HOD Message

Alexie Kindrick, HOD Speaker-Elect

Denver, CO
May 5, 2023
HOD Message

House of Delegates (HOD) of the Future
Role of the House of Delegates

1. Deliberative and representational body of WEF.
2. Primary conduits of information exchange between MAs and WEF.
3. Advisors to the Board of Trustees on matters of strategic direction and public policy development.
FY23 Priority: HOD of the Future

1. Structured and functions in alignment with the core values of the new Strategic Plan
2. 100% Active Delegate Participation
3. Relevant, visible and valued by the WEF national and MA community
Midyear Priority #1 - Community

Build a sense of community among delegates in the HOD.

- Online (HOD LinkedIn Group, WEF CommUNITY)
- In-Person (Prioritizing WEFMAX Participation)
Don’t Be Like David Rose!

I'M TRYING VERY HARD
NOT TO CONNECT WITH
PEOPLE RIGHT NOW
WEF House of Delegates (HoD)

Local group

Start a post in this group

Photo Video Poll

Recommended

Pinned by admin

Louis C. Lambe (NWEA) • 1st
Engineer at PWSA, WEF Delegate and NWEA Collection System Committee Co-Chair

Good Afternoon Fellow Delegates,

After the last meeting of the Water Advocacy Group, a simple GIS map was put together to help us advocate in our individual states. The map link below...

ArcGIS Dashboards

arcgis.com • 1 min read
ArcGIS Dashboards

You and 6 others 8 comments

Like

Comment

Add a comment...

60 members
Including Jeff Berlin and 12 other connections

Show all

About this group

This group is for members of the Water Environment Federation's House of Delegates (HoD). The HoD is the deliberative and representational body of the Water Environment Federation and advises the Board on matters of strategic...
Midyear Priority #2 - Consistency

Provide talking points to delegates for accurate and consistent updates to their MAs.

• HOD Quarterly Reports shared with delegates
• Share selected excerpts from Board of Trustees Backgrounder (proposed)
2022-2023 HDD Quarterly Report – March 2023

Click the following image for our February Video Update which was recently released:

1. Steering Committee
   All HDD Committee, Workgroup and Task Force Chairs, Co-Chairs and Vice-Chair
   Thank you to the Delegates who provided comments and input for the updates to the HDD Policies and Procedures. Based on the feedback received, the Steering Committee will meet to discuss the proposed changes.

   1.5 Delegation-Large
      1.5.1 As the representative body of the federation, it is important to ensure equitable representation, especially in larger delegations.

2. WEFMAX Committee
   Jeff Berlin (Chair), Dave Galtzm (Vice Chair)
   Themes for 2023 WEFMAX:

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>MA</th>
<th>Theme</th>
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</thead>
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<tr>
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<td>April 12</td>
<td>WEA</td>
<td>Colloquium 14</td>
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<tr>
<td>Denver, Colorado</td>
<td>May 3-5</td>
<td>MWREA</td>
<td>Member Engagement Services</td>
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<td>May 3-4</td>
<td>ACWNA</td>
<td>Leadership and Innovation Canada</td>
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- Click the following image for our February Video Update which was recently released:

3. Nominating Committee
   Laura Beck, Beth, Mark Boudreau, Gary Cunich, Bill Della, Esiduza Douma, Scott
   Greenwood, Mike, TARA, Easy, Laura, Howard, Joe
   1.1 WEFMAX Application
   1.1.1 Members should apply for WEFMAX by the end of the fiscal year.

4. Strategic Plan (Alignment)
   The HDD aligns with the following strategic priorities:
   1.0.1 Leadership is open, transparent, and inclusive.
   1.0.2 Delegates are engaged and committed.
   1.0.3 Equitable representation and diversity.

5. Summary
   HDD Leadership:
   5.1.1 The HDD leadership team is working towards a more participatory and inclusive decision-making process.

Website: www.wefmax.org
Midyear Priority #3 – Collaboration

Create avenues for collaboration between the BOT, HOD and CLC.

• Engage BOT for their thoughts on in-progress HOD of the Future outcomes.
• Leverage HOD reach across federation to share CLC work products with MAs.
Without continual growth and progress, such words as improvement, achievement, and success have no meaning.
TAKING ON A CHALLENGE IS A LOT LIKE RIDING A HORSE, ISN'T IT? IF YOU'RE COMFORTABLE WHILE YOU'RE DOING IT, PROBABLY DOING IT WRONG.

