WEFMAX Offers a Forum to Share Successes and Lessons Learned to Strengthen MAs and WEF

WEF House of Delegates Speaker, Dean Miller
WEF House of Delegates WEFMAX Vice Chair, Mike Milius
WEF House of Delegates WEFMAX Committee Chair, Cliff Cate
WEF Association Engagement Staff: Dianne Crilley

WEF MESSAGE – Dean Miller, WEF House of Delegates Speaker

- Nothing works without clean water; we are all touched by water as a community of empowered water professionals.
- Check out www.wef.org/coronavirus.
- Board of Trustees has formed a WEF member association relief program. Provides $200K in MA emergency assistance to MA’s. MA’s must apply. See Lisa Ruane, lruane@wef.org.
- WEF has cancelled many events which have now moved to a virtual format.
- WEFTEC 2020? It will happen but recognize many may not be able to travel. House of Delegates and CLC are working to integrate virtual events into WEFTEC. Stay tuned.
- New Digital Programming – reinventing and innovating various programs into virtual learning opportunities while earning PDH’s from your home and/or office.
- Leadership Nominations – Please vote. We are about 200 votes short.
- WEF leadership nomination deadline is 01 June 2020.
- House of Delegates has gone virtual and first call went very well. Planning on second call in July or August.
- First and last line of defense is us. WEF is here to assist.

SESSION: DIVERSITY & INCLUSION
CENTRAL STATES WATER ENVIRONMENT ASSOCIATION – Presenter: Joe Lapastora

- Joe is the Midwest Student Design Competition (MSDC) Student Vice-Chair
- Evolution of Student Design Competition – Founded in 2014
- 2016 Added the Global Water Stewardship (GWS) Problem Statement
• CSWEA expanded the competition to the region and not limited to 3 States (MN, IL & WI) in 2018.
• MSDC planning began in 2019 and involved Iowa.
• Should the Regional plan be introduced by WEF?
• Central States has proven the regional approach works well.
• Approached Costa Rica, IN, IA, MI, ND & SD MA’s to gauge interest – all Supported.
• Structure – 3 Categories: WEF Environmental, WEF Wastewater & Global Water Stewardship.
• 15 Planned Teams, 8 Schools, 3 MA’s, 80 Student, 6 Professors & 10 Judges Engaged.
• COVID-19 caused a format change to a recorded video submission.
• 1 Week extension granted for submissions.
• Adjusted Scoring Rubric.
• Asked judges to watch the recording on their own time.
• 10-min. Q/A sessions were conducted via Zoom.
• Networking for students may be at a loss, but adjustments were made.
• First Annual MSDC was a success!

ATLANTIC CANADA WATER & WASTEWATER ASSOCIATION – Presenter: Dave Galbraith

• Inclusion, Diversity & Equity (IDE) Committee Update – Survey still in progress.
• Showed a 3-minute diversity video to participants.
• ACWAA Board is 50-50 male-female.
• 9 Committee Chairs are YP’s.
• IDE formed in 2018 – how to improve & retain diversity.
• Survey Goal: to determine what factors predict workplace commitment and whether gender and/or age moderate such effects.
• Survey consisted of five standardized questionnaires.
• European – 50%, Male – 60%, Heterosexual – 97%
• Results were to be presented at annual conference in 2020-but conference was cancelled.
• Survey designed to make recommendations to ACWWA.
• What is the best way to share information to stakeholders and wider audience?
• Remember that inclusion starts with “I”.
• What action will you take to support an inclusion strategy?

Q & A (Cliff Cate)

Q: What was the financial commitment?
A: Zero cost to ACWWA. ACWAA did contribute $500 to a student who is using the data to write her thesis. Other than that, most of the cost was funded by a grant.

Q: To Joe: Did you contact the University re: Student Design Competition?
A: We sent an email describing the benefits of the program. We did not want to step on anyone’s
shoes. But it started with an email. We used our existing ties with Universities of those who have competed. We also sent an e-blast to our members asking them to send to their alma mater.

SESSION: HOUSE OF DELEGATES UPDATE – Presenter: Dean Miller

- Had our first virtual meeting in May with over 100 participants.
- A second meeting will be held in July/August; topics to be determined.
- How to keep Delegates informed and more often.
- HOD are moving to a virtual format with respect to Brave Blue World on 08 June at the Rocky Mtn. WEA, hosted by Dick Kuchenrither. Headed by Susan Guswa.
- Stormwater Workgroup – Survey sent to all MA’s and many MA’s are interested in NGICP/IGICP.
- Water Utility Workforce of the future – Becky Dennis & Jim Shelton – Reached out to MA’s to gain valuable information from front-line operators.
- Nominations have just begun for the different positions within the HOD for next year. Current Delegates or Delegate-Elect, pay attention to this announcement and consider a committee/position.
- WEFMAX Committee of Mike Milius & Cliff Cate has gone smoothly to a virtual format.
- HOD is known for surveys and they are important – Please complete any survey you may receive.
- Role of the Delegate – Does the Delegate know what their role is? The Delegates who responded to the survey know their role. However, does an MA know the qualities a good Delegate need to be.
- Planning for WEFTEC in New Orleans or virtual – there will be a WEFTEC.
- Several live streams at HOD meeting during WEFTEC showing real-time progress of various projects.
- HOD at WEFTE is 03 October.
- HOD Nominations are open for 2021, Applications due 30 June 2020.
- Become engaged. We need your energy to keep goals moving forward.
- Service Recognition Pin – Another person nominates colleague but cannot nominate themselves.
- Contact Dean Miller for more information. WEF Contacts: Trudi Bick tbick@wef.org and Kelsey Hurst, kurst@wef.org.

