WEFMAX Denver

Improving MAs through Member Engagement and Service

Thursday May 4, 2023
WELCOME!

Thank you to WEFMAX-Denver Planning Team:
• Rob Staton, Black & Veatch
• Dan Freedman, Metro Water Recovery
• Sarah Vander Meulen, Dewberry
• Stephanie Segler, Black & Veatch
• Becca Chapa, Black & Veatch
• Jose Velazquez, AE2S

And to Jeff Berlin, Carollo Engineers, Inc.
Get your phones out!

Be the first to answer six questions about Denver correctly and get a prize!

QR Code to go here
Taste of RMWEA
Thank you so much!
WEF Message
Corey Williams, WEF Board of Trustee

Thursday May 4, 2023
Life Free of Water Challenges

WEF STRATEGIC PLAN
Inspiring the water community in pursuit of human and environmental well-being
Our 3-Year Outcome

Amplify the stories of water to grow, strengthen, and diversify the water community.
### WEF Strategic Plan: Our Strategic Goals and Strategies

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Goal 2</th>
<th>Goal 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attract and develop a diverse and passionate water workforce</strong></td>
<td><strong>Cultivate a purpose-driven community to sustainably solve water challenges for all</strong></td>
<td><strong>Lead the transformation to the Circular Water Economy</strong></td>
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</tbody>
</table>

#### Goal 1 Strategies
1. Raise public awareness about the importance of water and the water workforce
2. Reduce barriers to workforce entry and retention
3. Provide extraordinary opportunities for connection, growth, and education
4. Cultivate strategic partnerships

#### Goal 2 Strategies
1. Drive connection and collaboration for the development of innovative solutions
2. Deliver best-in-class member experience
3. Creatively develop and deliver content and programming

#### Goal 3 Strategies
1. Convene stakeholders to craft WEF’s Circular Water Economy framework and best practices
2. Proliferate WEF’s Circular Water Economy framework and best practices
3. Champion adoption of Circular Water Economy
4. Eliminate barriers to Circular Water Economy adoption
Our Core Values

Lead boldly with purpose and agility

Collaborate for collective impact

Focus on our customers through empathy and service

Integrate Diversity, Equity, and Inclusion in all we do
Engagement and Service

- Identify the Passion
- Be the Village Idiot
- Serve the Servant
- Embrace the Uniqueness of Volunteerism
WEF Strategic Plan

Our Mission
Inspiring the water community in pursuit of human and environmental well-being

Our Vision
Life free of water challenges

Our Three-Year Outcome Statement
Amplify the stories of water to grow, strengthen, and diversify the water community

Our Strategic Goals

Goal 1: Attract and develop a diverse and passionate water workforce

Goal 2: Cultivate a purpose-driven community to sustainably solve water challenges for all

Goal 3: Lead the transformation to the Circular Water Economy

Our Core Values

+ Lead boldly with purpose and agility
+ Focus on our customers through empathy and service
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Thank You
Format and Approach for the day

• WEFMAX Reimagined ➔

• Maximize discussion
• Focused topic
• Provide documentation of next steps
Agenda For Today

• Introductions and Open Discussion

• Moderated Panel Discussions
  • MA Collaboration
  • WEF Collaboration

• Brainstorming Solutions

• Takeaway – Action Plans
Life Free of Water Challenges

WEF STRATEGIC PLAN
Our Core Values

Lead boldly

Collaborate

Focus on customers, empathy, and service

Diversity, Equity, and Inclusion
WEF Strategic Plan

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Goal 1: Attract and develop a diverse and passionate water workforce

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+ Lead boldly with purpose and agility
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Attract and develop a diverse and passionate water workforce

Goal 1 Strategies
1. Raise public awareness about the importance of water and the water workforce
2. Reduce barriers to workforce entry and retention
3. Provide extraordinary opportunities for connection, growth, and education
4. Cultivate strategic partnerships
Goal 2

Cultivate a purpose-driven community to sustainably solve water challenges for all

Goal 2 Strategies
1. Drive connection and collaboration for the development of innovative solutions
2. Deliver best-in-class member experience
3. Creatively develop and deliver content and programming
WEF Poll

Access Poll by:

Internet – PollEv.com/wefpoll

OR

Text – 22333 Send message: WEFPOOLL
BREAK
MA Member Engagement and Service
Moderated Panel
Member Association Panel

• Member Engagement and Development – Marc Rosso (NWEA)

• Gaps in Member Engagement – Hannah Fodor (RMWEA)

