

Fountain pens, cursive writing & telegrams

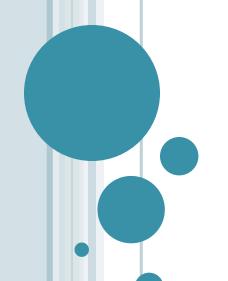
or

How to update your communication plan

Virginia Water Environment Association

Grace LeRose, Kathy Rabalais, Martin Malone

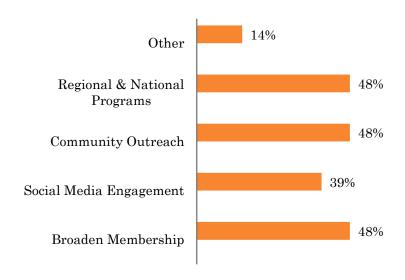
WEFMAX - Baltimore April 19, 2012



- How fast is the world changing?
 - http://www.youtube.com/watch?v=6ILQrUrEWe8

- What are the drivers?
 - SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

2012 Leadership Survey - Opportunities



• Strategic Planning

• What are the drivers?

2012 Membership Growth

2011

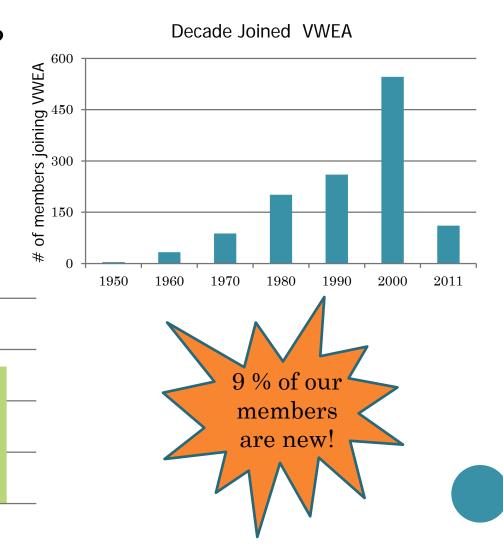
Membership

2010

60

of new members

0



- We need a plan!
 - Communication Committee
 - Board Liaison
 - Conduit editor
 - Website administrator



• Goals

For Membership

- Make information accessible
- Improve event registration
- Make membership meaningful

For Leaders

- Increase efficiency in working together
- Figure out who's doing what
- Leadership training improvements

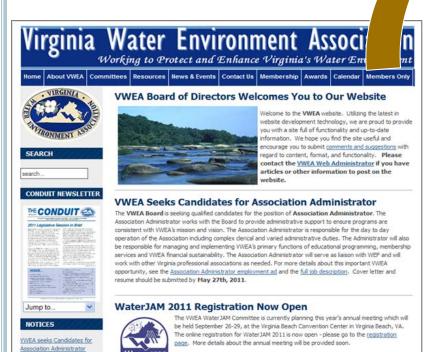
- Executing the plan
 - Update website
 - New format for *Conduit*
 - Social Media engagement

James Van de Riet (pictured

- Monthly e-newsletters
- Member recognition



Step 1 – the Website!



Proposed VWEA Bylaw Changes

p.m. on Tuesday, September 27, 2011.

The VWEA Board has approved submission to the membership of two changes to the bylaws - see the Official Notice of Bylaws Changes. The actual wording of the changes and the draft bylaws can be found here. The

membership will be asked to vote on these changes at the annual business meeting at JAM scheduled for 12:00

Webinar/Conference Call

EXTENDED MENU

VWEA Full Calendar



is June 1st, 2012. Get more information here.

New "3D" Winter 2012 Conduit Now Available

REMIERE

VWEA is turning 65 this year and to show we're not ready for the rocking chair we're having a T-shirt

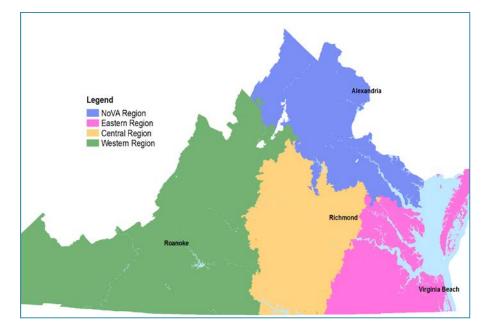
contest! Send in your designs and we'll throw them up on the web and vote for the most creative or Enter as many designs as you want. The winning T-shirts will be for sale at JAM! The deadline for ent

The lastest version of the Conduit Newsletter (Winter 2012) is now available online

Operations Education Seminar & June 13th - 14th Operators Education **Operations Challenge Competition** June 13th - 14th Implementation -Roanoke, VA E-newsletter View full details on our website! What is your Purpose? Registration now is open for exhibitors, attendees, and ops challenge teams. Register NOW! Be Consistent Vising Beach VA Planning Survey Results Use "call to action" buttons Thank you to all the members who participated in the Strategic Be Concise Planning Survey. Your input directly impacts the future of VWEA. To view the results click here. Meetings 2011 Awards Brochure May 22nd VWEA has put together an awards brochure to highlight the outstandin July 17th members who were recognized in 2011. September 9th **Quick Links** Click to view the brochure! **VWEA Website WEF Website**

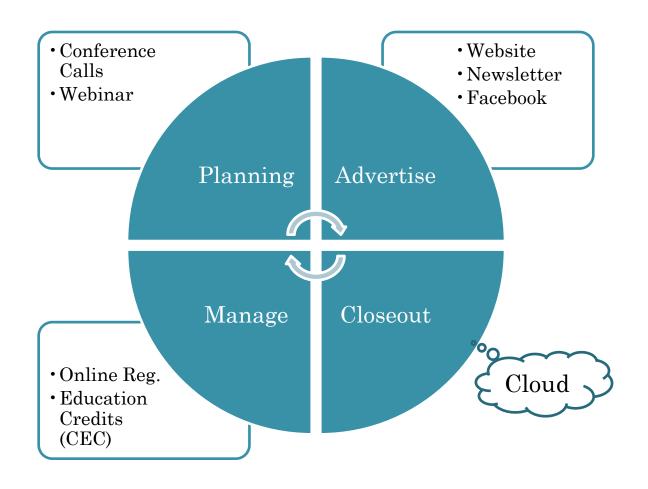
Implementation:

- Other Tools
 - social media
 - conference calls
 - webinars
 - cloud storage
 - publications



- Be as diverse as your members
- Recognize your members
- Make participation easy
- Increase brand awareness

Planning an Event – your tools at work



Key Initiatives for Year 1 of Communication Plan



- What's next?
 - Operator Forum
 - "How-To" guides for Committee Chairs
 - Online document sharing/storage
- Evaluating/Updating the plan
 - Website hits
 - E-Conduit hits, ad revenue
 - Social Media engagement How many "likes"?
 - E-newsletter "open" rate
 - Membership engagement



VWEA's Approach to Improving Communications:

- Identify the problems
- Focus on a few "key" initiatives each year



- Your replacement should be able to step in and pick right up
- Where to get ideas?
 - WEF MA's, other non-profits (teachers associations, medical associations)