SESSION: ENGAGEMENT
NEW ENGLAND WATER ENVIRONMENT ASSOCIATION – Presenters: Peter Garvey & Mary Barry

- This year is their 90th Birthday.
- Founded in 1929, rebranded in the 90’s.
- Annual conference is in Boston.
- Spring Meeting rotates between six States and held in June, around 300 participants.
- We host 6 Specialty Conferences annually.
- We attend various WEF national events.
- Over 45 active committees under a council director (Innovation & Ad-Hoc Councils are new).
Our revenue comes from membership and specialty events.

Formal Charitable Giving Task Force Established in Jan 2020 – Established to define the Roles for Charitable Giving (Messaging, Donate/Bid Annual Silent Auction, Direct Online Donations)

New Program #1 - NEWIN: Engaging the membership, NEWIN (New England Water Innovation Network)

Merger finalized with NEWEA in Jan 2020 (New ways to bring diverse stakeholders together)

NEWIN increased diversity of our NEWEA membership.

Innovation pavilion, modeled after what WEF’s innovation pavilion at WEFTEC, is held at our annual Jan conference

New Program #2 - Water Warriors job initiative: Workforce Dev. Committee formed in 2020

Brings Veterans into the workforce via training, certification, internship/apprenticeship & job placement

Program supports our veterans and increases membership.

SESSION: MA RESOURCE SHARING
INDIANA WATER ENVIRONMENT ASSOCIATION – Presenter: Kylee Daily

PHEEDLOOP Event Management- kylee@indianawea.org

Why an Event Management System? Provides organization, cohesion and involves less staff time.

Speaker Management System handles call for Abstracts.

Speaker Portal-Changes how a speaker interacts with Indiana Staff.

Schedule Builder – Allows you to build your times/schedule. CEU’s may be tracked here.

An Exhibitor Portal function allows exhibitors to purchase/manage space.

Our Event APP involves a scanning system prompting downloads and is web-based as well.

The Event APP consists of a scanning system.

Participants can use their cell phones to scan badges and capture times in/out.

Can send list of participants to IN certification board for CEU’s.

We can generate a Certificate of Attendance.

Our annual conference is in August and is still scheduled to be in-person.

OHIO WATER ENVIRONMENT ASSOCIATION – Presenter: Dawn Larsen

Conference Promotion using video…. Why Video?

Video tells a different story; shows feelings & conveys emotions.

People come to conferences to be a part of something.

Video gets more attention and reminds your members who you are.

Your video needs to look professional and drive people to conference (Use clips from last conference).
- Video Considerations: Length, Participants, Audience & Usage.
- Their video was viewed by over 500 in-person, over 400 on LinkedIn.

**Q & A**

**Q:** For Kylee Daily: Did the Attendee have to use the app for each session they attended?
**A:** No. Your QR code will be on your badge to be scanned.

**Q:** For Dianne Crilley: Notes afterwards?
**A:** Notes & recording will be provided shortly after the meeting.

**Q:** For Kylee Daily: Does this merge with Indiana’s AMS?
**A:** Waiting to see what WEF is doing re: their AMS. PHEEDLOOP is strictly for events and not an AMS. It will not house our AMS.

**Q:** For Kylee Daily: Are you still printing conference programs?
**A:** Yes from 1,600 to 700 in 2020. We would like to go paperless eventually.

**Comments:**

Sean Heselton – “We’ve begun using PHEEDLOOP.
Scott Aurit – “We’ve used a local college for video recording our conference.”

**POLLING (89% Participation Rate)**

**Results**

**Question 1.** Did we meet the mission Did this virtual WEFMAX meet the mission statement goal of “WEFMAX Offers a Forum to Share Successes and Lessons Learned to Strengthen MAs and WEF”?

- Yes = 100
- No = 000

**Question 2.** Which sessions interested you the most? (Check all that apply)

- Diversity & Inclusion: CSWEA 43
- Diversity & Inclusion: ACWWA 45
- Engagement – New England WEA 32
- MA Sharing of Resources – IWEA 64
- MA Sharing of Resources – OWEA 70

**Question 3.** Was this your first Zoom Meeting (%)

- Yes = 04
No = 96

Question 4. How would you rate your Virtual WEFMAX experience?

- Awesome = 18
- Interesting/Good = 25
- Just Ok = 01
- Not so good = 00

Closing Remark – Takeaways...Dean Miller

- Thank you to Dianne, Cliff & Mike!
- Good to see use of chat function
- Great job Everybody and hope to see you at WEFTEC

Connecting Ideas & Inspiring Leaders