



June 1-3, 2022
Fargo, North Dakota
#WEFMAX



WEFMAX 2022 HOST

Welcome by:
Sarah Waldron Feld



POLL

Internet: PollEv.com/wefpoll
OR

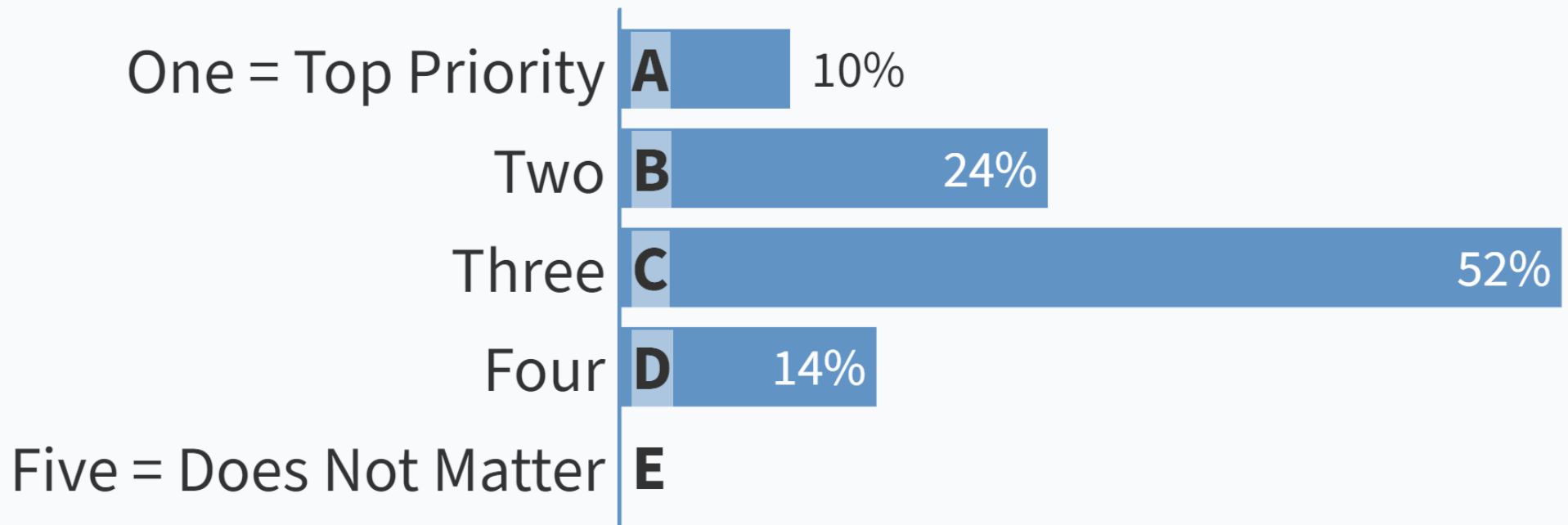
Text: 22333

In the Message type:
WEFPOLL

Respond at [Pollevo.com/wefpoll](https://www.pollevo.com/wefpoll)

Text **WEPOLL** to **22333** once to join, then **A, B, C, D, or E**

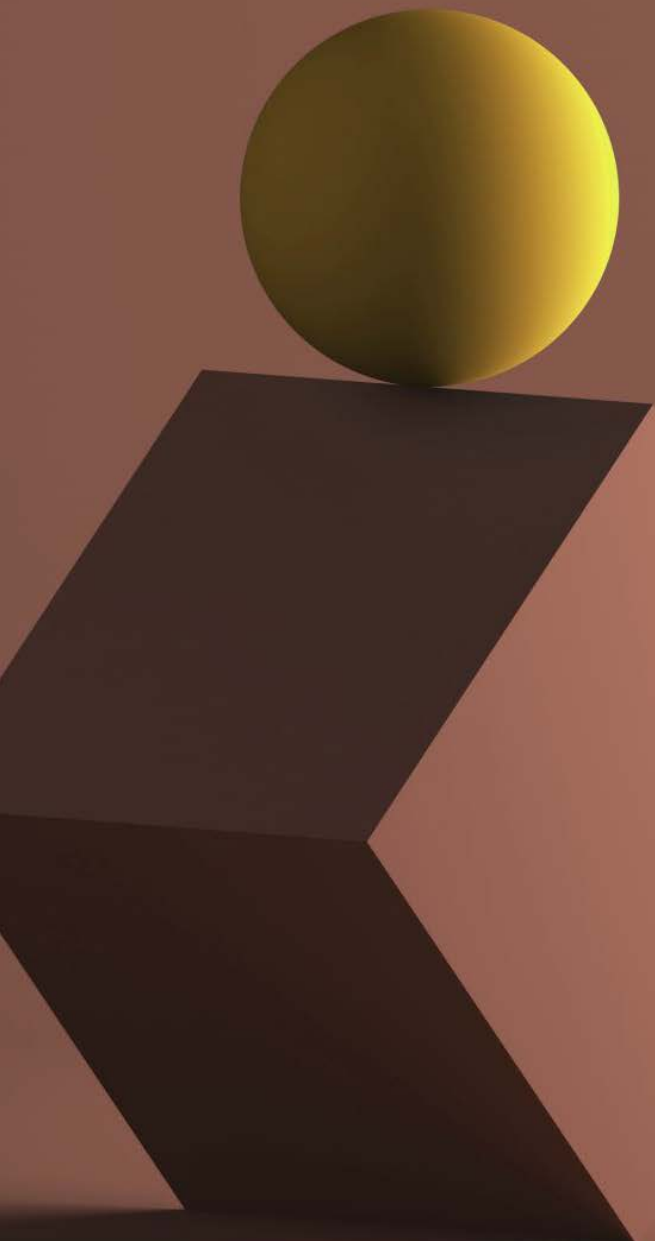
How Important is DE&I to Your MA? 1 = Top Priority and 5 = Does Not Matter





POLL DISCUSSION RESULTS

8:20 – 8:30 AM



**MA DE&I TOOLKIT
ROLL OUT AND
DISCUSSION**

8:30 – 10:00 AM



DEEP DIVE INTO DE&I TOOLKIT

—

2021

Diversity, Equity, and Inclusion Starter Kit for Member Associations

CONTENTS

INTRODUCTION

KEY SUCCESS FACTORS

PART 1

What is Diversity, Equity, and Inclusion?

PART 2

**The Benefits of Diversity, Equity, and Inclusion
in Workforce Development**

PART 3

Take the Journey

Step 1 – Speak with Someone in the Know

Step 2 – Understand Your MA's Needs

Step 3 – Plan and Implement

PART 4

References

TOOLS AVAILABLE

www.wef.org/dei

1. Exploring and Defining DE&I for your Member Association
2. Action Ideas for Defining DE&I for your Member Association
3. Start a Subcommittee – Example Vision and Mission Statements
4. Best Practices
5. InFLOW Program Guidance

» INTRODUCTION

If you are reading this section, you are probably a committed volunteer for your Member Association (MA). As such, you are probably a pathfinder. Anyone beginning a journey into new territory understands that the right equipment will help them on the journey. This section presents ideas and information (tools) for leadership to consider when addressing DE&I for their MA.

A survey was conducted to learn from MA's, particularly regarding DE&I gaps and efforts in progress. Members of the Water Environment Federation House of Delegates DE&I Workgroup then went to work to provide a series of tools that would share the best ideas and information available.

» KEY SUCCESS FACTORS

Respondents to the DE&I Survey identified the following factors as being key to their success:

- Engagement of passionate members.
- Consistency in communication.
- Personal stories that enhance and make real the importance of the topic.
- Support and leadership from the MA Board.
- Scheduled / routine D, E, & I committee meetings.
- Engaging YP members.
- Being realistic about what can be accomplished in a given period of time.
- The MA leadership must establish lines of communication and access to resources.
- It takes multiple people pushing together and encouraging each other. This is really hard work, first and foremost personally, and then beyond trying to address systemic long-standing issues. Tools, resources, and formal training is not enough, we need to see the people behind the topic, the people who are impacted, the faces of future people who will benefit from this work being done now.
- Need for partnership with MA committees.
- Engagement of colleges for INFLOW program.



» WHAT IS DIVERSITY, EQUITY, AND INCLUSION?

Diversity, equity, and inclusion are integral to the mission of WEF. We believe that creating an inclusive and equitable organization is vital to ensuring that the diverse perspectives of our members are valued, respected, and considered. WEF believes that enhancing diversity with respect to race, ethnicity, nationality, gender, gender identity, gender expression, sexual orientation, age, ability status, accent, socioeconomic status, cultural heritage and religion, parental status, marital status, personality type, political perspective, job classification, and all other characteristics of diversity allow us to better serve our members and the diverse water workforce.

Diversity, equity, and inclusion are not mutually exclusive and the success of one is dependent on the other two. For instance, diversity without inclusion can result in tokenism and inclusion cannot truly exist without diversity because those who are not present cannot be included. At the same time, equity is necessary to ensure the best outcomes from diversity and inclusion efforts. Therefore, these three definitions are intentionally connected.



The 15 dynamic water professionals serving on the subcommittee represent the diverse perspectives and experiences that we hope to see more of within WEF and the water sector as a whole.

DIVERSITY

Diversity encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by and within the WEF community.

EQUITY

A commitment to equity means an environment where everyone has the opportunity to realize their full potential, and no-one is disadvantaged because of their group identity or other socially determined circumstance.

INCLUSION

The act of inclusion embraces and celebrates the perspectives, voices, values, and needs of each individual to generate a culture where all feel heard, respected, valued, and included in the broader WEF purpose.

[Click to View WEF's Commitment to DE&I](#)



WEF's Board of Trustees has established a Diversity, Equity, and Inclusion Subcommittee to provide guidance on our programs, communications, and membership. In 2020, WEF hired The Silverene Group to work with the subcommittee to develop a strategic plan for diversity, equity, and inclusion.

» THE BENEFITS OF DIVERSITY, EQUITY, AND INCLUSION IN WORKFORCE DEVELOPMENT

Against the backdrop of the WEF's commitment to diversity, equity, and inclusion in our organization, our industry is facing a number of significant challenges in workforce development.

1 AGING WORKFORCE

A phenomenon known as the “silver tide” of retirements is reducing the number of employees and the size of the pool from which to hire replacements. Even more compelling, workers in this sector tend to be older with a median age of 42.8 years as compared to the national median of 42.2 years.

2 LACK OF DIVERSITY

In 2016, 85 percent of the workers were male and two thirds were white. This combined with rigidity in prevailing hiring procedures, and lack of training programs leads to difficulties in reaching out to different types of workers.

3 CHALLENGE OF RETENTION

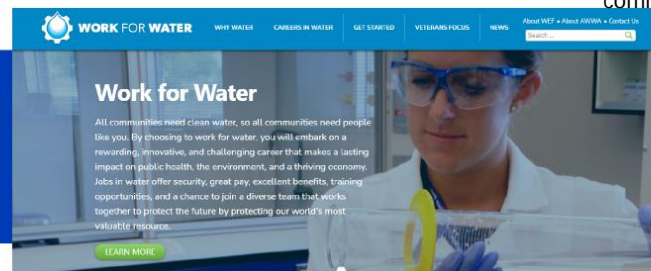
Workers tend to migrate to areas of the country with a lower cost of living.

These are clear indications of the need for a new talent pipeline, one that values the diverse perspectives of our work force and is representative of the communities that we serve.

