



## Massachusetts Workforce Association Membership Committee FY20 Work Plan

### **FY20 Goals:**

- Approve Committee Charter
- Develop and Approve Value Proposition Statement by end of year
- Develop a plan for ongoing membership engagement, including convenings, 1:1 meetings, etc.
- Develop and Approve a clear Membership Structure by end of year

### **October**

- Approve edited committee charter
- Review and edit draft value proposition statement
- Begin conversation about considerations to include in membership structure conversation
  - How do we make this an inclusive conversation with all members?
  - Can we approve an interim ad hoc structure while we develop the official structure?
  - What issues do we need to be prepared to consider?
    - Conflicting advocacy positions of founding members and new members
    - How do we balance the interests of founding members vs. new/affiliate members?
      - Access to resources/staff
      - MWA Board membership
      - Convenings - are some for “founding members” only?
      - Dues
- Relationship building follow-up - prioritization of who/which groups

### *Interim MWA Work:*

- *Connect with US Workforce Association members to see what considerations they took into account when determining membership structure*
- *Update value proposition statement and share with WBC and CCC.*
- *Continue setting up meetings with stakeholders to build relationships*
- *Work on plan for FY21 member convenings and capacity building*

### **November**

- Approve value proposition statement for board vote in December
- Share information about other state association membership structures (CWA, NYATEP)

- Follow-up discussion on membership benefits
- Update on relationship building/CWC

*Interim MWA Work:*

- *Incorporate any final edits to value proposition for December MWA Board Meeting*
- *Finalize member benefits based on feedback*
- *Develop draft framework of affiliate/associate membership*
- *Work on plan for FY21 member convenings and capacity building, develop proposal for review by committee in January*
- *Continue setting up meetings with stakeholders to build relationships*

**December**

- Board vote on value proposition statement
- Discuss current member benefits
- Discuss membership structure considerations to date

*Interim MWA work:*

- *Finalize member benefits based on feedback*
- *Continue work on membership structure based on feedback from committee*
- *Work on plan for FY21 member convenings and capacity building, develop proposal for review by committee in January*
- *Continue setting up meetings with stakeholders to build relationships*

**January**

- Review member feedback on membership benefits, structure from December MWA Board meeting
- Discuss MWA event/convening plan proposal for FY21
  - Conferences
  - Peer-to-Peer learning
  - Training/Webinars
- Update on relationship building

*Interim MWA Work:*

- *Continue to draft membership structure based on feedback received to date*
- *Talk to subset of members to get feedback on affiliate and champion levels*
- *Update plan for FY21 member convenings and capacity building based on committee feedback.*
- *Continue setting up meetings with stakeholders to build relationships*

**February - Canceled**

- Review draft membership structure
- Update on MWA event/convening plan for FY21
- Update on relationship building

### **March**

- Review final draft of membership structure proposal and offer final edits
- Discuss what a growth strategy, based on draft membership structure, could look like through FY22

### **April**

- Approve Membership Structure Proposal for Board vote at June Meeting
- Update on relationship building
- Continue conversation about growth strategy

### **May**

Annual Meeting: Facilitate membership structure orientation with full membership

### **June**

- Board vote on Membership Structure, Dues for FY21
- Board update on event/convening plan for FY21
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