



**WEF Member Advisory:  
'Work for Water' Campaign & Call to Action**

April 13, 2010 - The Water Environment Federation (WEF) and the American Water Works Association (AWWA) have joined forces on a public outreach campaign that will enhance the image of water careers and encourage students and job seekers to "Work for Water."

The campaign will promote water careers as both professionally fulfilling and aligned to the greatest public health and environmental cause of our day. The outreach will also address one of the water community's top concerns in the coming decade—the expected retirement of 30% of the water workforce and the need to recruit new talent to the field.

One of the primary resources of the Work for Water effort is a Web-based clearinghouse that provides a gateway to the many recruiting and retention resources already available throughout North America. The campaign will ultimately include a suite of outreach resources for promoting water careers to high school and vocational school students, college students, second career and retired military job seekers, and others.

The campaign's Web site —[www.WorkforWater.org](http://www.WorkforWater.org)—will officially launch in May 2010. It will highlight efforts such as H2Opportunity!, created by the Georgia Association of Water Professionals, and BAYWORK in California. It will also include tools such as the Water Sector Competency Model, that was jointly released by WEF, AWWA, the U.S. Department of Labor and U.S. Environmental Protection Agency last November. The competency model defines the necessary knowledge, skills, and abilities for prospective water professionals and encourages careers in the water sector.

**Call to Action**

WEF and AWWA are asking members to assist with the development of the clearinghouse by submitting appropriate resources and materials. Please contact Linda Kelly, WEF's Managing Director of Communications, by email ([LKelly@wef.org](mailto:LKelly@wef.org)) or by phone at 703-684-2448.