PNWS-AWWA SPRING 2017 MEMBERSHIP COMMITTEE REPORT

Reported by: Andreu Ferrero, Chair

Committee Members: Pat Van Duser, Ray Lipin, Laurie Fulton, Christie Butler, Denise

Ledingham, Stephanie Raddatz

Membership Committee Database

The membership committee has maintained the membership database since it went live after the 2014 Fall Trustees' Meeting in Lake Chelan. Over the past year and a half, we have provided database information generated from numerous requests from the PNWS-AWWA membership website. We will continue to update and maintain this database as a resource to the Section.

Sub-Section Database

The membership committee hosts an on-line sub-section member and non-member database. Sub-section presidents have access to both of these databases; upon request other sub-section officers can be granted access. It is the responsibility of the sub-sections to update their non-member databases. Once non-member database entries are made, the section can assist the sub-sections recruit these individuals.

Non-Member Database

The membership committee hosts a non-member database for each sub-section. The non-member database is located in the same Google sheet as the sub-section database on a different sheet. We ask sub-section officers to record names, email addresses and any other personal information that could help with recruitment of individuals who interact with our sub-sections at career fairs, trainings, or other events. We ask that sub-section officers populate the non-member database with the information gathered at these events. This non-member database will help us in our recruitment efforts. The section can follow up with individuals on the non-member database after the sub-section has attempted to recruit these individuals.

Committee Volunteer Database

The membership committee hosts a committee volunteer database to assist with the engagement of new members, and the recruitment of volunteers for the committees in our section. A new member survey is distributed to new members within three months of initial membership. The survey asks some basic information and then presents the option to learn more about the committees. The new member survey can be found on the PNWS-AWWA membership committee web page. Once new members have completed the survey, their names and e-mail addresses are automatically added to the committee volunteer databases for each committee they have expressed interest in. It is the responsibility of the committees to contact and engage these new members, as well as provide roles for these new members to retain them long-term.

2017 Membership Goals

Association goals for the PNWS are to retain at least 62% (85 people) of the first-year Individual and Operator members gained in 2016 and to achieve a 2% (2512 total people) or 3% (2536 total people) overall membership growth. The PNWS section finished the year of 2016 with 2,462 members, a -2.1% (-53) change from 2015.

Partnering with Young Professionals

The membership committee hosted a private webinar with a few young professionals to demonstrate how to create a survey in Google. The membership committee had some experience with Google survey creation based on previous efforts at AWWA conferences. The young professionals are now incorporating the survey into student outreach goals shared with the 2020 vision committee.

2017 Kennewick Conference

The membership committee will host a booth at the upcoming Kennewick Conference per usual. We will conduct a membership survey and give away an IPad. The membership committee is once again pairing with the young professionals committee to host the First Time Attendees meet & greet. At the meet & greet, we will offer the new member survey to students & new young professionals.

Current Goals

1.	Prepare to operate the membership booth and conduct the typical survey at the upcoming Kennewick Conference.

2.	Create a comprehensive operational guideline for all of the tools the membership committee provides to the section and sub-sections, with the intention of passing the leadership and maintenance roles onto the next membership chair and committee members.

3.	Continue to provide education to sub-sections and committees on how to best utilize the tools provided to them by the membership committee.