• What Do Yps/Eps Want from a Professional Organization? – Tina Sheikhzeinoddin (Alabama’s WEA)

• Member Association Staff day-day Needs – Leigh Blecki (VWEA)
Marc Rosso, PE
Treasurer, Nebraska Water Environment Association
Chair of the Nebraska Section of the American Water Works Association
Past Member of the AWWA Membership Engagement & Development Committee
Engaged Members Help Recruit, Retain and Maintain Members

Levels of Engagement
- Committed Leaders, Lead the organization
- Reliable Regulars, Committee Chairs
- Fully Engaged Volunteers, Believers and fans
- Short-term Contributors, Volunteering
- Episodic Contributors, Might make a presentation
- Shoppers, Occasional contact

The word engagement conjures up a number of thoughts, doesn’t it?

A young couple getting serious about getting married.

Or maybe you have a dinner engagement this weekend.

Various definitions of engagement include “to be involved in activity,” or “to be greatly interested,” or “being in gear.”
What Kinds of Things Can Members Do?

AWWA Opportunities Menu

Membership Offerings Menu Give Members Choices
Association Activities Bring the Industry Together
THANK YOU FOR YOUR PARTICIPATION

Marc Rosso, PE
Phone: 531.207.3244
mrosso@lincoln.ne.gov
Gaps in Member Engagement
Hannah Fodor, RMWEA President
Wyoming
Colorado
New Mexico

>1,050 miles long
16 hours driving
Over 8 hours flying
Overall Membership

Steady through early 2020

-0.3%

Losing members

-3.6%

-11.2%

Slow recovery

0.9%
Membership by State

- Wyoming: 32 members (2%)
- New Mexico: 85 members (7%)
- Other: 110 members (8%)
- Colorado: 1076 members (83%)

Population by State (2021)
- Wyoming: 578,803
- New Mexico: 2,116,000
- Colorado: 5,812,000
Membership by Category

- Academic: 1%
- Professional: 57%
- PWO: 11%
- Other or Unknown: 4%
- Student: 27%
### Membership by Ethnicity

#### Pie Chart
- **African-American (not of Hispanic origin)**: 2.0%
- **American Indian or Alaska Native**: 17.3%
- **Asian**: 2.0%
- **Caucasian**: 39.2%
- **Hispanic/Latino**: 12.2%
- **Other**: 9.2%
- **Pacific Islander or Native Hawaiian**: 2.0%

#### Table

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Colorado, 2021</th>
<th>New Mexico, 2020</th>
<th>Wyoming, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>65.2%</td>
<td>36.3%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>22.3%</td>
<td>47.7%</td>
<td>10.2%</td>
</tr>
<tr>
<td>African-American</td>
<td>3.7%</td>
<td>2.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.1%</td>
<td>1.8%</td>
<td>0.9%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>0.3%</td>
<td>10.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other</td>
<td>5.2%</td>
<td>1.9%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>
Membership Engagement Gaps

• Industry/Membership category
  • How do we compare with WEF membership?
• What should RMWEA’s goals be?
  • Not clear on industry-wide diversity
  • “Gaps” differ by each state
• Challenges
  • Geographical
  • Demographic
  • Population

• What’s going well
  • Great active participation by operators and utilities
  • Active YP Committee
  • Active student chapters
Acknowledgements

• **Emilie Abbott**, Trustee & Membership Committee Chair


What Do YPs/Eps/Students Want from a Professional Organization?

Tina Sheikhzeinoddin

Alabama's Water Environment Association
AWEA

- About
- Size
- Conference
- Goals
- About WEF grant
Young Professionals

- Learn about the group and the opportunities
- Community
- Networking-why?
- Lunch and Learns- Communication skills, Finance..etc.
- Growth opportunities
- What are you missing out if you don’t join? Can if get those things from other places?
- Support
- Legacy
Students

- Career path options
- Connections for internship/jobs
- Scholarships
- MA support
- SWAG

Ideas: Water award given by university, having a cord for graduation..
Increase Student, YP and EP Membership

- Gear your MA conference towards students-job fair, game night social, student poster competition, students presenting, dedicated “meet the boss" event
- Develop relationships with professors—competing with other student organizations and conferences
- “Not only happy hour”— Have YPs hold technical sessions—not just social events
- Figure out what works and doesn’t— casual after work events and lunch and learns during the day
- Provide money, time, and resources to the group
THANK YOU FOR YOUR PARTICIPATION
• Continuity/Institutional Knowledge
• Learn from MAs, WEF and other associations
• Staff training
What keeps our members/volunteers engaged?