WWW.MAGICALQUOTE.COM
THEODORE 'TED' LASSO
HOD Message

House of Delegates (HOD) of the Future
HOD Budget Committee

• 7 Committee members
• Chair – Casey Gish, Pacific Northwest Clean Water Association
• Vice Chair – Doug Kobrick, Arizona Water

Purpose

• Review WEF budget development process with Treasurer and Finance Staff
• Confirm consistency of annual budget with WEF Strategic Plan
• Provide advice and direction to Speaker of the House and HOD
• Administer MA Grant Program
HOD Budget Committee

2023 Goals

1. Align committee with new WEF strategic plan
2. Reflection and restricting of the MA grant program
3. Review two cycles of MA grant program application
4. Improve process of follow up documentation for MAs that have been awarded grants in the past
HOD Budget Committee

2023 MA Grant Program

- $125,000 to award
- Two cycles
  - January 20th deadline
  - June 16th deadline
- First grant cycles
  - 15 Applications
  - 7 Awards
HOD Budget Committee

2023 MA Grant Program

• Application Refresh
  – Clearly defined criteria for alignment with strategic plan
  – Adjustment to dollar matching criteria
  – $15,000 cap on grant request to maximize number of awards
  – Additional emphasis on detailed timeline of how grant money will be used

• Next Steps
  – Scoring matrix refresh before second round review
  – Focus on equity of small MAs (i.e., cost sharing)
House of Delegates
DE&I Committee Update

Joe Navas – NWEA Cmte Chair
ValaRae Partee – GAWP Vice Chair
Jeff Berlin – RMWEA
Amy Baker – AZ Water

Haley Goddard – PNCWA
Kelsey Hurst – WEF Sr. Manager
Donnell Duncan – Speaker of the HOD
Alexie Kindrick – Speaker-Elect
WEF Core Values & DE&I

“Integrate Diversity, Equity, and Inclusion in all we do”
DE&I Committee Charter

• Establish a Quarterly DE&I Networking Call
  • The goal is for MA Leadership to collaborate and learn from each other.

• Make it easier to find and use the Existing DE&I Resources at WEF
  • Create a simple way to introduce new leaders to the tools & resources

• Be a resource and example for others within the HOD and MA Leadership along their DE&I Journey
Quarterly MA Networking Call

- 2nd Quarterly call was on April 27th
- Approx 130 participants between both calls so far.
- Discussed available resources, Moderator tips, InFLOW at NYWEA & Workforce Development
- Members on the call shared their stories and DE&I journeys.
- **Next Call:** Late July, 2023
- Focus on InFLOW and much more!!
Existing DE&I Resources at WEF

- All WEF Members have access to the WEF DE&I Toolkit
  - The toolkit is located at:
    - Click on DE&I MA Resources Button
    - Log in with WEF Credentials
  - DE&I Community
    - Coming soon through WEF Unity
- HOD DE&I Committee
- Quarterly MA DE&I Networking Call
We are a Resource for You!

- Starting a DE&I Committee
  - Iowa & South Carolina
- Starting an InFLOW program
- Inclusive Event Planning
- Anything along your DE&I Journey
- Ask your Delegate to contact us!!
THANK YOU FOR YOUR PARTICIPATION
Water Advocacy Workgroup Update

Jason Patty, Kansas WEA

Denver, CO
May 5, 2023
Agenda

• Summary of Workgroup Charter
• Workgroup Progress and Survey Summary
• Advocacy GIS Map
• WEF Water Advocates Program
Workgroup Team

• Co-Chairs
  • Kristiana Dragash - FWEA
  • Peter Garvey - NEWEA
Summary of Workgroup Charter

• Gather best practices for state, local and provincial outreach from active MA’s.
• Provide guidance on how to leverage federal outreach efforts for state, local and provincial benefit and vice versa.
• Provide input to WEF Government Affairs Committee on:
  • Enhanced partnerships with other water advocacy organizations
  • Effectiveness of Water Advocates program and propose any improvements
• Connect MA’s to the WEF Govt Affairs Community
• Provide Input on Position Statements (most important water issues across MA’s)
• Explore whether this workgroup should become a permanent committee
Survey Responses
Survey Results

Q5 Out of the industries and organizations listed below, please indicate which ones your MA coordinates advocacy efforts with (if applicable).

