



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.