MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

# Massachusetts Workforce Association
# Membership Committee Meeting Notes

Thursday, May 13, 2023, 11:00AM

In attendance: Dave Gadaire, Valerie Sutton, Bobby Tugbiyele

Notes:

2023 Annual Meeting Recap

- Although the trip to the maritime terminal wasn't quite what people expected, overall the meeting was a good opportunity for connecting with colleagues around work and in general. Great to take the opportunity to be in person again.

Summer New Board Member Orientation and Member Lunch, August 30 or 31

- Kelly taking the lead on planning this and more info should be out to register soon.
- Will take place in a central location - the dates work for Lisa and Emmanuel.
- Will ask some board members if they'd like to join the orientation early.

2023 Salary Survey Update

- Valerie shared her experience doing a compensation study for the MassHire Metro North Workforce Board. Rather than only look at positions within the MassHire system, she was able to find information on pay ranges for positions at other nonprofits of similar size (by budget/revenue). This is a more comprehensive approach to the salary survey.
- Dave noted that he's seen some individuals leaving the private sector for the nonprofit sector, even for less money, for quality of life and mission.
- Bobby noted that surveys are showing that workers are more and more looking for jobs where you both love your work, and who you work for and with.
- Valerie agreed that work culture in increasingly important to job seekers. She is going to develop a scope of work and timeline on what she can offer to support this.

Fall Webinar Planning - Welcome ideas! Please e-mail Raija or Kelly if you have any suggestions for this fall.

Other updates - Including growing membership

- We discussed the focus from the strategic plan for growing membership via programming like a signature talk that could include an overview of the workforce system, or topics like the impact of AI or equity training, that would be of value beyond just current members, but exemplifies our "One System, One Voice" mission. We also discussed early discussions Raija has had with partners at JVS and SkillWorks about bringing back a statewide workforce professionals conference. We discussed the SkillWorks Fellowship and opportunity to "pitch" to funders in September - MWA will focus on pitching this statewide conference, building off of what we are learning with the Advocacy Academy.

- Member 1:1s - Kelly and Raija are actively scheduling and hope to complete most before the end of September. Dave suggested a half day board retreat with former and current board members could help re-energize the board in this next stage of the organization's development. Bobby and Valerie discussed their commitment to being active on the board.
- Communications/Public Relations: Added Instagram account given the new "Threads" app. Work to be done to research how best to use this platform for amplifying our members and our work. We discussed working on sharing wins often via all methods. Public Relations/Communications could be a skill or expertise we seek in a future board member. We also discussed creating a PR/Communications sub committee that local area staff experts could help lead to help MWA get our message out more efficiently and effectively.
- Growing Equity Series Debrief - register here.