- Rural Water
- AWWA (American Water Works)
- ASCE (American Society of...)
- Soil and Water Conservation...
- APWA (American Public Works...)
- NACWA (National...)
- AERC (American Council of...)
- NSPE (National Society of...)
- AIA (American Institute of...)
- Other(s) (please...)

Q3 Does your MA lead advocacy efforts?

- Yes
- No

Answered: 18 Skipped: 0

Q6 Is your MA engaged with the WEF Government Affairs Community?

- Yes
- No

Answered: 18 Skipped: 0
Survey Results - top 5 water industry issues

- What are the top 5 water industry issues at the state level within your MA? *

- PFAS
- Funding
- Workforce development
- Operator reciprocity and certifications
- SSO’s

*Pending Workgroup confirmation
Survey Results - WEF's resources

- Which of WEF's resources found most useful in outreach efforts at state, local, and provincial levels?
Advocacy GIS Map

SELECT YOUR STATE:

- Alabama, Bill Tracking? (Yes)
- Alaska, Bill Tracking? (Yes)
- Arizona, Bill Tracking? (Yes)
- Arkansas, Bill Tracking? (Yes)
- California, Bill Tracking? (Yes)
- Colorado, Bill Tracking? (No)
- Connecticut, Bill Tracking? (Yes)
- Delaware, Bill Tracking? (No)
- District of Columbia, Bill Tracking? (Yes)
- Florida, Bill Tracking? (Yes)
- Georgia, Bill Tracking? (No)
- Hawaii, Bill Tracking? (Yes)
- Idaho, Bill Tracking? (Yes)
- Illinois, Bill Tracking? (Yes)
- Indiana, Bill Tracking? (No)
- Iowa, Bill Tracking? (Yes)
- Kansas, Bill Tracking? (No)
- Kentucky, Bill Tracking? (Yes)
- Louisiana, Bill Tracking? (Yes)
- Maine, Bill Tracking? (No)
- Maryland, Bill Tracking? (Yes)
- Massachusetts, Bill Tracking? (Yes)
- Michigan, Bill Tracking? (Yes)

1. Click the state in the list to zoom to it.
2. Click the state's shape for details.
3. Click "View" to browse to their website.
4. Click the state again to zoom back out.
WEF’s Water Advocates Program

Sign Up today!

Water Advocates Program
Water Advocacy Workgroup

Putting the ‘Work’ into Workgroup
THANK YOU FOR YOUR PARTIPATION
HOD OF THE FUTURE
WORKING SESSION

WEFMAX
Denver, Colorado
FRIDAY – May 5, 2023
9:00 a.m. to 10:00 a.m.
Purpose of the HOD of the Future Work Group:

• Is the current structure and function of the HOD meeting the needs of the MA’s, Trustees, Delegates, and other Stakeholders?

• How to engage 100% of the delegates in the environment of the HOD.

• With the ever-changing needs of the MA’s, Trustees, and Delegates, what will the HOD of the future look like in order to address those needs of all stakeholders?

Why discuss this at the WEFMAX?

• WEFMAX’s present a unique environment and incubator for ideas and solution to problems.

• The diversity of backgrounds and skillsets of the attendees provide a non-bias approach to looking at the HOD through a different lens.

• Creates engagement and participation of all individuals related and unrelated to the HOD
INSTRUCTIONS

• Each table will need to appoint a Facilitator and Scribe.

• Three questions will be discussed. Time for each question is 10 minutes.

• You can spend as little or as much time on any question, however, you must at least start with the first question assigned to your table.

• Tables 1-4: Questions a), b), c)
• Tables 5-7: Questions b), c), a)
• Tables 8-10: Questions c), a), b)

• A report out will be done at the end of the 30-minute discussion period.

• All notes, reports, etc. will be submitted to Dianne Crilley at the end of session.
INSTRUCTIONS

QUESTIONS:

a) How are the needs of Member Associations (MA) changing (short and long term), and how can the HOD change to match those needs?

b) How do we see WEF Changing in the Future (short and long term) and how can the HOD Change to match those needs?

c) How best can we keep the HOD relevant to both WEF and the MAs in the future?

