



**Massachusetts Workforce Association
Strategic Priorities Fiscal Years 2024-2026**

This document summarizes the strategic priorities and goals of the Massachusetts Workforce Association (MWA) for Fiscal Years 2024-2026. It provides a roadmap for the MWA Board of Directors, staff and members to advance its mission and goals. The framework was developed with the input and insights of its members, leaders and stakeholders, in the context of the current and projected political and economic landscape.

Our mission	<p>The Massachusetts Workforce Association (MWA) is a statewide membership association that leads, advocates, and convenes on behalf of the Massachusetts workforce development system.</p> <p>We are the voice for the Commonwealth’s workforce development system, encompassing an array of partners and stakeholders, including the MassHire Career Centers and Workforce Boards. MWA provides a unified voice for the state’s regionally-led workforce development system to ensure it is responsive to the dynamic demands of businesses, job seekers, incumbent workers, and youth throughout the Commonwealth.</p>
Our vision	A unified voice for a regionally-led workforce development system in the Commonwealth.
Who We Serve	MWA is a statewide membership association serving the Commonwealth’s MassHire Workforce Boards and MassHire Career Centers and other organizations involved in workforce development and training. MWA serves as a valued resource for workforce development policymakers and practitioners across Massachusetts.
Areas of Strategic Focus	<p>Lead – Provide thought leadership in the field of workforce development through research, marketing and communication.</p> <p>Advocate – Promote a broad public policy workforce agenda that informs federal, state, and local workforce policies and budgets.</p> <p>Convene – Organize and facilitate events, roundtables, meetings, peer learning and professional development sessions for members and the broader workforce community.</p>
Our Goals: FY 2024-FY 2026	Lead – Raise the visibility of the MassHire system’s value proposition to businesses and policymakers across the state, elevate innovation and support diversity, equity and inclusion efforts in the workforce system.

	<p>Advocate - Position the regional MassHire workforce boards and career centers as valued and essential partners in state and federal policymaking, build partnerships with associations and coalitions with shared goals, and demonstrate the system’s effectiveness in addressing workforce challenges to maintain state and federal investments.</p> <p>Convene – Catalyze the voice of the MassHire system and partners, elevate effective practice and innovation, and engage the broader workforce community in learning and networking.</p>
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- Lead – Goals**
1. **Build the MWA and MassHire brands with policymakers, stakeholders and businesses**
 2. **Establish the MWA as a thought leader in workforce development policy and practice**
 3. **Support diversity, equity and inclusion efforts among members and within state initiatives**

- Advocate – Strategic Goals**
1. **Position MWA and the regional MassHire system as valued and essential partners in state and federal policymaking**
 2. **Demonstrate the workforce development system’s effectiveness in order to sustain state investments in workforce development and leverage federal spending, such as the Infrastructure Investment and Jobs Act (IIJA)**

- Convene – Strategic Goals**
1. **Convene members and leaders to facilitate communication across regions and organizations, reach agreement on priorities and catalyze member voice in advocate strategies**
 2. **Elevate innovation and evidence-based practice among members**
 3. **Experiment with broadening participation in peer sharing, professional development and statewide convening**