

Leadership Day #6
Recruiting & Onboarding Committee Members
Tuesday, July 20th, 2:00-3:45
Participants at start of Meeting: 50

Dianne Crilley (WEF Staff): Opening Remarks - Asked participants to mute their mics, turn their cameras on, use the chat and reminded the participants that this meeting is being recorded. Special thank you to Craig Kelman in support of this program.

Jamie Eichenberger (WEF President-Elect): Welcome Message: I am happy to be back. Went to school of Mines, was recruited by WEF, mentored by other WEF senior volunteers and now I am here as the President-Elect of WEF and not exactly sure how it all happened, but it was due to some motivated volunteers. It underscores the importance of personal outreach and asking someone to do it and that they can do it. You can have an impact and provide a lot of value. Regarding onboarding, I am a huge supporter of WEF and our MA's. It is important to provide other the opportunities that I have had and frankly, I do not want to have to do everything. What has been valuable is that we have some great people in the water industry. WEF's RMA has keep me ahead of my career, developed my management skills, growing networks and what is happening I the industry. We need to make sure that everyone belongs and feels part of the team. Update, we are renewing our strategic plan – last revised in 2018 - and the world has changed, and we want to ensure we are taking a bold vision. We are kicking that off at our summer board meeting in Minneapolis this week. COVID has been challenging and many of our events were canceled. Gladly WEF was in a stable financial position which helped to carry out of COVID in a strong financial position. And.... WEFTEC is in person in Chicago and keeping track of the latest COVID news and as of today, all is on track.

Sourced from Chat:

- Lisa Ruane (WEF Staff), <https://www.weftec.org/> Hope you can be there.

Poll Launched:

When you first volunteered, how did you get involved in a committee?

Volunteered on your own	20
Was invited to join	68
Heard about it via a campaign	00
Heard about it via attending a conference	12
Through a message from the Association	00
Through social media message	00
Through the association website	00

During this past virtual year, did you find recruiting committee members to be:

- | | |
|---------------------------------|----|
| a. Easier | 00 |
| b. Harder | 10 |
| c. About the same | 09 |
| d. Did not focus on recruitment | 05 |

Is your MA Focused on Recruiting for Diversity?

- a. Yes 15
- b. No 01
- c. Thinking about it 08

During this past virtual year, did you find onboarding committee members to be:

- a. Easier 04
- b. Harder 11
- c. About the same 07
- d. Do not have an onboarding plan 03

Pacific Northwest CWA - Kristi Steiner introduced speakers

Speakers: Aurelie Nabonnand & Brittany Park

They discussed how they are recruiting committee members through various ways.

- Goal: Would like the PNCWA/water industry to represent the communities we serve
- Target for membership where 50% have less than 15 years of membership
- Women Target – 40%
- People of color – 20%
- New Member Recruitment: SYPC Events, Mentorship Program & Future Leaders Program
- What we do at conference re: Recruitment - We talk to someone about the PNCWA, have a membership & committee sign-up.
- We have Ask-Me! buttons and sponsor Women of Water (Free & open to all; not just women)
- Engaging/Retaining New Members: New Member Greet-&-Meet, Monthly Digest, Welcome packet & provide a member survey to all new members (this provides metric goals and demographic information).
- Future Ideas-Exploring: Cross Committee outreach (awards, SYP, MSC), focus on recruitment within under-represented communities.
- We are seeing our target goals being reached. We have about 1,500 members and 300 members responded to the member survey.

Dianne Crilley (WEF Staff) mentioned that PNCWA does a great job with the membership recruitment booth. How do you get your committee chairs/members to be there to speak to members at the conference?

- Brittany Park: “We ask our committee staff to staff the booth.

New England WEA (Board and Delegate Onboarding)

Speaker: John Digiacomo (NEWEA):

- NEWEA Assessment & Dev. Committee was founded a few years ago.
- What is NEWEA? Tech Resource, org with over 2,000 members and it started over 90 years ago
- Most important is that we have 2,100 dedicated members
- John displayed a slide of the NEWEA Organizational chart
- 42 committees with strong participation (Collection systems has over 90 members)
- Committees pride themselves in getting members involved

- Keeps members engaged and invested in a committee
- Once committee members have been active, what is next/where do we go from this point? Provide the knowledge so members know what the next step may be.
- Training Goals: Help members understand the Organization, roles/responsibilities, provide them with guidance/tools, Receive feedback and suggestions from future leaders.
- Items Discussed: Exec Committee Team “Who are they and what do they do?”, Committee Meeting Robert’s Rules/Parliamentary procedure, Budgets, Awards & WEF (What is it? How do we interact with them?).
- Awards a great way to say thank you, recognize people and keep members
- Communications & Calendar – Communications council ensures members have the information provided to them via social media, website, etc.
- Calendar – Event Calendar and NEWEA’s “Cheat Sheet”. Both are located on the resource center page at the NEWEA website.
- Future of Onboarding: COVID Changed the training to virtual in 2021 however, the virtual component allows members to view it when they want from any location. Virtual can & will be expanded
- John may be reached at: (508) 647-6400 x 2064

Ken Vogt (NC WEA) asked, “How do you find NEWEA representing and drawing volunteers from 6 states?” John replied: A large portion of our membership is from MA, but word of mouth, personal aspect of membership helps. We work with directors of other states talk to members about who NEWEA is and invite potential new members to events & conferences. With virtual you now see more people participating from further away.

