



CASE STUDY



Simplifying Hybrid Meetings and Boosting Member Engagement



**ELEMENTARY
TEACHERS
FEDERATION
OF ONTARIO**
Waterloo Region

The Elementary Teachers' Federation of Ontario (ETFO) Waterloo represents nearly **2,800 members**. Like many large locals, they faced growing challenges managing hybrid meetings, voting, and participation – particularly as traditional platforms like Zoom and Google Meet became unreliable and increasingly complex for infrequent users.

In 2023, ETFO Waterloo adopted **Motion Meetings** to simplify their meeting experiences and ensure smooth, secure, and accessible voting for all members.



CHALLENGES

Before Motion Meetings, ETFO Waterloo relied on **Zoom Webinar** for meetings and a **local voting vendor** for elections.

“We used Zoom polls for votes and hired [voting vendor] for elections,” recalls Vice President Jeff Pelich. “It worked, but it was expensive and required external people to come in and run the voting.”

The costs added up quickly – **\$4,000 to \$6,000 per election**, plus expenses for booking halls and equipment. Members also encountered frequent technical issues, from sound failures to software compatibility problems on school-issued devices using Zoom.

The executive team needed a **more reliable, cost-effective, and integrated solution** that would:

- Simplify hybrid meeting setup and participation
- Eliminate reliance on external voting providers
- Increase accessibility for members
- Reduce costs and logistical burdens

SOLUTIONS

ETFO Waterloo implemented **Motion Meetings** for both their membership and election meetings. Within a few sessions, members and administrators adapted easily.

“It’s been really easy to use and to implement,” said Pelich. “Our members got used to it quickly, and we haven’t had any negative feedback.”

Motion Meetings replaced multiple tools with a single, secure platform that handled:

- **Hybrid meetings** (in-person + online participation)
- **In-person, virtual meeting and online voting**
- **Document sharing**
- **Attendance tracking and reporting**

Support during onboarding was rated **5 out of 5**, with quick responses to early setup questions.

RESULTS

1 Higher Member Engagement

By switching to hybrid meetings through Motion Meetings, ETFO Waterloo saw a **noticeable increase in participation**.

"We moved all our membership meetings to hybrid," explained Pelich. "We saw a positive uptick in participation – members could join easily from anywhere."

This accessibility encouraged broader involvement and made decision-making more inclusive.

2 Major Cost Savings

Moving to a self-service voting platform in and reducing requirements for venue rentals generated **thousands of dollars in annual savings**.

"We saved tens of thousands of dollars," said Pelich. "No more booking halls or hiring outside vendors. Everything just works within Motion Meetings."

3 Seamless, Reliable Experience

Technical issues dropped dramatically after switching from Zoom.

"With Zoom, we always had people in Slack saying, 'I can't hear' or 'I can't see.' With Motion Meetings, it just runs flawlessly."

The platform's consistent performance across devices – including older Chromebooks – proved critical for members with limited tech access

4 Simplicity and Control

Motion Meetings allowed ETFO Waterloo's team to run their own elections and meetings without external help.

"Our election last year was flawless," said Pelich. "It was so smooth, and Nicole was able to manage it herself – no need to bring in anyone else."

The easy-to-use interface and integrated tools gave the local full control over their events and voting processes.

"It's cost-effective, secure, and simple to use. Our members find it easy to navigate, and everything just works."

AT A GLANCE

Organization : ETFO Waterloo

Members : ~2,800

Use Case : Hybrid meetings and live voting

Previous Tool : Zoom Webinar + voting vendor

Key Results :

- Increased engagement
- Tens of thousands saved annually
- 5/5 satisfaction for onboarding and ease of use

Favourite Features : Integrated voting, document sharing, smooth hybrid performance



To learn more and book consultation, visit www.motionmeetings.com.
Carl Mavromichalis | 416-420-2352 | carl@motionmeetings.com

