



Massachusetts Workforce Association Membership Committee Meeting Agenda

Thursday, Jan 9, 2019, 10:00AM

In attendance: Peter Farkas, David Gadaire, Chris Kealey, Dean Rizzo, Tonja Mettlach, Raija Vaisanen

Membership Structure - getting feedback: Dave, Pete and Dean volunteered to help Tonja and Raija reach out to members for 1:1 feedback on the draft membership structure. We will divide and conquer and MWA will share questions for everyone to use in their conversations.

2020 MWA Calendar: Raija shared the 2020 MWA Calendar and gave some more feedback on the types of events and meetings planned, including the quarterly networking events which will be less structured meet-ups for members so that they can talk and connect informally. Most will be connected to another event (like the evening before the Jobs Summit or after the March 11 MassCAP/MWA conference) and will occur late afternoon or early evening typically.

Stakeholder/Partner List: We shared our starting list of organizations and people MWA staff should connect with. Additions suggested included Greater Boston, South Shore and Worcester Chambers of Commerce and MA Assoc. of Chamber Executives, Aimee Wheedon at Mass Competitive Partnership, State Association of Economic Development organizations, BFIT - Aisha Francis, former members of MWPA Business Advisory Group: (SBA, MassBio, National Grid, MassCEC, AFL). In the case of employers, Tonja had been thinking of following up with employers she had previous relationships with. The goal is for employers to be on local workforce boards and MWA is not interested in conflicting with their local involvement.

Next Steps:

MWA to coordinate member calls on membership structure
MWA will update stakeholder list based on feedback



Massachusetts Workforce Association Membership Committee Meeting Notes

Thursday, April 9, 2019, 10:00AM

In attendance

Dave Gadaire, Dean Rizzo, Raija Vaisanen

Annual Meeting Update

- Raija provided an update on plans for the Annual Meeting. MWA has been in close contact with Hotel on North and they have been extremely helpful and forgiving during this time. They have availability on Sept. 17-18 if we wanted to try to move the meeting. They would move reservations for anyone that has made them to that time. If we cancel, they will forgive reservation deposits and our deposit. We could also decide to focus on planning a deconstructed annual meeting virtually. Dean and Dave were open to either option but emphasized the importance of in-person gatherings once the stay-at-home and essential business restrictions are lifted. MWA will bring this back to the Governance Committee to make a final decision in the next week and communicate with members.

Membership Survey Feedback

- Raija discussed the plan to send the survey out later in April. Committee discussed that sending it out sooner rather than later and allowing for a little more time for responses may make sense. Things could get more distracting for members once people are back in the office. Survey should be promoted in Quarterly member only newsletter and via other electronic means. Raija will also review survey for length and to see if there is anywhere that a question related to virtual meetings could be included. Dean will take one more look to see if he has any other suggestions for the survey.

Review internal membership policy

- Committee feedback included added more specificity around affiliate cost and offering more detail about 2 or 3 target groups for membership (i.e. community colleges or large non-profits, mandated partners or government agencies, and others (smaller nonprofits), with some limits for larger orgs as to how many individuals in the organization receive member benefits. Dean offered to draft something based on our latest discussions as a committee before the next meeting for the committee to review. Dave suggested at some point the membership committee may take the lead on welcoming new members and introducing them to the organization, rather than leaving it all to MWA staff. Another suggestion was that champions, or private sector organizations who want to support MWA may want to offer financial support for non-profits who otherwise can't afford the membership fee.

Next Steps

- MWA will finalize a plan for the 2020 Annual Meeting with Governance and will notify members within the next week. Will make sure to consider ways to still meet in person when possible, even if plans for the meeting are focused on virtual opportunities for this fall.
- MWA will take a last review of the survey, include any final feedback received from Dean or others in the next week, and send out to membership shortly thereafter.
- Dean to share draft of membership structure/policy before May meeting with the committee so that committee can discuss.
- May meeting time will be moved so as not to conflict with the Workforce Solutions Group weekly call.