THE WATER INDUSTRY HAS OPPORTUNITIES

The water work force includes nearly 1.7 million people involved in designing, constructing, operating, and governing the US water infrastructure. While operators, electricians, and plumbers rank the largest occupations overall. There are also workers involved in administration, finance, and management. Utilization of the diversity, equity and inclusion toolkit components will expand the pool of available resources and promote job satisfaction. Make no mistake, consideration of a career in water requires outreach, recruitment, hiring and training efforts but we have significant benefits on the offer:

- 53% of water workers have a high school diploma or less.
- Many water occupations require extensive on-the-job training and familiarity with a variety of tools and technologies.
- Water occupations tend to pay more on average.
- Water occupations also pay up to 50 percent more to workers at lower ends of the income scale.
- The water industry is community based—we can't outsource the work... and can't import the workforce. Given this community connection, water utilities should be representative of the community in their workforce.



Learn more about career opportunities at Work for Water

[Click to Learn More](#)



THE RESULT IS A BUSINESS CASE FOR DIVERSITY

While expanding the resource pool and reflecting the community in which we serve are of tremendous benefit, the McKinsey Report Diversity Wins – How Inclusion Matters, a five year study of over 1,000 large companies across 15 countries, provides extensive data on additional benefits of diversity.

Greater diversity, in terms of both gender and ethnicity, is correlated with significantly greater likelihood of outperformance.

- Competitive advantage: Companies whose boards are in the top quartile of gender diversity are 28% more likely to outperform their peers.
- Increased innovation and marketability of ideas.
- Drives employee retention and increased job satisfaction.
- Increased commitment: Employees and volunteers who feel connected and included are more engaged and involved.
- Promotes business growth and development.
- Taken collectively, these affect the bottom line —improving performance and increasing value/ revenues.

Bold actions are needed to foster diversity, equity, and inclusion in WEF and your member associations. This toolkit has been developed to support your effort to:

- Ensure representation of diverse talent.
- Strengthen leadership accountability and capability for Inclusion and Diversity.
- Enable equality of opportunity through fairness and transparency.
- Promote openness and tackle microaggressions.
- Foster belonging through unequivocal support for multivariate diversity.



» TAKE THE JOURNEY SPEAK WITH SOMEONE IN THE KNOW

1

The first step to take is to speak with someone who has taken the journey. Contact the Water Environment Federation (WEF) Diversity, Equity, and Inclusion (DE&I) team. They have knowledge and experience that will help you to achieve your goals better, faster, and with fewer volunteer hours.

2 UNDERSTAND YOUR NEEDS

Not all MA's are alike. Some are large and some are small. Some have staff and others do not. The diversity needs of each MA will depend in large part on the geographical area in which it is located. Equity and inclusion may be different as well. Tool No. 1 and No. 2 (right) are offered to assist with this step.

3 DESIGN AND IMPLEMENT YOUR PROGRAM

Follow this checklist to cover each step.



Follow this checklist to cover each step

- Dedicate a 90 minute timeslot for discussion with your Board/committees.
- Conduct the DEI exercise included herein.
- Identify gaps and a champion.
- Survey membership for benchmarking.
- Charter a DE&I committee with mission and vision.
- Start a regional Inflow program.
- Leverage communications: Email, social media, and articles.
- Reach out to other committees and coordinate.
- Hold a focused conference session/workshop.
- Share back to WEF via delegates.

THE TOOLS

Tool No. 1

Exploring and Defining DE&I for your Member Association

A tool has been developed and designed that MA leadership can use to explore and define diversity, equity, and inclusion goals for their organization. The tool is presented in the stand alone section titled Tool No. 1, and is available in electronic format.

Tool No. 2

Action Ideas for Defining DE&I for your Member Association

This tool has many of the same ideas and concepts as Tool No. 1, with the exception that it can be used to create your own approach, or to fit into a collaboration model that your MA likes to use.

Tool No. 3

Start a Subcommittee: Example Vision and Mission Statements

Tool No. 4

Best Practices

Tool No. 5

InFlow Program Guidance

[Click to Learn More](#)



» REFERENCES

WEF House of Delegates – DE&I Workgroup				
DE&I Starter Kit Reference List				
NAME	AUTHOR	DATE	WEBSITE	COMMENTS
<i>WEF</i>				
WEF DE&I Website	W EF	Current	Diversity, Equity, and Inclusion (wef.org)	Contains information on WEF's DE&I programs
HOD DE&I Survey Results	W EF	2021		
WEF Website		Current	WEF InFlow Program	Contains links to more details about the program at WEF and Member Associations
<i>Member Associations</i>				
IWPA Inflow Web Page	Illinois WPC	2021	http://www.illinoiswpc.org/inflow/	Scholarship opportunities IWPA InFlow program overview and link to application for InFlow scholarship
PNCWA InFlow Web Page	Pacific Northwest Clean Water Association	Feb 2021	InFLOW Program (pncwa.org)	PNCWA InFlow program overview and link to contacts for more information
PNCWA Racial & Social Justice Initiatives Web Page	Pacific Northwest Clean Water Association	Aug 2021	PNCWA: Racial and Social Justice Initiatives	PNCWA Initiative overview and link to additional resources and contacts
NEWEA DE&I Committee Web Page	New England Water Environment Association	2021	Diversity, Equity and Inclusion Committee* - NEWEA - New England Water Environment Association	NEWEA Committee overview and link to additional resources and NEWEA DE&I
<i>Foundational Definitions</i>				
Diversity & Inclusion Maturity Index	Baker McKenzie Association of the OC D&I Steering Committee	2019	of Texas Diversity, Equity & Inclusion (weat.org)	Review this of links within document - potentially good stuff / D&I Maturity Matrix may be a good best practices benchmarking tool for organizations
Renewing the Water Workforce - Improving water infrastructure and creating a pipeline to opportunity	Metropolitan Policy Program at Brookings - Joseph Kane and Adie Tomer	Jun 2018	Renewing the water workforce: Improving water infrastructure and creating a pipeline to opportunity (brookings.edu)	Employment data analysis - water workforce
Diversity and Inclusion in Canada	Bersin by Deloitte	Aug 2014	Diversity and Inclusion in Canada - The Current State (deloitte.com)	Canada-focused research on DEI in business and organizations - why, governance, metrics
The Six Signature Traits of Inclusive Leadership	Deloitte University Press - Bernadette Dillon and Juliet Bourke	2016	Six signature traits of inclusive leadership Deloitte Insights - 20190222-research-national-diversity-and-inclusion-benchmarking-study.pdf (ccdi.ca)	Article; Commitment, Courage, Cognizance of bias, curiosity, cultural intelligence, collaborative
National Diversity and Inclusion Benchmarking Study	Dalhousie University in	Feb 2019		Canada-focused; DEI senior leader perspectives,

NAME	AUTHOR	DATE	WEBSITE	COMMENTS
<i>Business Case</i>				
Why Diversity Matters	McKinsey & Company	Jan 2015	Why diversity matters McKinsey	3 page article - business case for diversity
Delivering through Diversity	McKinsey & Company	Jan 2018	delivering-through-diversity_full-report.ashx (mckinsey.com)	Business case for inclusion & diversity
Diversity wins - How inclusion matters	McKinsey & Company	May 2020	How Diversity & Inclusion Matter McKinsey	56 pages - business case
Waiter, is that inclusion in my soup? A new recipe to improve	Deloitte Australia	May 2013	deloitte-au-hc-diversity-inclusion-soup-0513.pdf	Business case for inclusion
<i>How To Guides & Activities</i>				
Diversity & Member Inclusion How-to Guide	AWWA	Revised 2014	Diversity How-To Guide (awwa.org)	How to Guide
Diversity and Inclusion - Keys to Success and Lessons Learned	ACEC DPC D&I Working Group	Mar 2020	DIWG-ExternalReport-March2020.pdf (engineers.org)	Good example of reference list
Racial Equity Toolkit - An Opportunity to Operationalize Equity	Local and Regional Government Alliance on Race & Equality	Dec 2016	https://www.racialequityalliance.org/tools-resources/	Tool focused on racial equity in communities/government



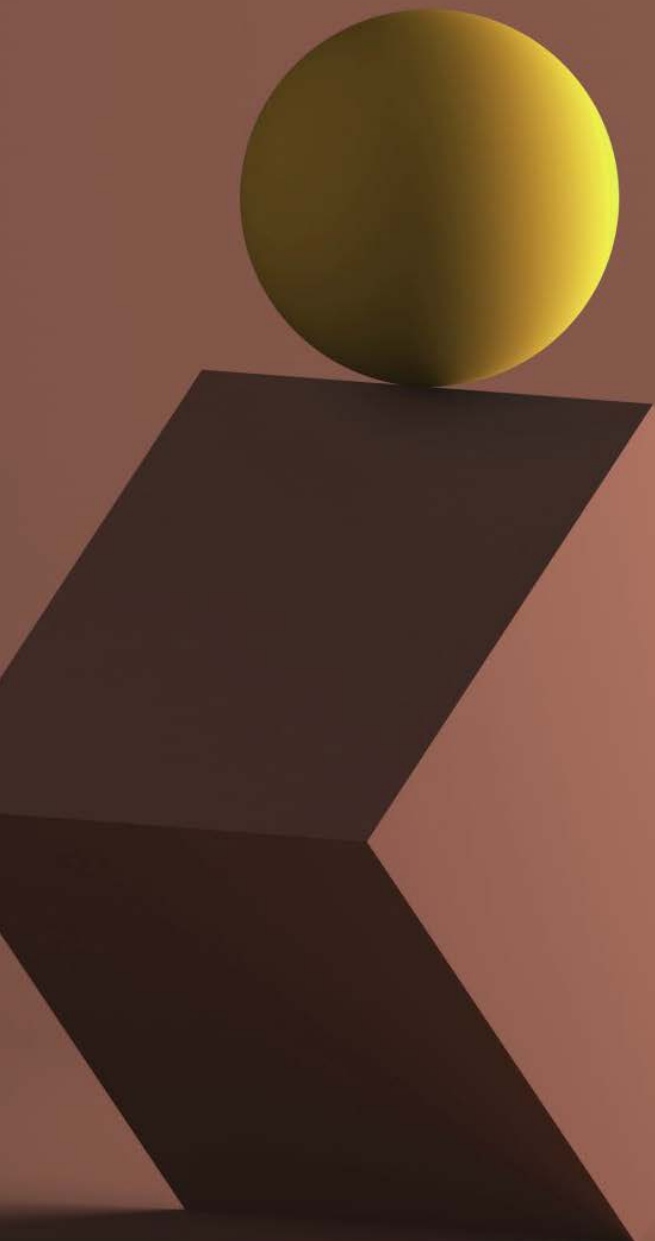
FEEDBACK

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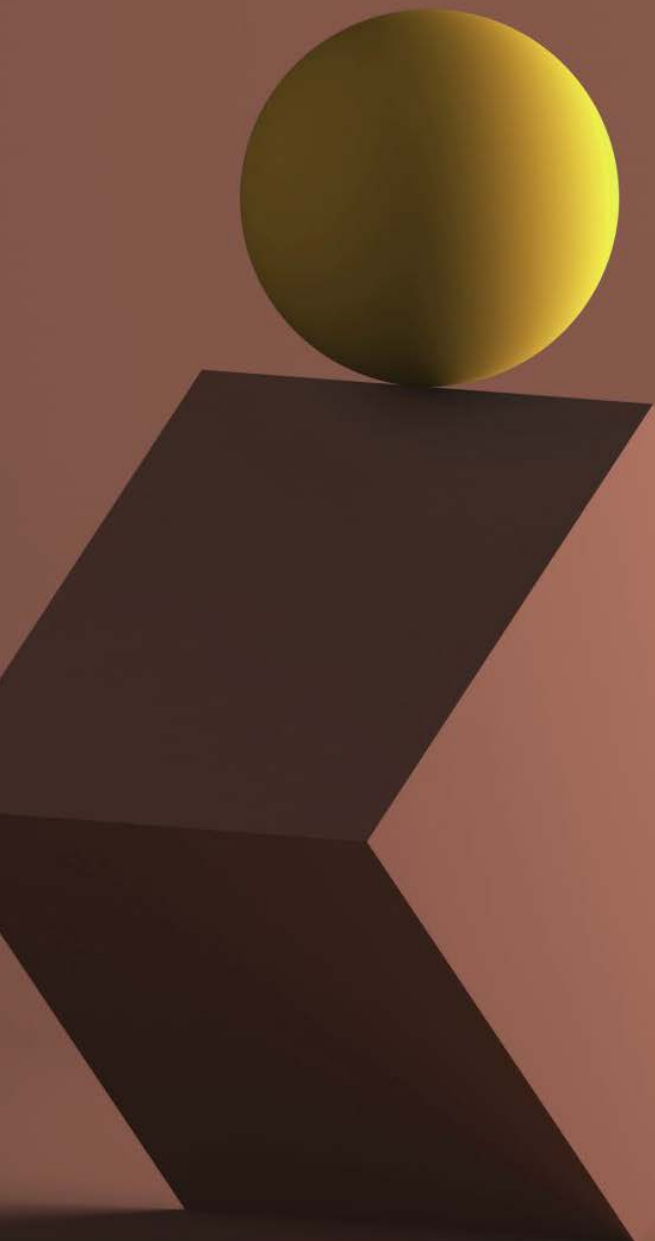
DE&I CHALLENGES FACING MAS

