WEFMAX: RECRUITING & MAINTAINING MEMBERS

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**OUR MISSION** (The purpose of what we do)
Dedicated to providing water education, training and leadership to protect public health and the environment.

**OUR VISION** (What we strive to achieve)
To be the leading educational resource to safe water in North Carolina

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**OBJECTIVE 1:** Understand current member and volunteer demographics of our organization and of similar organizations.
- Gather demographic data of current members based on age, gender, race, location, and industry sector.
- Identify the baseline percentage of members that are identified as active volunteers.

**OBJECTIVE 2:** Restructure Membership Engagement Committee to increase size, diversity, and geographic locations of committee members to better align with the regional zones.
- Identify and recruit 3-5 leaders and/or members for regional zones of Membership Engagement Committee using various strategies.
- Phase in Piedmont Triad and Western zones in Membership Engagement.

**OBJECTIVE 3:** Revise and implement new member onboarding process by March 1, 2020, with focus on personal and continual interaction during the first year.
- Implement a new on-boarding process, that includes regional and personal connections.
- Assign an onboarding mentor from the Membership Engagement Committee to meet routinely with new member during first year.
- Research new member on-boarding strategies used by AWWA, WEF, Sections, MAs, and similar organizations.

**OBJECTIVE 4:** Double current number of members that are active volunteers.
- Develop Volunteer Progression Pathways based upon member interest/career path.
- Develop Leadership Progression Pathways from Committee to Council Chairs to Board or other positions.
- Research and implement membership recruiting and retention strategies used by AWWA, WEF, Sections, MAs, & similar.

**OBJECTIVE 5:** Improve communication tools that encourage collaboration and engagement for internal and external stakeholders.
- Provide platform and framework for committees to schedule meetings and activities.
- Provide viewable calendar of all organizational activities.
GOALS

• Cross section of members represented in each regional zone
• Increase “personal” contacts with new and non-active members
• Provide local event/activity ideas or venue suggestions
• Reference website for organizational opportunities
• Revise “Onboarding” and develop “Progression Path Forward” processes
• Provide opportunities for small group/team activities
• Transition “members” into “volunteers”

ADVANTAGES

• New stream of engaged volunteers
• Increased support for other Councils and Committees
• Mentoring for new members throughout first year
• Providing guidance progression pathway forward in organization
• Providing networking opportunities within and outside region
• Diverse knowledge of resources as result of Cross section of regional group members
• Provide a new members method to ask organizational questions and gain valuable feedback from past experiences/involvement of regional group members
SERIES OF EMAILS

- **Email #1**
  - Welcome from Chair of Membership Engagement Committee
    - Setting up website member profile, encouraging volunteerism, carbon copy to applicable regional leader

- **Email #2**
  - “Welcome” from staff
    - Leading resource for promoting safe water, and preserving and enhancing the water environment
    - Encourages involvement from the new member and setting up a member profile; committee chair contact information

- **Email #3**
  - “Take a look around” from staff
    - Links to board of trustees, councils, committees and staff

- **Email #4**
  - Volunteer recruitment from staff
    - Links to career center, councils, committees, volunteer form

- **Email #5**
  - “Training & Networking Galore” from staff
    - Links to certification schools, committee meetings, conferences, seminars/institutes, and academy

- **Email #6**
  - “How are your leadership skills” from staff
    - Encouraging volunteerism, utilizing leadership experience, submit name for nomination to BOT, apply to leadership development program and academy classes
ONBOARDING – PERSONAL CONTACTS

PHONE CONTACT

- Develop and provide scripts for new member calls
- Regional leader or designee will contact the new member by phone
- Goals for calls:
  - Establish a “personal” contact with the new member and find out their interests in the organization;
  - Set-up regular follow up calls and/or meetings with new member
  - Facilitate contacts with existing committee/event chairs and vice chairs according to the new member’s interest

RESULTS AND EVALUATION

- Regional leaders and designee share results
- Regional group leaders provide summary of results with MEC Chair and Vice Chair
- Utilize results to make improvements and changes
COUNCIL CHAIR PROS & CONS

PROS
• Assists staff in supporting committees
• Provides peer to peer collaboration
• Allows more seasoned volunteers opportunity to share their experience & knowledge with newer leaders

CONS
• Can be difficult to find Council Chairs with enough experience
• Each council does not have an even distribution of committees
• Some Council Chairs have hard time breaking through the wall with their Committee Chairs
FUTURE PLANS

WHAT'S NEXT?

2021

• Providing assigned ambassadors and liaisons information needed to communicate with new members

• Complete development of progression pathways to new members based upon their interest

• Connecting the “seasoned professional” with the regional groups and navigating the process

2022 & Beyond

• Obtain new member feedback on onboarding process and make adjustments

• Adjust regional group structure and communications based upon feedback

• Update Roles & Responsibilities documentation for future leaders

• Return to Board’s original intent for “personal” connections with new members
QUESTIONS

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