Dianne reminded participants that the next Leadership Meeting will be August 24th.

Georgia Association of Water Professionals (GAWP)

Speakers: Keith Higgs (President GAWP) & **Pam Burnett** (Executive Director, GAWP)

This session opened with a media video - Theme “Who is going to fill your shoes?”

Pam Burnett (GAWP): The theme works well for the operation side and for GAWP. Anti-Trust policies are emphasized as well as our ethic/DE&I policies. Key policies, “Who comes to conferences?” Every few years we do a Board Member training where we go through these issues. After our conference, we put together a manual for members/chairs. It is accompanied by a four-hour training led by stellar committee chairs who share their knowledge and are a great resource for new chairs. We also needed find a better way to get the committees to work together so we decided to have a committee chair workshop. GAWP we have a full-time staff (8) and have a training center with 5 other full-time staff who are involved in putting together the materials for new members/committee chairs. This year we are going to focus on all the technology for hybrid meetings to bring in more people from around the state. The two handbooks will be available on the WEF website. More workshops will be hybrid and we have made investments in the past few months for newer technology and look forward to modifying our current technology. Regarding engagement, I like the ideas I have heard regarding women making waves & mentorship, but also what we have started to do is the DE&I fireside chats which are well organized and outside well produced. The first few (of 6 total) have been well executed and well initially, but the next 2&3 were less attended but executed very well.

Dianne Crilley (WEF Staff) mentioned the technology, due to COVID, has moved people out of their comfort zone in relationship to trying new technology.

WEF Committees – Janet Cann, WEF CLC Chair introduced the speakers

WEF Industrial Waste Committee - Ian A. Fife (Utah WEA): In the industrial wastewater committee we wanted to make new members feel valued and we title a program the “Accelerator Program”. Like Calcium Chloride, it “sets” and wanted to apply this to a committee such as a strong, vested and experienced person who can assist/lead a new committee member. As a new member, you are not too sure what lies beyond each door, so it can be daunting.

The idea is to match new members with seasoned members with 2 goals in mind: First to provide the new member with a point of contact, and second, to assist that new member integrate into that committee. Provides: formal process for onboarding new members, new member will feel at home, basic inquiries will be handled in a less formal way.

- We ask the accelerators for a 6-month-1-year commitment, be accessible, role model, good communicator, and someone excited to be involved. They will meet with the new member at major meetings (Mid-Year/WEFTEC).
- There are benefits for accelerator and for the new member

WEF Collection Systems Committee - Jimmy Stewart (Committee Chair, WEF Collections Committee): I am the chair of the collections committee at WEF. We have the largest committee in WEF with over 250 members and the number of ongoing projects is large and take 100-150 volunteers moving through the projects which are multi-year. We acquire new member when members would apply and WEF would send us an email. Now working with member services, we, and ID more about a member which allowed us to develop a questionnaire and send that information to the member services chair. 50-75% of new members for the past 18 mos., I have personally called them to welcome them to the committee. Our biggest goal is to handle many people who are volunteering to provide goals and keep them challenged.

Break Out Session

Topic: Committee recruitment and onboarding is critical in support to the mission of an association. As we move to in-person events, discuss ways to recruit new and diverse members into the committee structure.

From Chat regarding Break Out Session:

- **Brad Lovett** (WEF Staff): We talked about the importance of the INVITATION - extend the opportunity for people to contribute
- **Karen Wallace** (FL WEA): Talked about being diverse and that can mean many things including vendors, consultants, operators, utilities, young professionals
- **Pam Burnett** (Georgia AWP): Time was too short with Janet Cann (Chair, Committee Leadership Council, WEF). I want to talk more with her!!
- **Dianne Crilley** (WEF Staff): Attend the Aug 24th LD Series and chat with Janet!!!
- **Janet Cann** (Chair, WEF Committee Leadership Council): shared how our MA has created 10-minute training videos on Board functions

Jamie Eichenberger (President-Elect, WEF): Thank you for sharing your time and being involved. I appreciate hearing the ideas of being involved and personal outreach. Meeting people where they are v

how much time they have. How much time do you have to give? Great question. Bring them in the door and make them feel connected. See everyone at next month's leadership meeting on 24 August.