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FEEDBACK ON WEF'S
COMMUNICATION
PERTAINING TO TOOLS
LIKE THESE

—



BREAK

10:00 – 10:12 AM

—



EXPLORING DE&I EXERCISE

10:12 AM - 12:00



INTRO

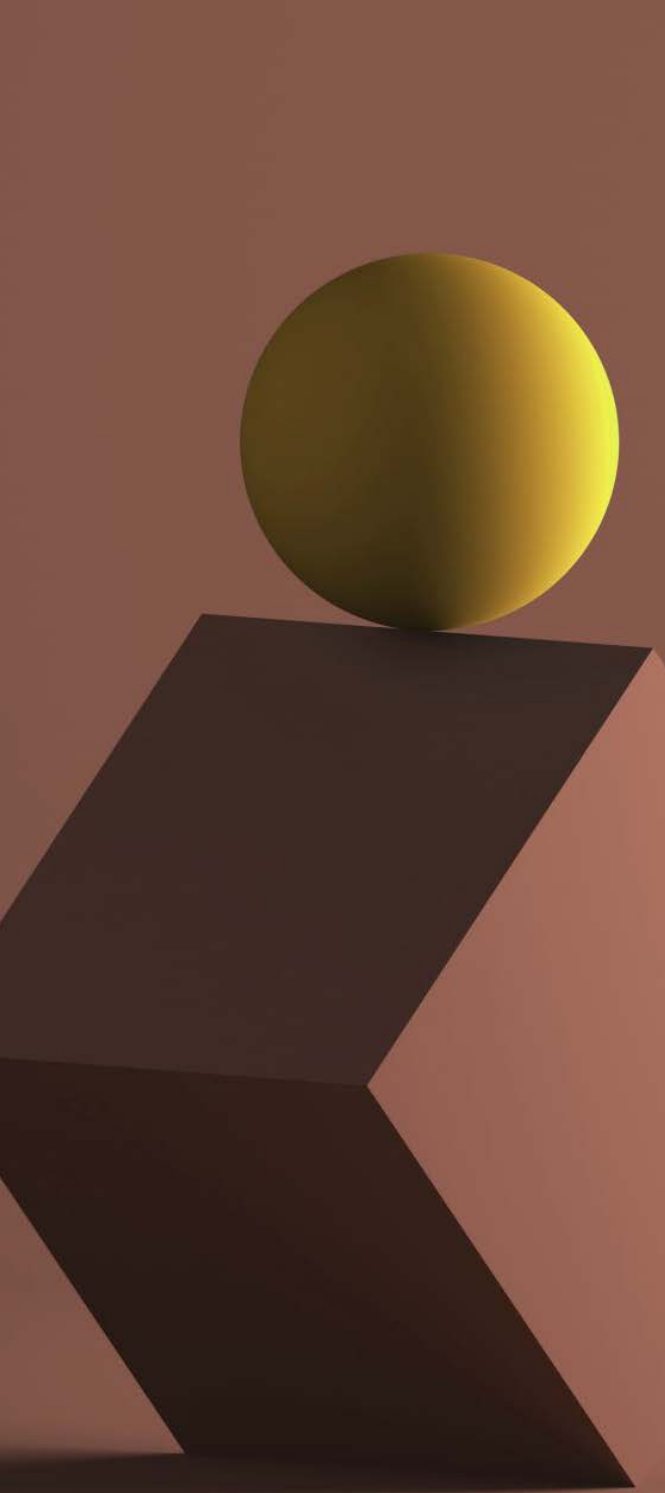




EXPLORING AND DEFINING DIVERSITY, EQUITY AND INCLUSION GOALS FOR YOUR MEMBER ASSOCIATION

Diversity, equity, and inclusion are not mutually exclusive, and the success of one is dependent on the other two. Therefore, they are intentionally connected. WEF believes that starting with shared and clear definitions for these topics will enable us to better understand each other and make progress toward our goals.

The intent of this worksheet is to guide participants on a journey to explore and define DE&I goals that work for YOUR member association and create specific, actionable steps to achieve those goals.



STEP 1.

EXPLORING WHAT DIVERSITY, EQUITY AND INCLUSION MEAN TO YOUR MEMBER ASSOCIATION

WEF defines DE&I as:

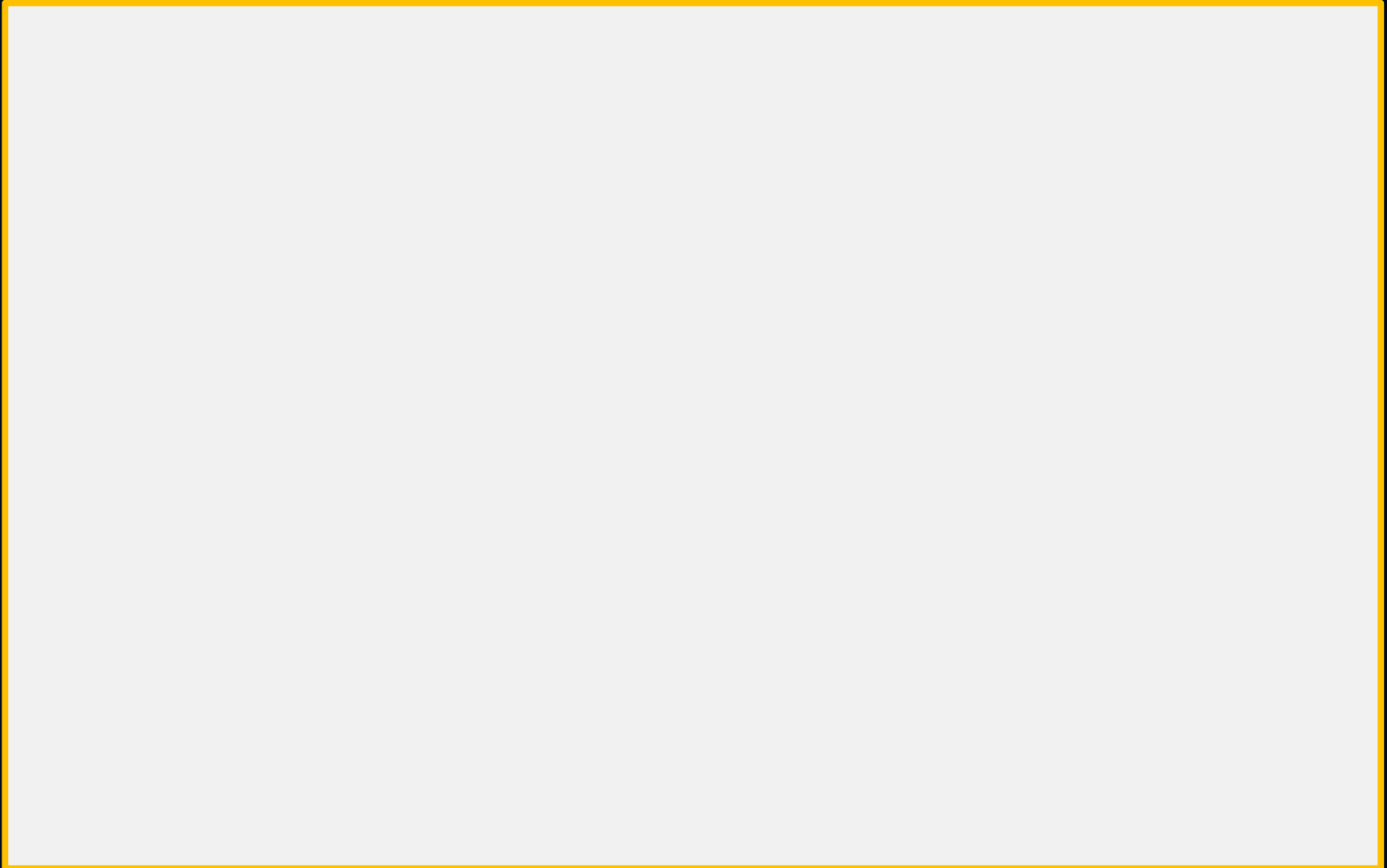
DIVERSITY *encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by and within the WEF community.*

EQUITY *is a commitment to an environment where everyone has the opportunity and access to realize their full potential, and no-one is disadvantaged because of their group identity or other socially determined circumstance.*

INCLUSION *embraces and celebrates the perspectives, voices, values, and needs of each individual to generate a culture where all feel heard, respected, valued and included in the broader WEF purpose.*

Brainstorm: What does DIVERSITY mean to you?

*(there is no wrong answer; you can write words,
phrases, feelings, stories, experiences, draw
images...this is **YOUR** expression of diversity)*



Brainstorm: Do you see spaces within your MA that may not have equal access?

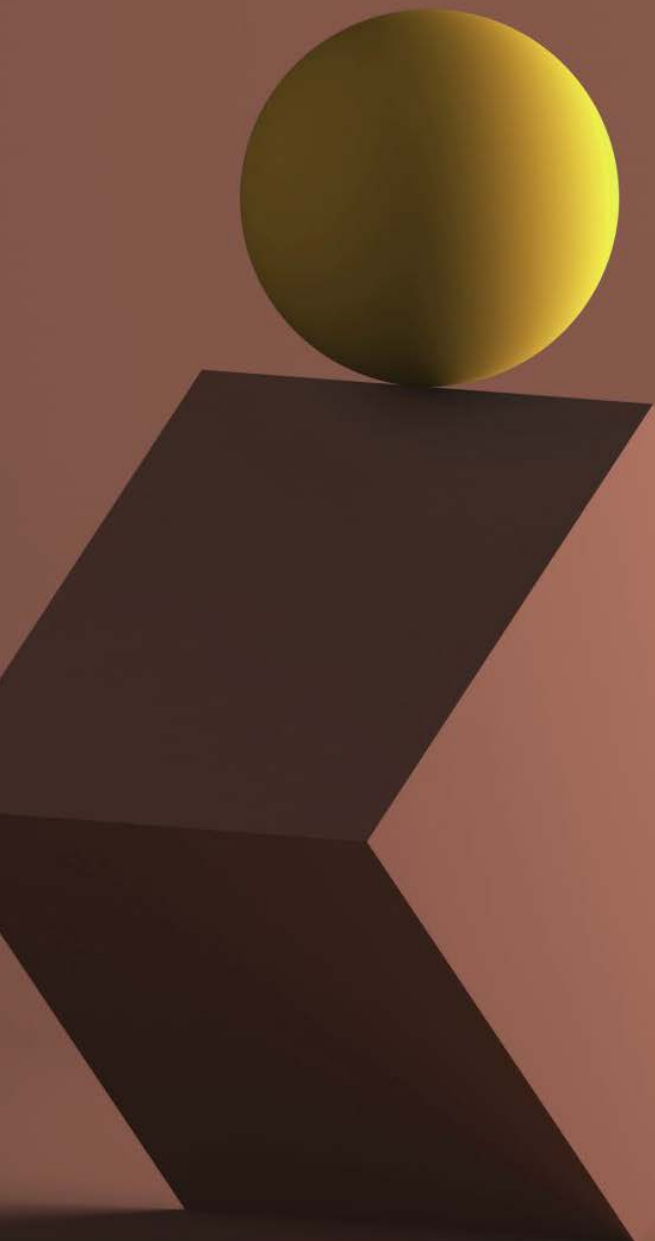
(think about your programs, opportunities, information availability...scholarships, awards, event speakers/moderators, information distribution, etc.)



