



Massachusetts Workforce Association Membership Committee Meeting Notes

Tuesday, June 8, 2021

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

Membership Development

- MWA updated the Membership Committee on a recent meeting with [Tech Foundry](#) CEO Bruce Dixon and Dawn Creighton from their board. Kevin Lynn had recommended MWA to Bruce as a resource and they expressed interest in joining as an affiliate member. MWA shared membership information with Bruce and will follow-up.

MWA 2021 Member Survey Draft Review

- Committee reviewed the revised MWA Member Survey for 2021 and discussed timing for administering it. All agreed that mid/late July made sense.
 - MWA Follow-up: MWA will revise the survey, share with the Governance Committee and launch in July.

“Meet MWA” Webinar Draft Review

- Committee reviewed the draft presentation, discussed the purpose and when and how MWA would offer this webinar. MWA shared that it would be a tool to introduce the organization to current and prospective members and their staff. It could also be used to help remind current members of their benefits and be a member retention tool. Dave suggested that AIM, MERLOT and EANE could be potential audiences.
 - MWA Follow-up: Schedule an open webinar for all current members in summer or early fall and then send an invitation to all current members to offer the webinar to one of their future staff meetings.
- Impact Research Update
 - Survey and Focus Groups
- New Member Benefit/In-Person Activity
 - [Link to 2021 Issuance List](#) - MWA shared the work Tonja has put into cataloging MDCS Issuances. Committee agreed this was very helpful and would be an appreciated benefit. They offered suggestions for how to organize/categorize the issuances so that they would be most helpful to directors.
 - MWA asked the committee if they thought members would be interested in an informal in-person get together over the summer. Committee members suggested later in the summer would probably work best, but that it was a good idea.
 - i. MWA Follow-Up:
 1. Organize Issuance List for sharing in early FY22

2. Work with Tower Hill on available dates and schedule. (Update: After Doodle Poll to determine best date, **MWA Summer Member Lunch will be held on Tuesday, 8/24 at Tower Hill Botanic Garden 12PM - 2PM.**

- MassHire IT Staff Recognition

- Dave Gadaire shared that it would be nice to find a way to recognize the effort that IT staff across the system have made throughout the pandemic to adjust to increased technology and remote service capabilities and needs.
 - i. MWA will look into how we can help recognize these workers. Will discuss with MassHire Day planning committee, as well.