Massachusetts Workforce Association Membership Committee Meeting Notes

Thursday, May 14, 2019, 1:00PM

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

Annual Meeting Virtual Programming

- Tonja and Raija presented early thoughts about how to offer some of the content that would've been offered at an in-person annual meeting through virtual hour/hour and a half long meetings over several weeks in June. Topics discussed including a follow-up with Scott and Beth from UMass Lowell who presented on Future of Work at last year's annual meeting and have been working with a few members since, a presentation on the economic transition we're in by Mark Melnik of the UMass Donahue Institute, a business panel, and a policy discussion. The focus of these meetings would be forward thinking through and beyond the pandemic. Tonja and Raija have already reached out to Scott, Beth and Mark. Where possible we'd use the dates/times we've already held for weekly check-ins during the pandemic in June.
- Committee members liked the idea of breaking up content over several weeks and liked the topic ideas. Others offered including specifically small businesses in a panel to discuss how they are looking ahead, virtual networking or happy hour with members, a discussion on the coming election with a non-partisan expert and Chris Andresen from USWA.
- Next Steps: Tonja and Raija will email membership by around Memorial Day to preview an agenda and save the dates.

New technology to facilitate networking

- Raija shared a few virtual networking tools she's been introduced to recently - hopin.to and Facebook Workplace. The Committee discussed whether MWA should put some time/effort into introducing one or more of these to members for use. General consensus was that it was worth sharing, even if just for members to learn about implementing within their own organizations vs. for MWA member networking. All Staff Zooms where there is informal conversation and mutual care shared have been successful in some places.
- Next Steps: Raija will continue to learn about these tools and we'll preview/share with members in an upcoming meeting.

Dean's Membership Structure Outline

- Committee discussed Dean's membership structure outline, based off of previous discussions and meetings. Discussion included thoughts that while the pandemic is challenging financially and otherwise for many workforce organizations, this may be an opportunity for non-members to get to know us and what we can offer. For example, our newsletter is seen by the Committee as extremely useful. Our original event plans for 2020 are made more difficult by the pandemic restrictions but there may be content that we can try opening up to non-members over the next 6 months and see what appetite there is for it.
- The committee also discussed more MWA committee members from across committees to get involved with member recruitment, so that it not solely fall on staff.

- One suggestion was holding a “What is MWA?” session for people to get to know us - both staff of member organizations and non-members.
- Next Steps: Tonja and Raija to spend time working with structure outline to share at June meeting.

Member Survey

- Committee discussed survey - one member shared that it was a good survey and didn't take long to fill out. Committee suggested that we should be aiming for 100% participation (we're around 30% at present). Committee offered to email regional member colleagues to encourage them to fill it out, so that emails weren't just coming from MWA staff.
- Next steps: Dean will email his SE Mass colleagues in the boards and career centers, Dave will email his Western MA colleagues and Pete will email his Northeast colleagues. Raija will email Jeff Turgeon who said he had taken the survey to ask if he would encourage his Central and Metro South/West colleagues to fill it out.



Massachusetts Workforce Association Membership Committee Meeting Agenda

Wednesday, June 10, 2020, 1:00PM

In attendance: Peter Farkas, Dean Rizzo, Tonja Mettlach, Raija Vaisanen

Membership Structure Update

- Discussed edited document and considered:
 - State agencies (remove from affiliate member target description)
 - Most executive office staff cannot pay to attend meetings/conferences, so need to either be offered free attendance, or have it paid for by another agency.
 - Mandated WIOA partners who want to be members for discounts to events in the future, can be considered for affiliate membership, with limits on number of staff allowed discounts, like other affiliates.
 - Details on champion/sponsorship levels/prices and also numbers of affiliate or champion staff who can receive discounts will be determined once we have more idea of the types of events that we can offer moving forward. COVID-19 has changed a lot of our plans and we need to reconceive of our calendar for the rest of 2020.
 - Colleges/Universities/Educational institutions interested in membership will be considered by department (not the entire university). They can also consider sponsorship of events (which also includes affiliate membership)
 - Membership timeframe - fees are for fiscal year, no matter when an organization becomes a member.
 - Affiliate cost will start at \$500.
 - We'll review the structure at least once a year if not more frequently with the Membership Committee to make sure that it still makes sense and tracks with our goals and what we offer.
- Other related items discussed
 - Need a term to call our current "founding" members
 - May need to clarify on website in the future who members are and who are not (who contributes financially vs. strategic partners).

Committee meeting schedule for FY21

- Discussed changing meeting schedule, now that much of the foundational work of the committee has been completed, from monthly to quarterly. Members agreed that would work.
- Discussed opening up another call for committee participation in the coming fiscal year. We may get more interest as we get new members.

