**2021-2022 House of Delegates Work Group Charter**

**Work Group Title: Water Communications Workgroup Charter**

**Work Group Leader(s): Leanne Scott**

**Work Group Description:** Communications is an important discipline within the water sector, just like engineering, project management, and other technical areas. Our ability to fulfill WEF’s Strategic Plan, enhance our communities and protect the environment hinge on our ability to communicate the right message to the right audience in a way they can receive it and act. But, for too long, we have relied on our own abilities as engineers, scientists, and technical leaders to create and deliver these messages – often resulting in ineffective communications. Therefore, this workgroup will focus on building allies that support and advocate for increased communication efforts in the water sector to create change. This workgroup will utilize expertise from communication professionals in the water sector to share case studies that demonstrate the value of communication, methods to measure communication effectiveness to gain buy-in, tips on how to increase budget and staff to expand communication efforts and more. Our workgroup will support a collaborative effort with the Public Communications and Outreach Committee (PCOC) to increase committee engagement, MA participation and demonstrate WEF’s commitment to growing communication professionals.

Communication is neuroscience. We will transform delegates into better communicators and gain awareness of sector resources for communication efforts.

**Work Group Objective(s):** The following workgroup objectives will further our impact in water communications. This workgroup will work closely with WEF’s PCOC on these objectives:

* Identify sector professionals in communications and increase empathy for challenges. Use monthly sessions to engage sector professionals in communications for guest speaking opportunities to conduct learning sessions on various topics and examples (e.g., communication examples/tools, storytelling, video, photography, audience).
* Build advocates and allies for communication professionals and approaches within individual’s member associations and organizations. Increase membership into PCOC through these activities and understanding of practices. Understand and reduce barriers to communication professional’s participation in WEF activities (e.g., increased organization budget, value proposition).
* Identify resources (e.g., professionals, case studies, etc) that discuss communication techniques and provide better information for being communications ambassadors within individual’s organizations.