



MASS WORKFORCE ASSOCIATION
ONE SYSTEM – ONE VOICE

MWA Board Meeting

June 23, 2020
Virtual Zoom Meeting



Year-end Review

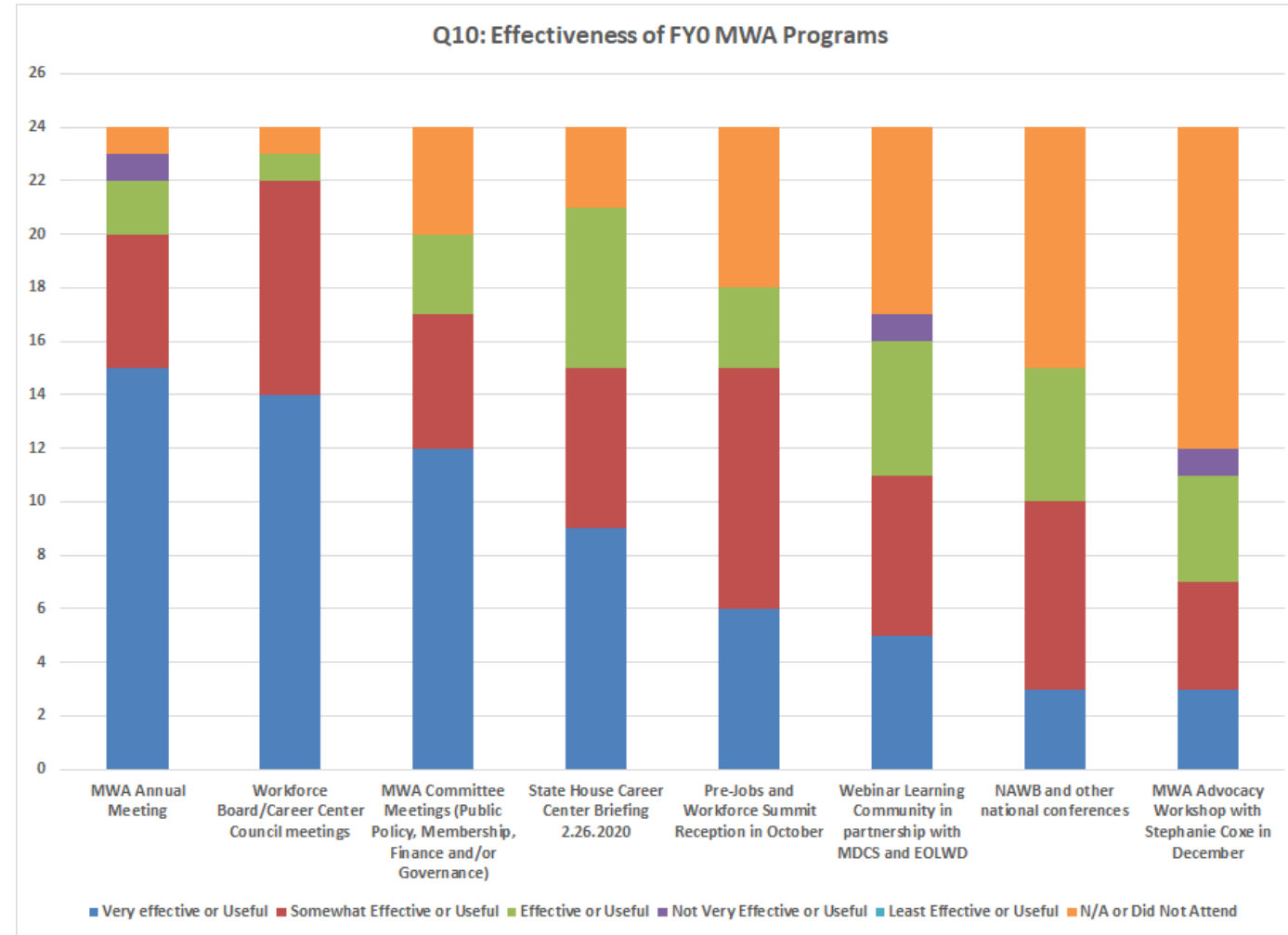
- FY20 was a busy year for MWA
- Focus on building out the foundation of MWA including:
 - Communications, social media, and new website
 - Advocacy
 - Coalition building
 - Member relations
- While COVID-19 impacted our programming Mar - June we continue to adjust and shift our offerings

2020 Member Survey (Findings Part 1)

- Emailed to 50 people (Workforce Board and Career Center directors, MWA Board Members)
- 26 total responses (52% of those emailed) received between April 29 - May 19, 2020
- Some respondents did not complete every question, so denominator for each question is not always 26

Satisfaction with MWA Membership and Programs

- 96% of respondents said they were extremely or very satisfied with their membership



MWA Strengths and Weaknesses

Strengths	Challenges/Weaknesses
Communication: timely, clear, relevant information sharing among local and state partners	Balance interests of Career Centers and Workforce Boards/Chairs in meetings, events
MWA Staff: competent, professional, organized leadership	Offering events of interest to WB Chairs
Advocacy: Coordinating and leading with state and federal leaders on policy, offering unified voice for workforce development in MA	Policy advocacy for regions outside of Boston
Partnership: Trusted and active partner with MDCS and EOLWD	Expanding membership without losing unified message

Communications

- 84% of respondents find our monthly Workforce Connections Newsletter extremely or very useful
 - 76% of respondents find our quarterly member's only newsletter, the Quarterly Voice, extremely or very useful
 - 44% of respondents find MWA's social media (Twitter, Facebook and LinkedIn) extremely or very useful for marketing and/or information.
 - Say something about member social media use
 - Still a lot of variation in social media use and activity across the system; directors vs. staff management of accounts
 - Website launched in March 2020
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Needs Post COVID-19



Looking Ahead to FY21

- In process of adjusting our calendar of events due to COVID-19. Still plan to keep virtual events going and respond to the needs of our members
 - Are evaluating FY21 goals but know there will be a focus on:
 - Membership growth plan
 - Advocacy
 - Continuing to establish our brand and name recognition of the association
 - Coalition building
 - Exploring new programing and events
 - Thank you for all your participation and support!
 - Board orientation this summer
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