Brainstorm: What does it mean to feel
INCLUDED?

(again, no wrong answers! Try to think of personal experiences where you felt included...what made you feel this way? What about a time when you did not feel heard or respected or valued...what drove those feelings?)





EXERCISE #1

EXPLORING DE&I



REPORT OUT and DISCUSSION



BRAINSTORMING EXERCISE #2

IDENTIFYING DE&I



Identify Barriers to DE&I
in Your MA

A Few Examples...

1. General "we don't need DE&I " attitude - what can leadership do to help highlight value of initiatives that drive DE&I.
2. Resistance to buzzwords.
3. Political/vocal minority opposition.
4. Fear/fear of change.
5. Interest but need direction/don't know where to start
6. Ignorance/lack of awareness towards the issue/importance/impact. Don't have the data to support the need.
7. We've always done it this way. Unknown unconscious bias.
Apathy
8. Availability of volunteers/champion.

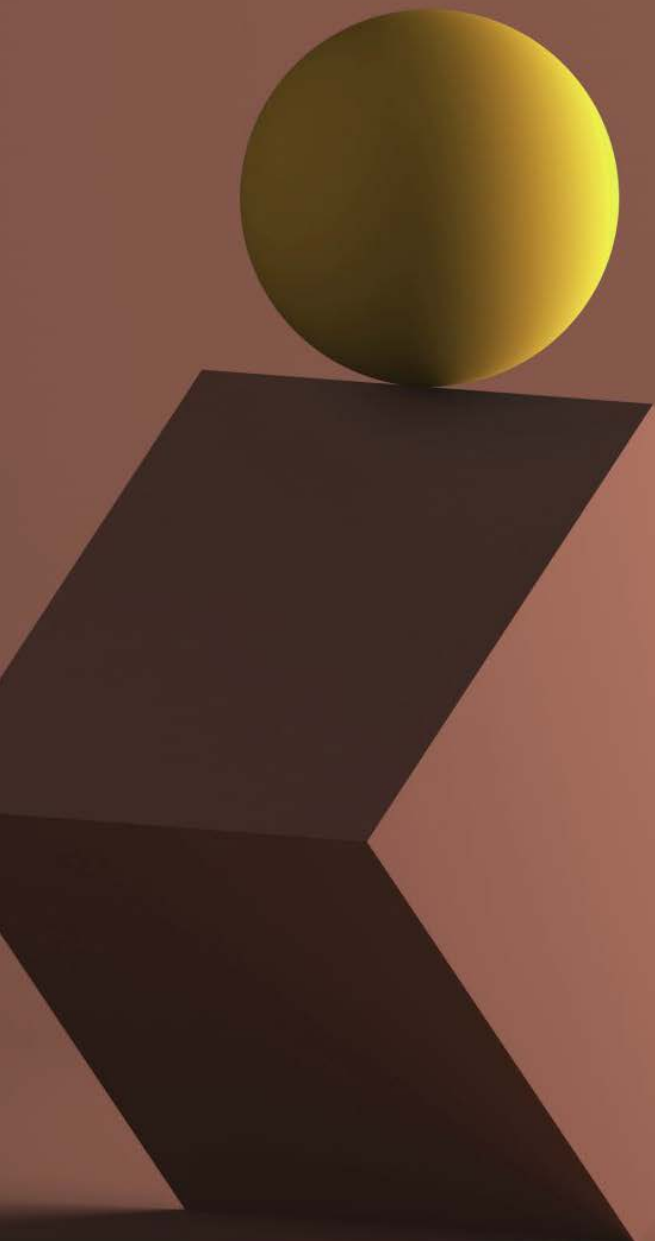


BRAINSTORMING EXERCISE #2

IDENTIFYING DE&I



REPORT OUT and DISCUSSION



BRAINSTORMING EXERCISE #3

REMOVING DE&I BARRIERS




Brainstorm Ideas for Removing
Barriers Identified in Brainstorming
Exercise #2



BRAINSTORMING
EXERCISE #3

REMOVING DE&I
BARRIERS

REPORT OUT and DISCUSSION



FEEDBACK ON MORNING PROGRAM



LUNCH

12:00 – 1:00 PM



NEVADA WEA'S

DE&I JOURNEY

1:00 – 1:15 PM

Joe Navas

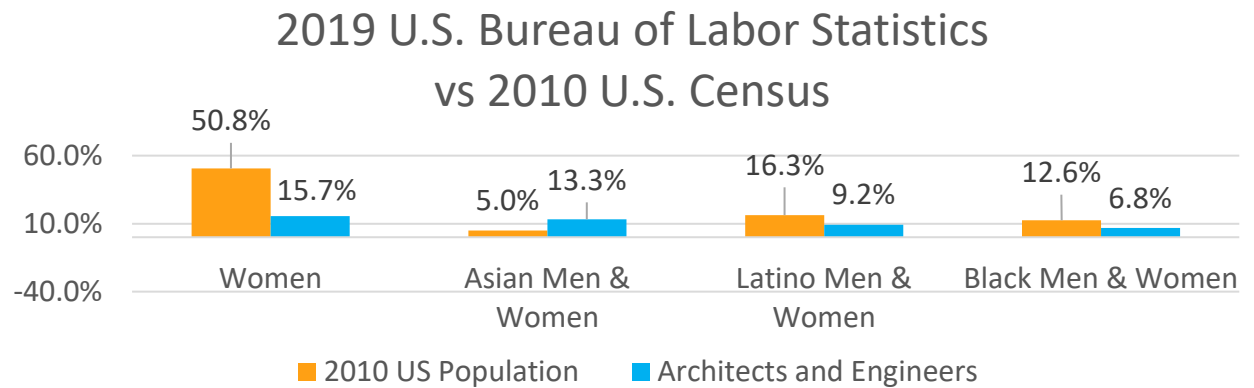


DEI & STEAM Outreach

Low Diversity (Women and People of Color) in STEAM Fields



- 2019 U.S. Bureau of Labor Statistics
 - United States Employed Architects and Engineers:
 - Women - 15.7%
 - Asian Men and Women - 13.3%
 - Latino/Hispanic Men and Women - 9.2%
 - Black Men and Women – 6.8%



<https://www.bls.gov/cps/cpsaat11.htm>

But WHY is diversity so low in STEAM fields?



- **A low percentage of women and people of color are introduced to the subject or encouraged before college**
 - “...female high school students made up only 15% of engineering technologies concentrators” (Milgram, 2011)
 - “The share of STEM degrees is even smaller for women of color. In 2014-2015, women of color earned a small percentage of bachelor’s degrees across all STEM Fields: Black women: 2.9%; Latinas: 3.6%; and Asian women: 4.8%” (Catalyst, 2018).

INCLUSION & Diversity



“Diversity is being invited to the party; Inclusion is being asked to dance!”

STEAM Outreach is a GREAT way to diversify our future workforce!



- **STEAM**
 - Science
 - Technology
 - Engineering
 - Arts (Architecture & Design)
 - Mathematics
- **Present to your local K-12th Grade Schools**
 - Yes, at 5 years old, children start building biases and stereotypes around STEAM
- **Title/Tier 1 Schools** – 30% low income students – First Generation College Bound
 - student who may have never heard about STEAM careers otherwise



Hands on **SE** Activity!



THIS to THIS!



Water Filters!

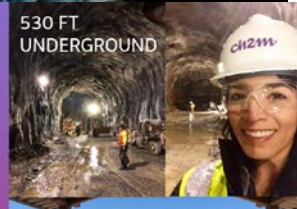
Engineer and construct a filter to clean the "polluted" water.



I Am A Civil Engineer
(Water Engineer In Los Angeles)

- Helping solve future droughts in Southern California
- I design pipelines to get clean water from water treatment plants to your home!
- SO YOU CAN:

530 FT UNDERGROUND

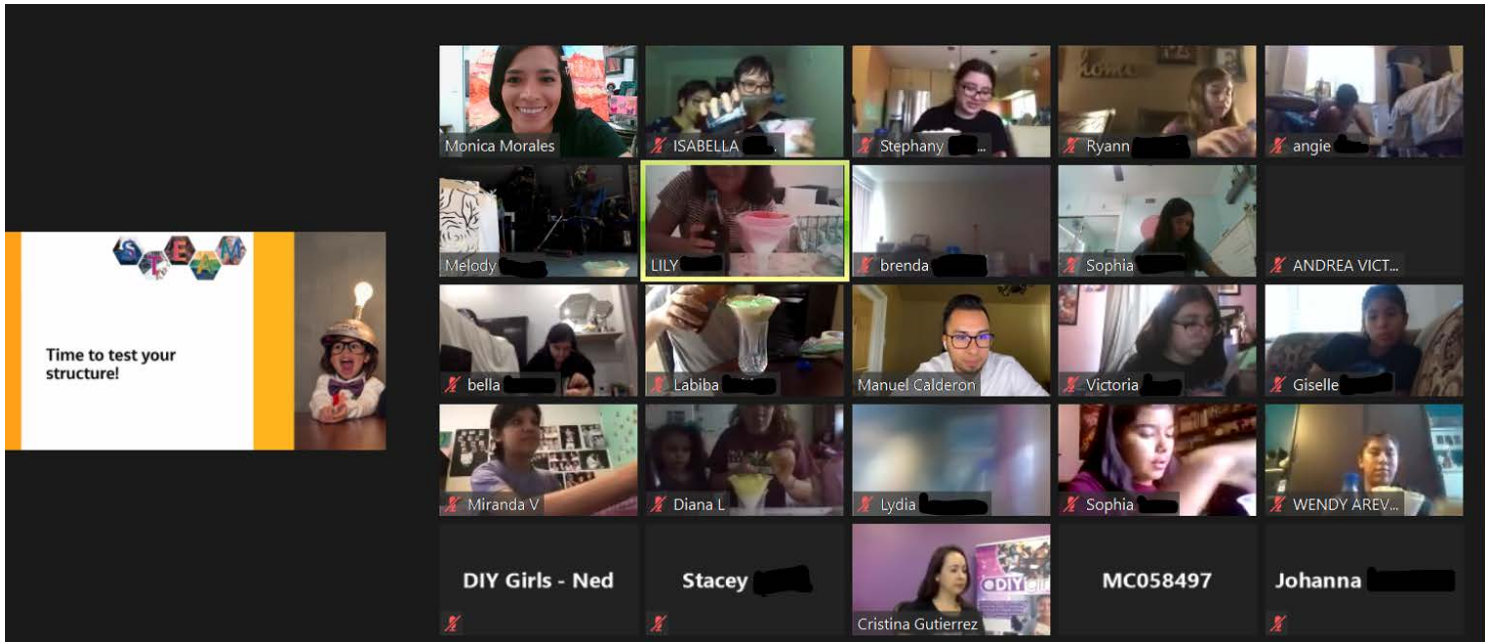


Elementary School Outreach

K-5th Grade

5 – 10 years of age

Classroom/Zoom Presentations
 Lots of Pictures
 Hands-on activities
 Story time



Middle School Outreach

6-8th Grade

11 – 13 years of age

Presentations
A bit more technical
Hands-on activities



Monica at Jacobs:

- **Water Engineer – Los Angeles, CA**
- **Projects**
 - Helping solve future droughts in Southern California
 - Conveyance Design
 - Mostly in the office
 - Project site visits can be super cool
 - 530 feet underground tunnel under Lake Mead
- **Volunteering Efforts (Clubs don't stop!)**
 - Global STEAM Programs Lead at Jacobs Enlace Employee Network
 - President-Elect for ASCE LA YMF





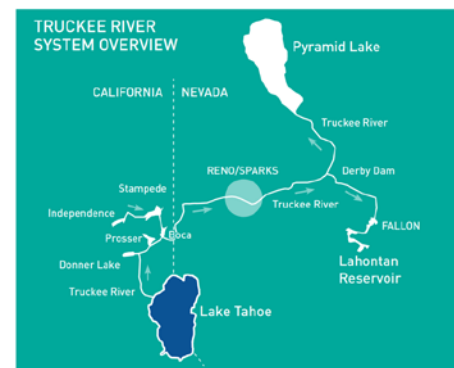
High School Outreach

9-12th Grade

14 – 17 years of age

Presentations
Hands-on activities
Technical Tours
Office Tours

 Truckee Meadows Watershed



- LAKE TAHOE**
- Surface area of 192 square miles
 - Depth of 1,644 feet
 - Only the top 6.1 feet can be stored and released into the Truckee River
 - This equals 744,600 acre-feet (AF) of water storage



ASCE ORANGE COUNTY
PATHWAYS ACADEMY
"ENGINEERING YOUR FUTURE" EVENT SPEAKER



MONICA MORALES

Water Engineer
Panelist

Jacobs



University
Outreach

Career Path

Professional
Development Advice
(Resumes)

Technical Tours

Technical
Presentations

Panel Discussions

Student Chapters



**ORGANIZING RESIDENTS
TO PRIORITIZE AND
INFLUENCE
INFRASTRUCTURE IN
TARGETED COMMUNITIES**

1:15 – 2:00 PM

Eboni Green



Organizing Residents to Influence and Prioritize Infrastructure in Targeted Communities

Foundational Why

What if more people understood their **power to influence** the things that are happening around them?

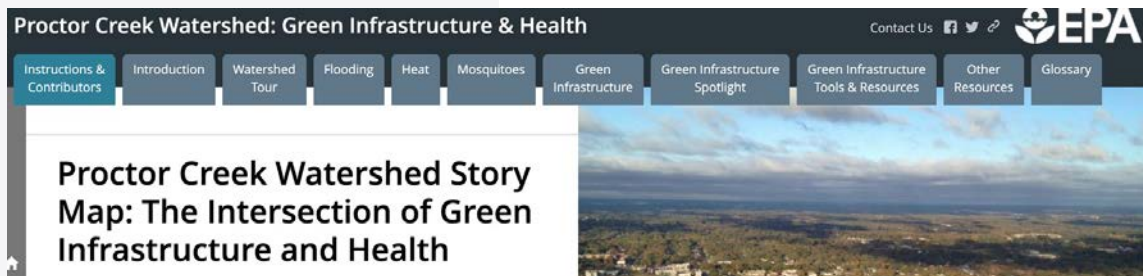
What if the information distributed about infrastructure plans was **proactive and engaging**, not simply factual and informative?

What if we raised the standard in the way we communicate with the public about the things that impact them on a daily basis?



Eboni Green, MFA

Spotlighted Resident-Facing Projects



Proctor Creek Watershed (2020)

After working on the US Water Alliance - Atlanta Water Taskforce for three years, we led Proctor Creek residents (Friends of Proctor Creek), in informing decisions made regarding infrastructure that would impact their home watershed.



Atlanta Brownfields to Atlantic Station (2017)

This \$2b redevelopment project was originally a brownfield site. After being recruited by the City of Atlanta, we led community members in prioritizing the separation of wastewater and sewer lines, the development of "complete streets" that offered more environmentally friendly options of walking and biking, and the creation of jobs for local residents.

Strategic Communications Process: How We Do What We Do

Discover

TTV meets with the local team to ensure we're all working towards the same goals. We'll review all available materials, visit the targeted community, create meetings with community leaders, and begin engaging with the community.

Engage

Our front line will begin developing messaging for communications materials to be distributed via traditional and digital platforms. Once approved, our back office will begin executing the communications strategy and tracking metrics for reporting.

Measure & Adapt

Proactive communications lead with optimism and best case scenarios in mind. Tactics usually adapt to meet the demands of a growing, increasingly engaged audience.
Standard Practice: 1) amplify the good work being done 2) convert opponents into evangelists.





Organizing Process: Simply Stated

01

WHAT DO YOU WANT?

Leading residents in developing long-term and short-term, prioritized goals and objectives.

02

WHO CAN GIVE IT TO YOU?

Power Analysis:

Leading residents in understanding the roles of all major participants in the infrastructure planning process.

03

HOW DO YOU ACCESS IT?

Working with residents, city stakeholders, and engineering team members to develop a strategic roadmap towards the desired outcome.



Organizing Process: Digging Deeper

01

DO YOU KNOW WHAT YOU DON'T KNOW?

We engage residents through a paid stipend in an effective effort to teach residents about the water cycle.

02

WHAT WILL YOU DO WITH WHAT YOU NOW KNOW?

We activate the voices of the residents with targeted messaging for their audience segments - cities, engineering firms, neighbors.

03

NOW GO!

Once organized, residents are released - with power - to their communities to empower their neighbors and collectively remain in their positions of power.

Organizing Process: Building Infrastructure Collectively



01

MANAGING THE RESULTS

All stakeholders are now engaged in outcome-focused conversations and understand the presumed benefits.

02

PROACTIVELY PRESERVING NEW TRUST

With purposeful attention paid to disparities, we all work together to begin building bridges between differences.

03

INFRASTRUCTURE FOR ALL

A newly adopted integrated approach to infrastructure development guarantees a managed process, leading to the mutually desired outcome.

RESIDENT

Outcomes

- Building a sense of ownership for those who will benefit from the infrastructure and use it most will support the continuation of such improvement efforts in those communities.
- This sense of ownership will also stimulate opportunities for creative innovation from within targeted communities.
- Finally, this type of engagement will promote buy-in from the public.

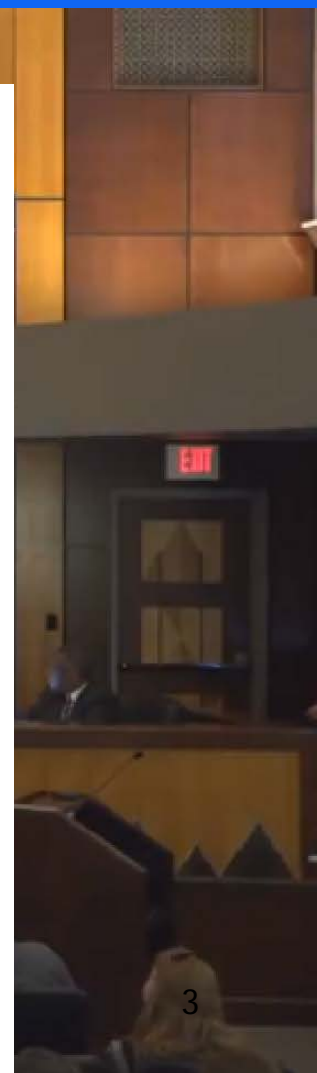




LOCAL AGENCY

Outcomes

- Those in positions of power in local communities will have received ongoing, effective support for end-user engagement.
- Those in positions of power in local communities will have the ability to collect and analyze data on outcome-based end-user engagement.
- Those in positions of power in local communities will be able to use these skills to help end infrastructure-causing inequities in targeted communities.





ENGINEERING FIRM

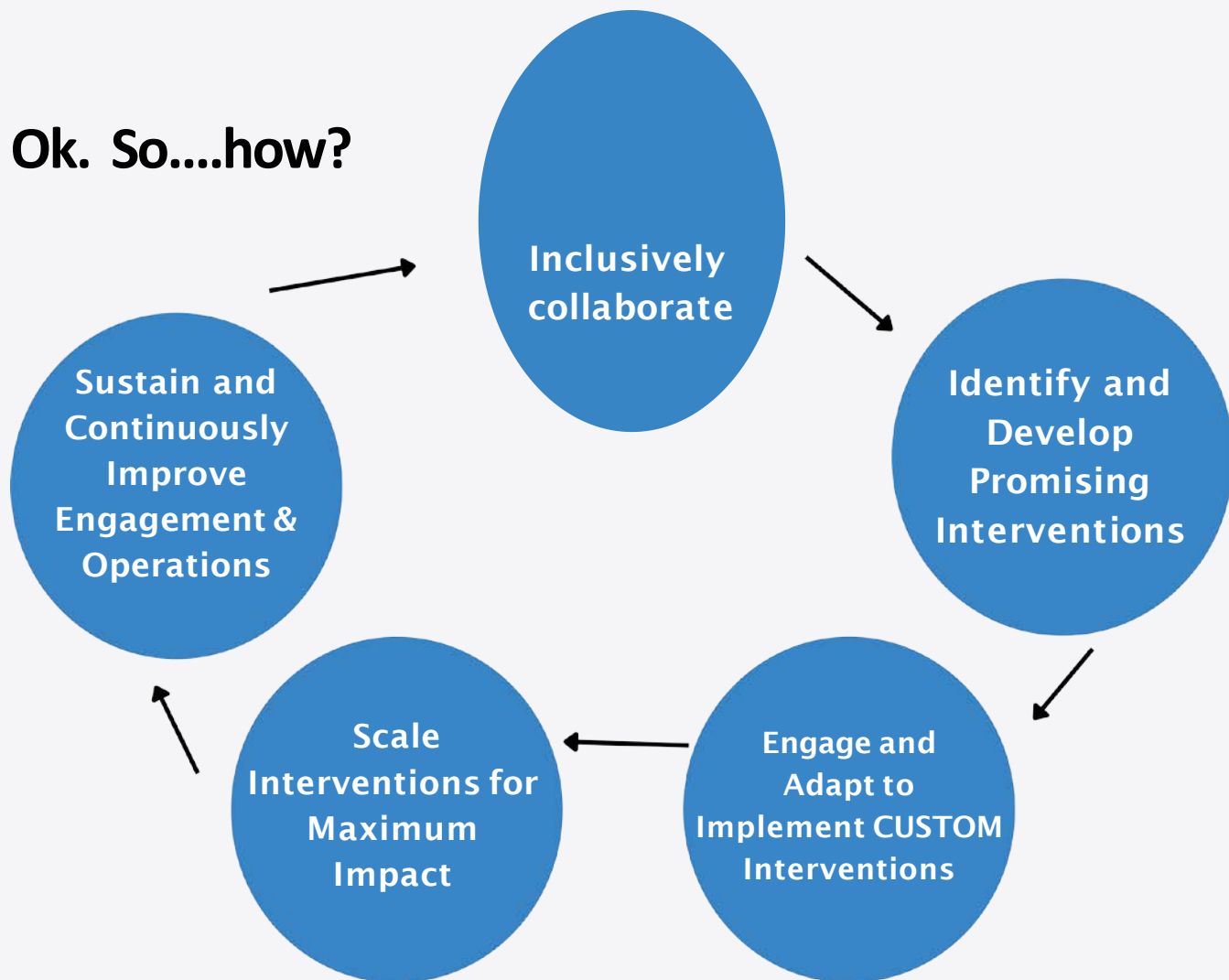
Outcomes

Firms will have documented past performance, processes, and systems of working with targeted communities.