Next Steps

- MWA staff will update membership structure document to reflect today's discussion and prepare for Board vote on 6/23.
- Raija will send calendar holds for FY21 committee meetings.



Massachusetts Workforce Association Membership Committee Meeting Notes

Thursday, September 17, 2020, 11:00AM

In attendance: Pete Farkas, David Gadaire, Chris Kealey, Tonja Mettlach and Raija Vaisanen

FY21 Goals and Work Plan

- Raija reviewed the FY21 Goals and Membership Committee Workplan for FY21.
- Dave asked that we share the collateral used in recent response to a membership request, so that members are prepared when asked about joining us.
- Chris suggested making a connection with James Sutherland and Greater Boston Chamber of Commerce given how the current pandemic is creating a need for more communication between the private sector and workforce system to understand what is being done and where gaps exist - how do we all work together to help displaced workers upskill and get back to work? Are there regulations or administrative rules, ways of doing business that need to change to help us recover?
- Tonja shared MWA involvement with MAPC on their workforce development agenda and Dave suggested there may be a role with Mass Municipal Association or others to help them understand what the workforce system does and is capable of doing.
- Dave also shared that there is a need out there for unemployment primer collateral (what is a furlough, what is a layoff, etc.) for businesses and municipal officials. He gets calls for that often, too, even though career centers don't do UI.
- Pete shared that COVID accelerated partnerships in his region with economic development organizations like Middlesex3.

Events through February

- Raija shared MWA's calendar of meetings/events through Feb. 2021.
- Committee thought it was a full and ambitious calendar.
- Chris reminded us to consider how different the climate may be post-election in November and that we may need to be flexible and pivot to respond to new opportunities.

Membership Committee Recruitment

- Raija thanked the committee for their consistent participation and let them know that an invitation for new committee members will be sent out to MWA members soon.

MWA Salary Survey

- Raija shared that we are planning to send a salary survey to members in early October. Pete and Dave offered to review the survey to make sure that the wording made sense for different types of organizations (those under city governments, separate 501c3's etc.).

Next Steps

- MWA will draft a member development/recruitment plan to share with the committee before the next meeting, scheduled for **December 10th at 11AM**.
- Raija will share the membership structure collateral.
- Raija will share the salary survey for feedback from Pete and Dave.



Massachusetts Workforce Association Membership Committee Meeting

Thursday, December 10, 2020

In attendance: Dave Gadaire, Pete Farkas, Raija Vaisanen

Raija shared that MWA has welcomed its first affiliate member: *Greater Lawrence Community Action Council - Lisa Vermette, Director Workforce Development and Adult Learning*. Lisa found out about MWA through our newsletter and attending several of our virtual offerings and webinars since the pandemic began.

Committee discussed the value proposition for new members and the need to continue to balance member-only webinars/offerings and getting strong attendance at our convenings. Discussed eventually experimenting with charging for Workforce Webinars.

The Committee discussed the draft Member Recruitment Strategy and the first two bullets in particular.

- “Meet MWA” webinar - Committee liked this idea. Dave suggested MWA joining a MH Holyoke all-staff meeting to test it out when it is ready. Raija said they would first use the webinar with current members and their staff and then spread out to other prospective members by group (i.e. community college workforce development departments, JobCorps programs, etc.)
- MWA Board Members - Committee discussed how this too is a question of value and that we are becoming established enough and have had current board members voluntarily join MWA webinars and offerings. Committee agreed that it made sense to have these conversations as new board members were recruited and also to be flexible if a board member cannot afford affiliate membership.

Update on MWA Salary Survey Response - 13 Career Centers and all workforce boards participated. Results should be available in the next few weeks.

MWA 2021 Calendar of Events to come in January - two workforce webinars planned: Trauma Informed Practice in Workforce Development with CareerStat’s Janell Thomas in January and Building Good Jobs with National Fund for Workforce Solutions, San Diego Partnership, Maddrey Goode and Sheila Sullivan-Jardim in Feb. We will schedule continued Career Center Council, Workforce Board Council, and MWA committees - this committee will continue to meet quarterly.

Dave suggested it may be time to follow-up with organizations who had reached out in the past interested in membership like UMass Online and others with our collateral on affiliate membership. MWA will do follow-up.