Tables 1-4: a), b), c)

Tables 5-7: b), c), a)

Tables 8-10: c), a), b)
THANK YOU FOR YOUR PARTICIPATION
BREAK
Membership Engagement through Digital Media
Who We Are

Kacie Allard
Deputy Director – Business Solutions
South Platte Renew
Englewood, Colorado

- Trustee
- Past Communications Committee Co-Chair

Elizabeth DeWaard
Business Solutions Supervisor
South Platte Renew
Englewood, Colorado

- Incoming Communications Committee Chair
Prioritizing Initiatives

- Communications Committee Formation
- Branding
- Video Development
- Website Redesign
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
Identify the following:

- Length
- Target audience
- Main messages
- Where and how will video be shown
- Types of images
- Style to convey message
- Music
- Call to action
Overview

• Purpose: wastewater careers
• Audience: students, prospective career change
• Distribution: website, social media and at events/conferences
• Call to action: choose a career in the water 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:
• 4 videos
• B-roll

Benefits:
• Visibility
• Volunteers
• Connectivity

Investment: $20,000
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
Website Redesign
Rebuilding Our Online Presence

**Purpose**
- Attract new members
- Share relevant info
- Highlight the organization

Modern design  Clear, concise content  Focus on engagement
Brand Realignment

About Us

RMWEA was founded in 1924 as the Rocky Mountain Sewage Works Association, and since that time has provided its members with the most current information on water quality issues, regulatory changes, and the latest research developments. As the member association of the Water Environment Federation, learn more about WEF.

RMWEA Vision

Reinventing water professionals

Our Mission

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

RMWEA Values

Collaborate: Leveraging our collective knowledge and experience to advance the water industry.

Professionalism: Operating with integrity to do what’s right for our members.

Passion: Believing in what we do drives us to always improve.

Connection: Building and maintaining collaborative relationships.

Vision, Mission, Values

RMWEA provides its members with the most current information on water quality issues, regulatory changes, and the latest research developments. The Association is governed by its Executive Committee. Members volunteer their experience and expertise through committee participation, involvement, presentations, and conferences on a variety of wastewater subjects ranging from treatment practices to beneficial reuse of biosolids.

RMWEA is a Member Association of the Water Environment Federation (WEF).

Our Vision

Elevating Water Professionals

Our Mission

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

Our Values

Collaborative: Leveraging our collective knowledge and experience to advance the water industry.

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Connection: Building and maintaining collaborative relationships.
Membership Focused

Attract & Retain

• Become a Member – new!
• Get Involved – new!
• Members Area

Become a Member

Becoming a member of RMWEA means you are joining a community of approximately 1,200 clean water professionals in Colorado, Wyoming, and New Mexico passionate about protecting public health and the environment now and into the future. Your annual RMWEA membership provides you with valuable products, services, and savings to support you in your work and career in the water sector. See below for a list of benefits of becoming an RMWEA member at only $35/year.

Benefits of RMWEA membership

As an RMWEA member, you can:

• Network with top industry experts
• Access technical information, including up-to-date regulatory information and the latest developments in the water quality industry
• Receive professional development through seminars, conferences, workshops, and briefings
• Obtain preferred rates for quality training and professional development events
• Impact the industry on a larger scale by joining a committee
• Take advantage of additional benefits through membership in the Water Environment Federation

New Member Registration
Engaging Content

People-Focused

Call to Actions

Highlight Initiatives

Get Involved

Operations Challenge

Water Environment Federation
the water quality people®
Redesign Process

- Select vendor – Veith Consulting
- Pre-plan
- **Develop content**
- **Design**
- Edit and refine
- Training
- Launch Website
Investment in Website Redesign

Deliverables:
• Front-facing website

Benefits:
• Enticing and user-friendly
• Volunteer-led
• Reinforce brand

Investment: $2,400
Redesign Considerations

- Leadership buy-in
- Pre-planning is crucial
- Streamline review & approvals
- Change management
- Transition plan
Next Steps
Where to Go from Here

- Social media
- Communications seminar
- Videos marketing educational opportunities
Questions?
THANK YOU FOR YOUR PARTICIPATION
WEF Strategic Plan
MA Roll-Out
Task Force Charter:

With the release of WEF’s new strategic plan in WEFTEC 2022, there will be a need to distill the relevant contents of this plan to the Member Associations. This task force will strategize how best to connect WEF’s strategic plan to Member Associations. While we assume that WEF already has a comprehensive communication plan for WEF membership, this Task Force will focus on effective communication of relevant actions out of the plan to Member Associations.