- Events that provide value by growing member knowledge and network
- Feeling like they contributed
- Accessible events

And why they leave...

- Lack of support or communication
- Not clear what they signed up for
- Feel there is no value
THANK YOU FOR YOUR PARTICIPATION
HOD Nominating Committee Update

Scott Aurit
Nominating Committee Responsibilities

- Speaker Elect
- Delegate-at-Large (4)
- 4 Committees / 1 Subcommittee
  - Diversity, Equity, and Inclusion (DE&I)
  - Budget
  - WEFMAX
  - Nominating
  - WEF Nominating Subcommittee
Speaker-Elect

• Entering or completing at least 2 years serving as a Delegate
• One year term
• Duties
  • Assist the Speaker of the House
  • Member of HOD Steering Committee, Nominating Committee, and Budget Committee
  • Attend 1 WEFMAX meeting
  • Serve as the House liaison to the Committee Leadership Council
Delegate-at-Large

• 4 selected each year
• 3-year term
• Represent an underrepresented demographic group in the HOD

Examples include:

• Age
• Profession
• Race
• Ethnicity
• Gender
HOD Committees

- Budget (7)
- Nominating (7)
- Diversity, Equity, and Inclusion (8)
- Steering (15)
- WEFMAX (7)
HOD Budget Committee

- Comprised of Speaker-Elect and 6 Delegates
- Review the budget development process with the WEF Treasurer, finance staff, and CLC Leadership
- Manage the MA Grant Program
HOD Nominating Committee

• Comprised of Speaker –Elect and 6 Delegates
• Receive and review nominations for each of the 4 HOD Committees
• Receive and review nominations for WEF Nominating Subcommittee (1 each year; 2-year staggered term)
• Assist with appointments of BOT Audit Committees (Chair & Vice Chair of HOD Budget Committee)
HOD Diversity, Equity, and Inclusion Committee

- Comprised of Speaker –Elect and 7 Delegates
- Provide DE&I messaging to MA leadership
- Foster a sense of belonging among all members of the water sector
- Develop social media guidance targeted towards underrepresented and underserved populations to create interest in water profession careers.
- Facilitate quarterly DE&I networking calls with MAs
HOD Steering Committee

• Comprised of Speaker of the House, Speaker-Elect, Immediate Past Speaker, HOD Workgroup chairs and HOD Committee chairs
• Advise the BOT on issues of strategic direction and public policy development
• Review and provide input on information received from committees and workgroups
WEFMAX Committee

• Comprised of the Speaker of the House, Speaker-Elect, and 5 Delegates
• Plan at least 3 years beyond the current year to identify MAs to host WEFMAX meetings
• Consider schedule, format, and content of WEFMAX meetings
Lunch

- Change tables
- Find your assigned mentor/mentee
WEF Topics
WEF Panel

• What Does Member Engagement Mean to WEF – Aimee' Killeen (WEF)
• How Can 5S Engage Members – Scott Aurit (NWEA)
• DE&I Network Call – Haley Goddard (PNCWA)
• WEF Awards Engagement – Carol Martinson (RMWEA)
CREATE VALUE
Jackie Jarell @JackieJ... 12/5/22
Thank you @WFGF Trustee Janet Cane for your remarks this morning. @cnenewater OGS sharing the WEF Strategic Plan and working to amplify the stories of water. #WEFWaterStories #tellyourstory #wearemakingthewaterfuturetogether

Shellie Chard - 1st
Water Quality Division Director... Restored from Kelly King - 2w - $ Wow! This is definitely a skill the water sector needs to perfect and expand. #WEFWaterStories

"Storytelling is not talent. It's a skill."

Alexandria Androuva - 1st
Senior Project Manager at Tetra... Restored from pro-Massachusetts Water... with the Fast Five. Be sure to watch and listen to his water story - it's fantastic! #WEFWaterStories #innovatefuture

Water Environment Federation... 3/18/23
Growing up, James Clarke received "bail-out alerts," which was a Water quality concern for him. Watch to hear about his journey into the WaterEnvironment field and the programs made to address water issues in his community. See more about the WaterEnvironment Federation here on WEF WaterFutures.