This is a major selling point in cities **requiring** equitable infrastructure planning and public education/engagement.



Ok. So....how?





Potential Hurdles

- Lack of political will.
- Inadequate buy-in from potential participants.
- Inauthentic collaborative actions by stakeholders.
- Insufficient support by stakeholders (ie: data collecting, administrative support).
- Lack of access to ongoing technical support. (leads to non-sustainable practices).

Project Leads

June 2, 2022



Dr. Yomi Noibi

Community Engagement Strategist

"What does your audience have no idea they don't know?"



Hannah K. Palmer

Urban Planner

"What are some really cool aspects of the project or program we can pull out and highlight?"



Sabrina R. Merritt

Partner, Engagement Strategist

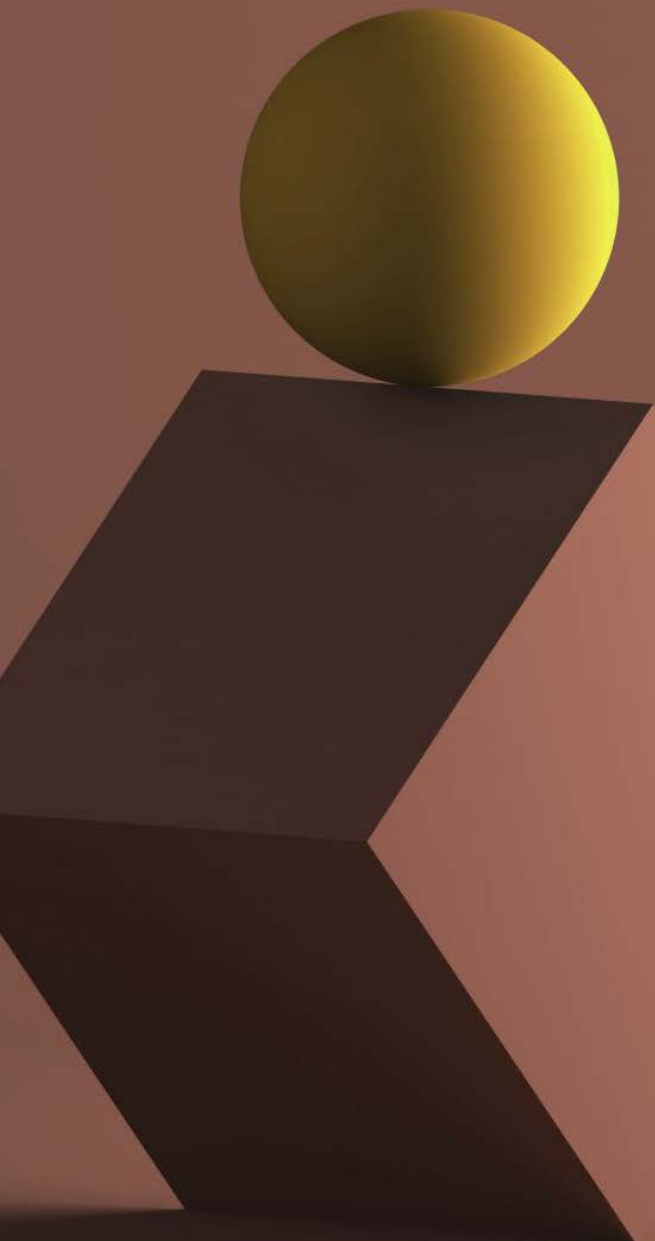
"Where are the people you're looking to engage with engaging with one another?"



Follow up questions?

egreen@ttve.co

[not .com :)]



NEBRASKA WEA'S

DE&I JOURNEY

2:00 – 2:15 PM



Garrett Lane

Scott Aurit



NWEA DE&I Journey






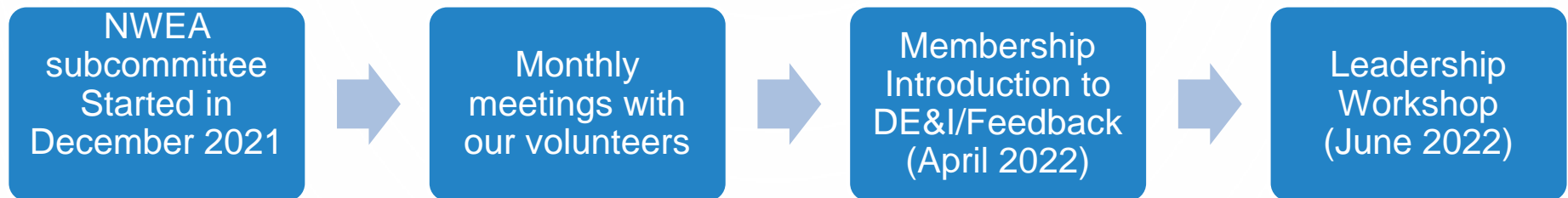
I'M GOING ON AN ADVENTURE!



NWEA in a nutshell

- Volunteer organization consisting of NWEA and NWOD (Nebraska Wastewater Operators Division)
 - With over 27 committees
 - Yearly publications and outreach through social media and website
 - Three annual conferences for credits/PDHs
 - Great Plains (Spring – NWEA/NWOD)
 - Heartland (Summer – NWOD)
 - Fall Conference (Fall – NWEA/NWOD)
- 

Nebraska's DE&I History





Defining a Common Language

Diversity

Representation of varying:


- Experiences
- Strengths
- Skills
- Perspectives
- Personal
- Characteristics
- Cultures
- Backgrounds

Equity

Equal opportunity and access
no matter a person's identity or
socially determined
circumstance

Inclusion

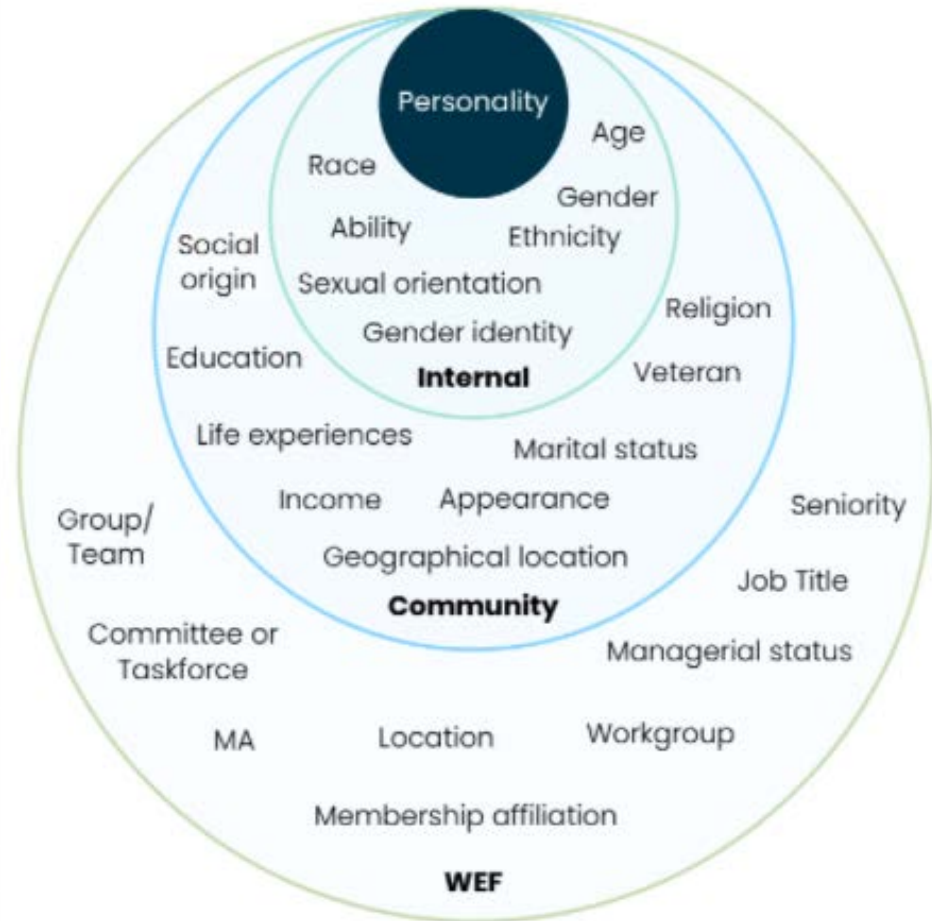
Embrace and Celebrate all:

- Perspectives
 - Voices
 - Values
 - Needs of individuals
- 

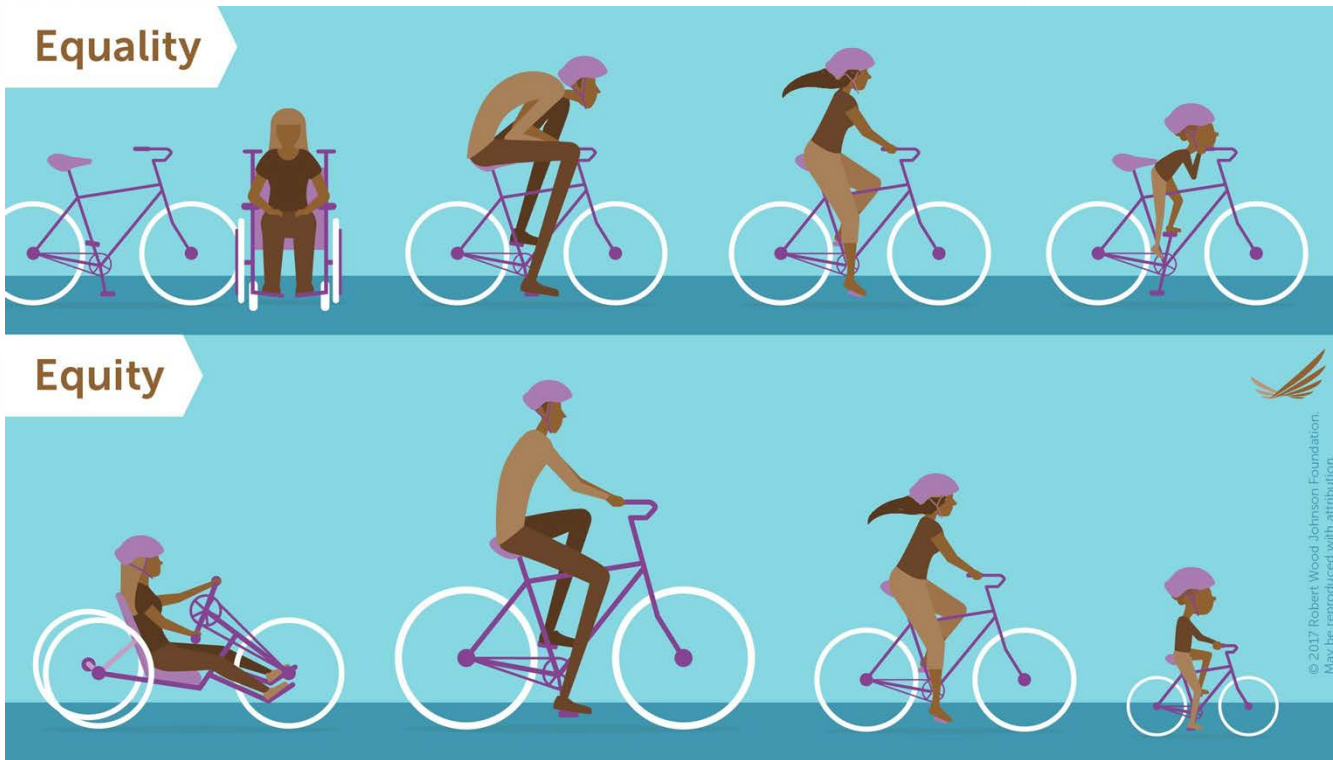
Diversity

How do we identify?