<table>
<thead>
<tr>
<th>Casey Gish</th>
<th>Kam Law</th>
<th>Amy Baker</th>
<th>Mark Poling</th>
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<tr>
<td>Doug Pike</td>
<td>Leigh Thomas</td>
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<td>Erin Longworth</td>
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<td>Janine Burke-Wells</td>
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<tr>
<td>Diane Grossenheider</td>
<td>Mike Welke</td>
<td>Bill Davis</td>
<td>Mandy Sheposh</td>
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Resources: Strategic Plan (SP) information on www.wef.org/amplify and www.wefwaterfuture.org
AGENDA

• WEF Strategic Plan – Mission & Vision
• Strategic Plan Goals
  • Review
  • Table Group Activity and Sharing
• Strategic Plan Core Values
  • Review
  • Large Group Discussion and Sharing
• Key Takeaways & Messages
Life Free of Water Challenges
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
WEF Strategic Plan

Mission: Inspiring the Water Community in Pursuit of Human and Environmental Well-Being

Member Associations are Critical to Achieving the WEF Strategic Mission
Member Associations are Critical to Achieving the WEF Strategic Vision

WEF Strategic Plan Vision: Life Free of Water Challenges
Our Strategic Goals

Goal 1
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

Goal 3
Lead the transformation to the Circular Water Economy

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
Goal 1: Attract and Develop a Diverse and Passionate Water Workforce

- Raise Awareness of Water Workforce Importance
- Reduce Workforce Barriers for Entry and Retention
- Provide Opportunity for Connection, Growth, Education
- Cultivate Strategic Partnerships

ACTIVITY

What Does Your MA Do In Support of Workforce Development?

What Do You Feel WEF Does in Support Workforce Development?
Goal 2: Cultivate a Purpose-Driven Community to Sustainably Solve Water Challenges for All

ACTIVITY

What Does Your MA Do to Cultivate a Purpose Driven Community?

What Do You Feel WEF Does to Cultivate a Purpose Driven Community?
Goal 3: Lead the Transformation to the Circular Water Economy

- Convene Stakeholders to Craft WEF’s Circular Water Economy Framework and BPs
- Proliferate WEF’s Circular Water Economy Framework and BPS
- Champion Adoption of Circular Water Economy
- Eliminate Barriers to Circular Water Economy Adoption

ACTIVITY

What Does Your MA Do to Lead the Circular Water Economy Effort?

What Do You Feel WEF Does to Lead the Circular Water Economy Effort?
WEF Strategic Plan - Goal 1

Notes:

Sharing Presentations
WEF Strategic Plan - Goal 2

Sharing Presentations

Notes:
WEF Strategic Plan - Goal 3

Sharing Presentations

Notes:
Register for the Circular Water Economy Summit:

www.wef.org/events--education/conferences/circular-water-economy-summit/
Our Core Values

Lead boldly with purpose and agility

Focus on our customers through empathy and service

Collaborate for collective impact

Integrate Diversity, Equity, and Inclusion in all we do
WEF Strategic Plan – Core Values

Lead Boldly with Purpose and Agility
Focus on Customers Through Empathy & Services
Collaborate for Collective Impact
Integrate Diversity, Equity & Inclusion in All We Do

Discussion:
How Does and/or How Can Your MA Incorporate WEF’s Core Values to the Benefit of the MA and WEF Mission?
Key Takeaways & Messages

WHAT KEY TAKEAWAYS FROM TODAY’S EXCHANGE WOULD YOUR MA LIKE TO SHARE WITH WEF LEADERSHIP?

WHAT MESSAGES REGARDING THE WEF STRATEGIC PLAN ROLLOUT ARE IMPORTANT TO CONVEY TO WEF LEADERSHIP?
THANK YOU FOR YOUR PARTICIPATION
Tools & Resources

www.wefwaterfuture.org
www.wef.org/amplify
WEFMAX Wrap

Corey Williams, Board Trustee
Water Environment Federation

Hannah Fodor, President
Rocky Mountain Mountain WEA