Aimee’ Kileen - You Chief Operations Officer at Providence - An Engineering and E... 16w - $1000.00
When your Water Environment Federation board assigned accountabilities as struggling with their... see more

Water Environment Federation... 6/30/23
When my WaterEnvironment journey started with so many people on... see more

Shannon L. Hartly P.E. Commissioner of Water Environment... Restored from Water E. What’s your water story? Here’s the 46 second second section of mine! #WEFWaterStories #waterstory #waterstoryjob

House of Delegates February 2023 Video youtube.com
You get out what you put in. If you want more, give more.

Jeanette Jenkins
THANK YOU FOR YOUR PARTICIPATION
How Can 5S Engage Members?

Scott Aurit – Nebraska WEA Delegate
scott.aurit@hdrinc.com
SELECT SOCIETY OF SANITARY SLUDGE SHOVELERS

The honor of induction into the "5 S" society is bestowed on members who contribute outstanding service to the success and progress of their associations by a vote of current members of the NWEA Select Society of Sanitary Sludge Shovelers.

New members receive the accolade of "elevation on the official shovel to the highest ridge on the sludge bed, with the title of Select Sludge Shoveler and all the honor, atmosphere, prerequisites, and dignity pertaining thereto."
SO, WHAT DOES THAT MEAN? REALLY?

- Chuck Plummer - HDR
- 5S on the Tie Clip
- Advocate for WEF and NWEA
- Mentoring the next generation
SO, WHAT DOES THAT MEAN? REALLY?

- Steve Crisler – City of Lincoln
- Jim Condon – Olsson
  - Search Jim Condon and WEF
  - Read the story of his volunteering
5S AMBASSADORS

• To remember our mentors and honor them, we need to pay it forward.
• Conference symbol for engagement.
• Encourage new/young members to engage those “wearing a shovel”
• Discuss opportunities for personal/professional development.
• Tell stories of the life-long friendships.
• Encourage 5S members to seek out YPs as well and start the conversation
5S CEREMONY – HAVE FUN, BUT KEEP IT CLASSY AND RESPECTIVE OF THE HONOR
THANK YOU FOR YOUR PARTICIPATION
MA DE&I Network Call
WEF House of Delegates
What Is It?

An initiative of the HOD DE&I Committee in response to feedback received from Member Associations during the 2022 DE&I focused WEFMAX in Fargo, ND.
Who’s Invited?

DE&I leaders, representatives and interested parties from WEF MAs.
Goals

Connect DE&I leaders, representatives and interested parties from WEF MAs to:

1. Share best practices
2. Share resources
3. Crowdsourcsource solutions
4. Provide peer support
50-90+ Participants
Live Polls/Discussion

What roadblocks have you faced trying to have conversations on DE&I?

- Finding a champion
- Folks staying in comfort zone
- Member involvement
- Some pushback from the status quo
- Lack of interest
- Lack of diversity in our membership
- Time
Diversity, Equity, and Inclusion (DE&I) are integral to the mission and vision of the WEASC. The DE&I Committee works to create an expanding, inclusive, and equitable environment within the Association and its districts. Creating an inclusive and equitable environment is vital to ensuring that the diverse perspectives of our members are valued, respected, and considered.

The DE&I committee works with the membership committee to actively recruit and engage members who reflect the demographic makeup of the various communities we serve across South Carolina. By doing so, the Association will be better equipped to serve our members and build the diverse water workforce we are trying to attract.

Diversity, equity, and inclusion are not mutually exclusive and the success of one is dependent on the other two. Therefore, these three are intentionally connected and further described as follows:

**Diversity**
Diversity encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by our members and the communities they represent.

**Equity**
A commitment to equity means to strive to create an environment where everyone has the opportunity and access to realize their full potential, and no one is disadvantaged because
MA DE&I Toolkit
Get Involved

• Next call: July (TBD)
• Join the CommUNITY: “MA DE&I Networking Group”
MA DE&I Network Call

WEF House of Delegates
Carol Martinson, Awards Chair
Over 30 Focus Groups (Awards / Scholarships)

Over 180 active members
Over 30 Focus Groups (Awards / Scholarships)

Over 180 active members
Engagement in Awards

- Many opportunities to lead a focus group
- Variety of award genres (industrial, stormwater, YPs, etc)
- Short ‘season’ of work
- Positive energy
- DE&I
BREAK
Brainstorming Solutions

Call to Action:
1. How can you promote membership using your water story?
2. How does it feel to be invited into the water community?
3. How do you make someone feel invited into the water community?
4. How can you be a more approachable member?
Next Steps – Action Plan
Day 1
Wrap - Up