. See attached plan for 5 session series starting in January.



Massachusetts Workforce Association Membership Committee Meeting Notes

Tuesday, March 9, 2020

In attendance: Louise Meyer, David Gadaire, Tonja Mettlach, Raija Vaisanen

Notes

Member Programs

- Feedback on Workforce Webinars to date
 - Louise shared that Lynn Thomas was very helpful in follow-up with her.
 - Listening sessions with legislators are particularly helpful because those opportunities are fewer. Good for both the legislator and member in terms of informing each other.
 - Overall received good feedback from staff on webinars, some have been more or less helpful, but that is to be expected.
 - Like the branding.
 - Need to encourage more directors to share these opportunities with their staff
 - Workforce GPS offerings are always informative, but often fall flat/are boring. If we could find more dynamic people to offer similar topics that could be helpful.
 - Raija to follow-up with USWA and see if any other states offer this kind of supplemental support.
- Share plan so far for second half of 2021
 - In the pipeline - Happy Valley Comedy Wellness Improv, JobCase
 - Suggestions: Anything related to return to in person services - space requirements, evaluating staff, recruitment in a remote environment, budgeting
 - Raija to check in with Providers' Council to see if they've found anyone doing this
 - Population specific - serving people with disabilities, mental illness, youth, returning citizens
 - Can MWA help fund extending the reach of some of the previous MDCS/CommCorp trainings for people with substance use disorders, mental illness? The recent LGBTQIA webinar?
- Member Benefits
 - Non-member charge for webinars? - Try testing out business sponsorships. If we are going to charge for webinars, we should also beef up our new member recruitment campaign at the same time.
 - Is the content unique/something they can't get anywhere else - If we held a panel with Sec. Acosta and her agency heads, that would likely be of interest to non-MassHire members and could be a draw.
 - Our newsletter is on par with BBJ pay-for content. Could we do a "receive X number free and then you need to pay" option?
- MWA Salary Survey Response Debrief

- MSWETA and Holyoke used it recently, helpful to gauge general salary bands for different positions.
- Another helpful piece of info would be how do different centers use different positions - i.e. what responsibilities does a business service rep have in one region vs. another. Could impact salary. In some cases, over time, titles become blurry and can use to be revisited.
- Frequency - AIM did one every 3-5 years. Something like that seems appropriate.
- Annual Meeting Virtual Series
 - Ideas for sessions: Dave really enjoyed the AI and **Future of Work** presentations and uses them in his work.
 - Experts talk about CDC restrictions and implications for employers, mandated vaccinations - what to do if a CC doesn't mandate, but a partner does and the employee that works with that partner is not vaccinated? Can we get **Dr. Fauci, or Scott Gottlieb** or another leader like that?
 - Soon-to-be **Secretary of Labor Marty Walsh and/or Sec. of Commerce Gina Raimondo**
- MWA Board Recruitment
 - Louise and Dave have been thinking about this and will share suggestions in the coming weeks.
- MWA 2021 Member Survey
 - Plans to send out at similar time to last year (June). MWA will share draft questions with Membership Committee as done last year.