- Within ourselves
- Within our communities
- Within WEF



Equity vs. Equality



Graphic courtesy of the Robert Wood Johnson Foundation.

Inclusion

Belonging

Value

Respect

Authenticity

Allyship

Vulnerability

Accessibility

Recognition

Professional
Development




Why Do We Need DE&I?

THE MORAL IMPERATIVE

Tied to the concept of equity.
It's based on the idea that it is
the right thing to do.

THE BUSINESS CASE

Positive outcomes in Productivity
& Innovation associated with an
increase in diversity.



We can't do it alone

Top down approach:

National Representatives

Leadership on board

Help from other committees

Local Representatives



Settings Goals and Expectations

Diversity

- Educate members on DE&I

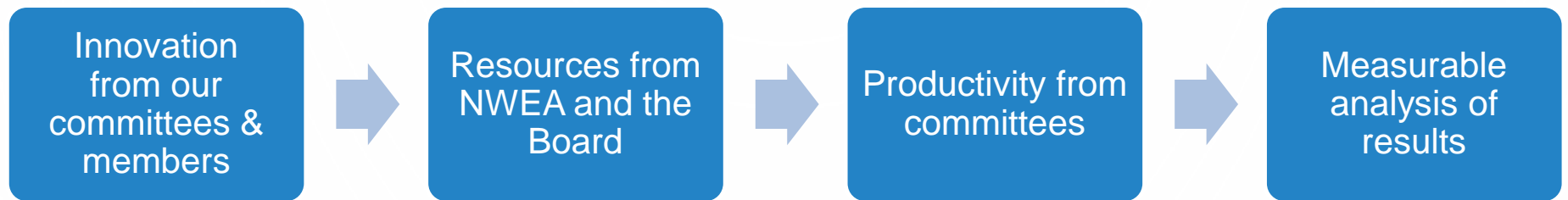
Equity

- Make it easier to get involved

Inclusion

- Gain additional members
- Become a full-fledged committee
- Development of a more diverse water workforce.
- Make our workforce feel comfortable and empowered to discuss

Developing a Plan



Contact Us!

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Chair

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WEF Delegate

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Garrett Lane
Co-Chair

402-444-3630

garrett.lane@cityofomaha.org



QUESTIONS?





BREAK

2:00 – 2:15 PM



DE&I BREAK

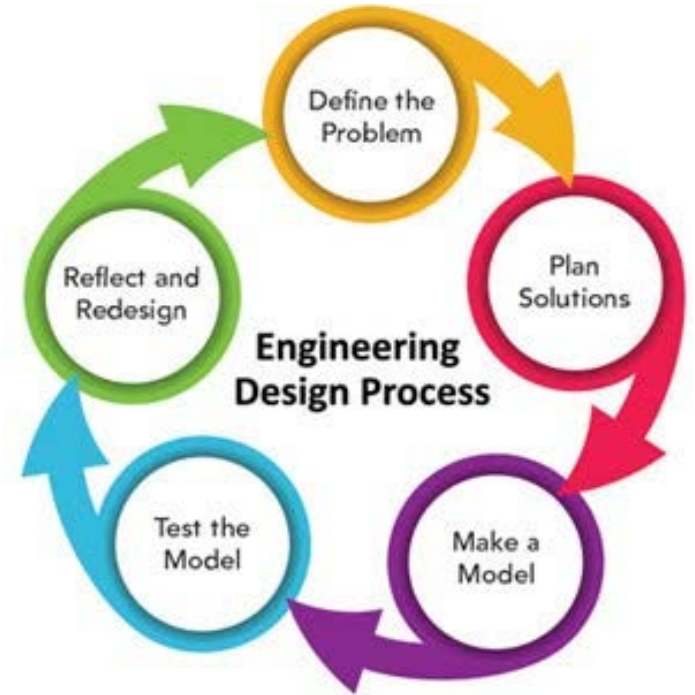
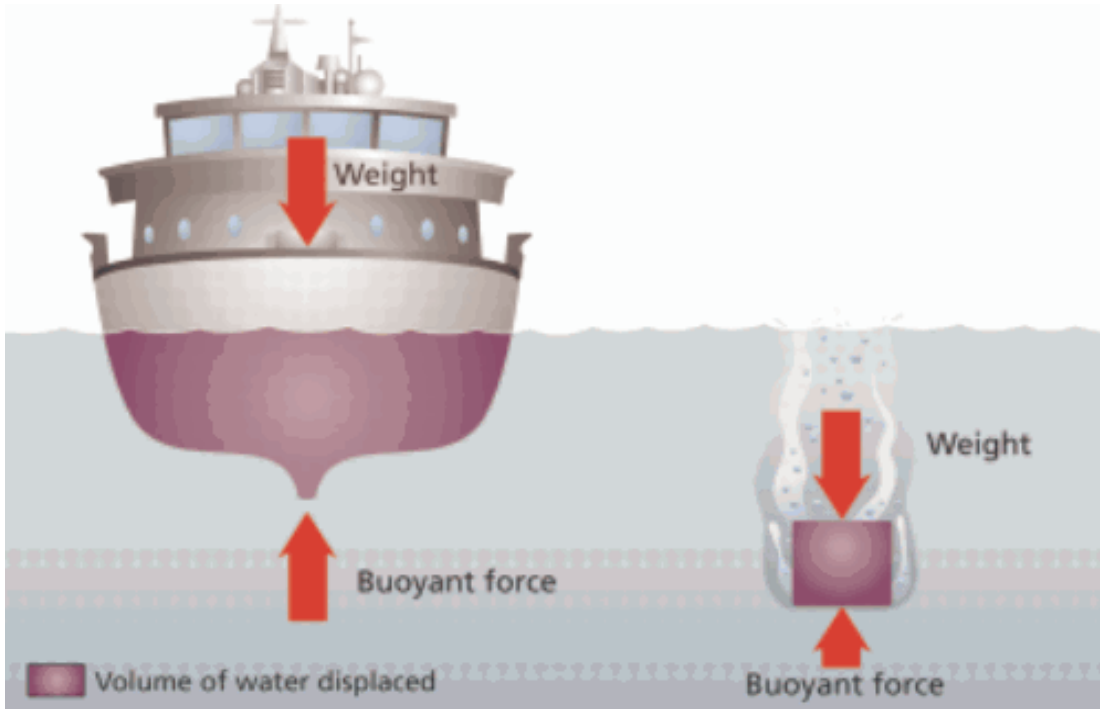
2:30 – 3:00 PM

Victor Sam



Engineering Design Challenge

2022 WEFMAX DE&I Break



Topic – Forces, Motion,
Energy



Instructions Recap

- Design a boat made of only aluminum foil to hold as MANY pennies as possible before it sinks or capsizes
- Minimum criteria = must hold at least 15 pennies
- Split into groups of 5-6 people
- 10 minutes to work on your design
- When you are ready and want to test out your design, come to the front

How Engineers and Libraries can collaborate to Make a World of Difference

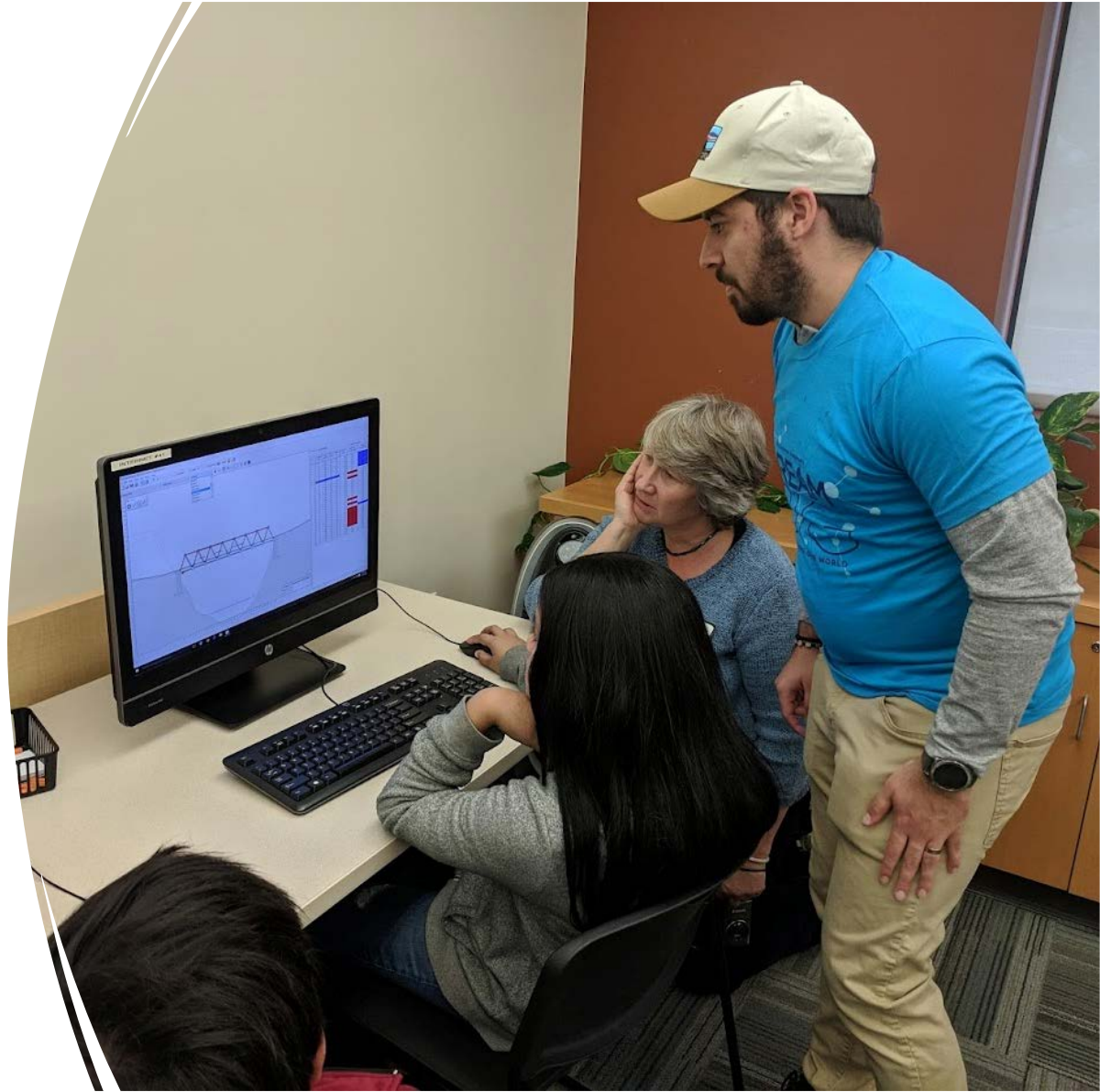
- Target libraries in underserved communities
 - Low income
 - Minority
 - High immigrant population
 - School districts which have limited STEM
- Introduce kids to engineering concepts
- Real engineers leading hands-on activities
 - Representation of women, minorities, different abilities



