Who we are!

Kacie Allard  
Deputy Director – Business Solutions  
South Platte Renew  
Englewood, Colorado  
- Trustee  
- Past Communications Committee Co-Chair

Hannah Fodor  
Associate  
Carollo Engineers, Inc.  
Littleton, Colorado  
- RMWEA Vice President  
- Led creation of new Communications Committee
Discovering RMWEA
Today
The Journey

1936 - Rocky Mountain Sewage Works Association
1951 - Rocky Mountain Sewage and Industrial Wastes Association
1962 – Rocky Mountain Water Pollution Control Association (RMWPCA)
Early 1990s – Rocky Mountain Water Environment Association

2020
Rocky Mountain Water Environment Association
Elevating Water Professionals

Early on  In the 60s  2000  2008  2013  Late 2017
Vision, Mission, Values

- Developed an *ad hoc* committee
- Identified desired RMWEA culture
- Determined the values
- Identified the Vision and then the Mission

These statements are the words used to explain an organization’s purpose and direction. VMV statements guide the brand strategy and serve as the basis for developing the brand’s identity.
Presenting RMWEA

RMWEA was founded in 1936 as the Rocky Mountain Sewage Works Association, and since that time has provided its members with the most current information on water quality issues, technology, regulatory changes, and the latest research developments. RMWEA is a Member Association of the Water Environment Federation, (WEF) an international organization with over 40,000 members worldwide. Our association functions through a committee structure.

The Executive Committee is the governing body, and is comprised of elected RMWEA members. Through committee membership and involvement, members volunteer their experience and expertise to support the Association. Members assist with the development and presentation of seminars and conferences on subjects ranging from wastewater treatment practices to beneficial reuse of biosolids.

RMWEA Vision

Elevating Water Professionals

Our Mission

Fostering an environment of learning, networking, and enjoyment while providing value to our members.

RMWEA Values

**Collaborative:** Leveraging our collective knowledge and experience to advance the water industry.
**Professionalism:** Operating with integrity to do what’s right for our members.
**Passionate:** Believing in what we do drives us to always improve.
**Connection:** Bringing people together to cultivate meaningful, professional relationships.
**Service:** Providing members with the resources and training to achieve their goals.
Communicating our Message
Formation of Communications Committee

Outcome from Winter Planning Meeting
(January 2019)

Ad-hoc Communications Committee

• Current needs: communicating TODAY with members

• Future needs: framework for establishing Communications Committee

• Smooth transition
Communications Committee (Comm Comm)

- Outreach to members
- Unify Colorado, New Mexico, Wyoming
- Support already stretched volunteers
Prioritizing Initiatives
Prioritizing Initiatives

- Low hanging fruit
- Near-term goals
- Executive Board consensus
- Comm Comm call for volunteers
Creating a Visual Brand
Why hire a consultant for your branding?

1. They are professionals
2. High quality product
3. Best utilization of volunteer time
Logo

- Too complex (37 parts, 5 colors and color gradation)
- Tagline too small
- “RMWEA” looks fuzzy

- Simplified (2 colors)
- No tagline
- “RMWEA” is crisper
- Option to include full organization name and tagline to the right
# Colors and Fonts

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<thead>
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<th>CMYK</th>
<th>RGB</th>
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**PRIMARY FONT**
- Verdana Regular
- Verdana Bold
- Verdana Italic
- Verdana Bold Italic

**SECONDARY FONT**
- Times Regular
- Times Bold
- Times Italic
- Times Bold Italic
Investment in Branded Material

Deliverables:

• Logo refinement
• Brand guidelines
• Branded templates
  • Letterhead
  • PowerPoint
  • Flyer
  • Trifold Brochure
• E-Newsletter

Investment: $7,500
Implementation
Why Videos?

• Public demand for video content
• Bolster RMWEA’s online presence
• Fun and engaging project
Vendor Selection

Denver Film Company

- Continuity with WEF
- Passion and knowledge for the industry
- Lowest quote
Overview

• 3-5 minute video about RMWEA
• Audience: industry professionals
• Images: Aerial footage and images of people working taken at various facilities
• Featured on RMWEA’s website, on social media and at events/conferences
• Voiceover and engaging music
• Call to action: get involved with RMWEA
Execution

Vision Video

• DFC developed the script
  • 2 rounds of edits

• Filming
  • 2 days at 4 different facilities
  • RMWEA coordinated

• Editing
  • 3 rounds of edits
Overview

• 5 minute video about wastewater careers
• Audience: students and individuals looking for a career change
• Featured on RMWEA’s website, on social media and at events/conferences
• Mix of interviews, professionals working and voiceover
• Call to action: choose a career in the wastewater industry
Execution

Careers Video

• Developed interview questions
• Filming
  • 2 days at 4 different facilities
  • Additional filming at board meeting
  • Over 30 interviews
• Video Editing
  • Many rounds of edits
Investment in Organizational Videos

Deliverables:
• 2 videos
• B-roll

Benefits:
• Visibility
• Volunteers
• Connectivity

Investment: $10,800
Brainstorming Activity
Break into groups of five and brainstorm a list of video topics related to our industry.
Select one video topic to expand upon and list the following:

1. Title
2. Length of video
3. Target audience
4. Main messages (list 3)
5. Where and how will video be shown
6. Types of images
7. Style to convey message
   • Voice over
   • Interviews/people talking onscreen
   • Text
8. Music
9. Call to Action
Other video considerations

- MA is the owner of all B-roll
- Establish a procedure for approval
- Incorporate revisions into quote
- Contingency plan for filming
- Know your social media passwords
Next Steps
Where to go from here

• Social media
• Organization Website
• Collaboration with RMSAWWA
• Brand usage policy beyond traditional communication

• Start small
• Annual Conference
  • Logo, Theme, Colors
  • Call for Abstracts
  • Signs
  • Program
Questions
THANK YOU!

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