



# MEMO

To: Minnesota Workforce Council Association Members

From: Anne Kilzer, Director

Re: Association Name Change

Date: December 5, 2018

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At the December 12 Annual Winter Meeting, there is an action item on the agenda regarding changing the name of the Minnesota Workforce Council Association.

After several discussions including member input at the 2018 Annual Summer Meeting, the November Operations Committee Meeting and the November Executive Committee meeting, a recommendation is being made that the Minnesota Workforce Council Association (MWCA) be renamed as the Minnesota Association of Workforce Boards (MAWB).

The reasoning for this change is that “Workforce Council” is an outdated term that is no longer used in either state or federal statutes.

Suggestions presented for a new name included “Minnesota Association of Workforce Boards” or “Minnesota Workforce Board Association.” Based on member input, the Executive Committee recommends “Minnesota Association of Workforce Boards,” as it aligns with the National Association of Workforce Boards and received more votes during our informal summer meeting poll. One other option, “Minnesota Workforce Development Association” was rejected as it doesn’t reflect our specific membership/purpose as clearly.

In regard to timing, now is preferred due to the rollout of CareerForce and all of the proactive communication that will be occurring over the next year. Furthermore, significant changes to the Minnesota Congressional Delegation membership, a new Governor’s Administration, and numerous new state legislators and County Commissioners warrant outreach and many of those who know MWCA by its current name are no longer serving.

Costs for this change will be minimal. DEED has offered to mock up new logos as an in-kind contribution aligned with CareerForce efforts. The website changes can be done in-house, and printing costs for letterhead and business cards are minimal.

## ***Suggested Motion:***

I move that the Minnesota Workforce Council Association changes its name to the Minnesota Association of Workforce Boards, and that staff be directed to make updates to the MWCA by-laws, printed and electronic documents as necessary.