



Massachusetts Workforce Association Membership Committee Meeting Notes

Thursday, September 9, 2021, 11:30AM

Notes

Membership Development

- New members that have joined MWA since our last meeting
 - Advocates for Human Potential/Access to Recovery
 - Volunteers of America Massachusetts

MWA 2021 Member Survey Results

- Discussed the highlights of this year's member survey. Will present results at the September board meeting.
 - 22 responses, not all completed each question
 - 91% of respondents said they were extremely or very satisfied with their membership
 - 65% of respondents found MWA's Workforce Webinars to be high quality, while 35% did not attend one during the year.
 - Councils and Policy Conversations are seen as the most effective MWA programming
 - Advocacy for funding is the highest priority for our members, followed by capacity building and training, and expanding partnerships and recognition of the system.
 - Post-COVID, networking in-person is a priority for members.

"Meet MWA" Webinar September 10th - (12 registered, 8 attended - mix of members, partners, new orgs)

- Brief webinar (<30 min) - Will plan to hold several times during the year.

UMDI Impact Research Update -

- Draft statewide two-pager developed. Receiving feedback from some members regarding whether regional two-pagers would be useful for members and whether information used in this first attempt works or doesn't work.

Fall Calendar -

- September 29th, Mass Senior Care Association/MassHire Event,
- October 19th, Workforce Webinar with Care Institute,
- October 27th - Jobs and Workforce Summit (virtual),
- TBD Workforce Conversation with Sec. Acosta