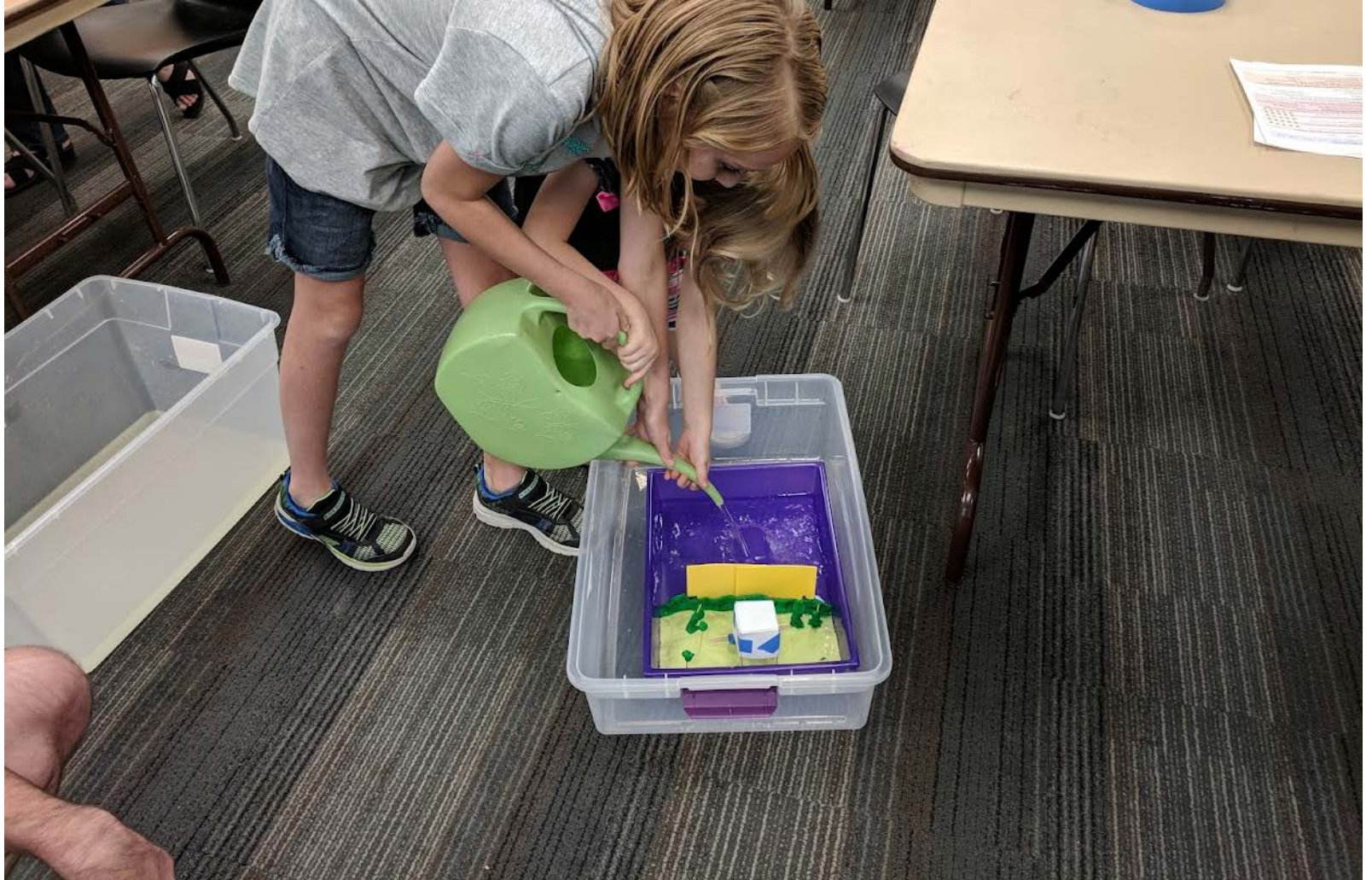












Story...

- A family was attending a boy scout badge earning activity hosted by ASCE
 - We were building catapults
- Older sister of boy was in the room reading a book, we asked her to join in. She was hesitant but we said it was ok for her to join.
- She joined in with her younger brother
- 6 years later...



INCLUSIVE MA EVENTS WORKSHOP

(WORK IN GROUPS)

3:00 – 4:15 PM

Group Exercise:

How Can We Make our MA Events
More Inclusive?



Inclusive MA Events

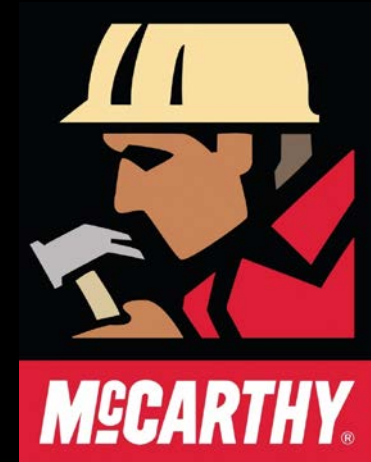
Joe Navas

Nevada Water Environment Association

McCarthy Building Co.



Joe Navas



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Agenda

- Data Collection
- Preparation
- At the Event
- In Sessions
- MA Board Support



Data Collection



Data Collection

- Collect Conference attendance demographics
- Capture Speaker Data for Keynotes, workshops, panels, etc.
- Document Paid vs. Non-paid speaker demographics



Preparation



Speaker Policy

- Determine any minimum representation that you will target, and find ways to measure:
 - Gender balance
 - Underrepresented/underserved groups
 - Youth representation
 - Functional diversity, e.g. engineers, operators, contractors, other business functions, manufacturers
 - Geographical distribution (Non MA, Non US)
- **Publicize the Speaker Policy!!!**





Respond to Resistance

- Expect to deal with: We need 'quality', 'the best'...emphasize the breadth of talent in the world
- Expect 'diversity of thought' not speaker diversity...emphasize that having the same people over and over again does not = diversity of thought
- Expect – “don't publish policy” because it will make it seem that we have a problem. Nope, make it public.



CALL FOR SPEAKERS

Proposals/Submissions

- Cast a wider net: refer to speaker policy
- Announce earlier to allow for planning for underserved/under-represented groups
- Refine the ask; Add a step to the abstract review criteria by asking questions such as
 - “What lived experiences do you bring that are relevant to your submission?”
 - “Will the panel offer scientific, intellectual, regional, political, ethnic, and cultural diversity to the conference or event”



Fund Diversity fellowships

- Pay the speakers' travel costs or portion of them
- Consider a streamlined application process to encourage folks unfamiliar with submissions



Build a Diverse Speaker List

- Solicit people who can provide advice and experience, rather than those who consider themselves 'experts'
- Keep back slots for newer people that are recommended later in the process
- Actively recruit to the list

Offer Speaker Training

- Offer training for new or early career speakers to boost professional skills and provide opportunities for networking and mentoring
- Coach on visuals and providing an engaging session





Create Balanced Program Committees

- This may be a multiyear initiative; start by creating a speaker policy and setting different expectations; require a more diverse program committee too.
- Consider a review with DEI lens for groups with little diversity

Marketing/Visuals

- Provide guidance to speakers on their visuals and on pronoun usage
- Ensure conference imagery is inclusive
- Try not to use stock photos, use actual members when possible
- WEF may have photos, reach out to your Delegate or MA Leadership.





At the Event

Anti-Harassment

- Include an anti-harassment statement and clear reporting process
- Ensure there is someone from leadership available to respond to an incident at all times
- Adopt a code of conduct that clarifies expectations for all attendees, speakers, vendors, etc. Have everyone sign it.



Support Caregivers at Meetings

- Women often have primary care responsibilities for children.
- Provide a breast-feeding and/or nursing room that is PRIVATE
- Consider providing childcare if there is sufficient demand
- Provide travel support for nannies for speakers

“If you’re spending money on an open bar rather than childcare, you might want to reconsider your approach”

- Advocate for gender equity at scientific conferences



Support the needs of underrepresented groups

- Provide prayer rooms
- Provide gender neutral bathrooms
- Ensure events don't all revolve around alcohol
- Leadership Commitment:
 - Leadership needs to be responsible to attend and support underrepresented groups & events



New Attendee Inclusion

- Provide opportunities for new attendees to meet and engage with leadership/veterans
- Examples: New attendee breakfast, mentorships, guidelines/best practices for conference participation



Accessibility

- Visual (braille)
- Hearing (consider signing)
- Mobility (access to meeting rooms, bathrooms)
- Neurodivergent (consider range of formats)

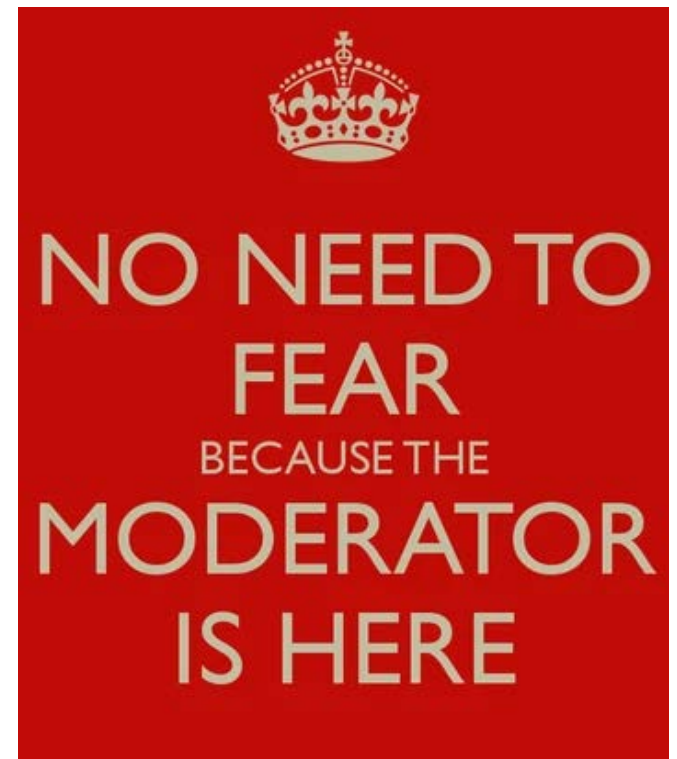




In Sesssions

Moderators

- Ensure a range of female and racially diverse moderators as well as speakers
- Be intentional about audience engagement: when session chairs were asked to take a question from a woman or early career researcher first, it visibly changed the dynamic of the Q&A sessions, allowing a wider variety of views to be expressed in an open and receptive setting.
- Include a way to ask questions anonymously, QR Codes during a presentation work great.
- Provide training for moderators to create inclusive discussions and manage panelist



Alternative formats encourage wider participation across audiences

- A “**First Thoughts**” session, clearly flagged as more work in progress than a normal conference paper, may be a good first step in building confidence in presenting to a particular group.
- Software such as Slido or Mentimeter is useful to facilitate questions in a way that does not require participants to speak in front of the room.
- This software also mitigates unconscious bias on who is selected to speak as well as ensuring that those whose diversities are not visible are afforded equal participation opportunities.

The logo for Slido, featuring the word "slido" in a bold, lowercase, green sans-serif font.The logo for Mentimeter, featuring a stylized bar chart icon with three bars in pink, blue, and red, followed by the word "Mentimeter" in a bold, black, sans-serif font.

MA Board Support

- **Take the pledge with your MA Board members**
 - Commit to only speaking at conferences with a similar conference speaker policy
 - Offer to help draft one, or ask to see the list of invited speakers
 - If there isn't a reasonable gender/race balance, don't speak, or offer to draft a policy with them first.



Questions





PARTICIPANT FEEDBACK

4:15 – 4:30 PM

—



**WEFMAX DAY ONE
ADJOURNS**

4:30 PM
