

PNWS-AWWA Winter 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, we have provided database information generated from 41 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 committee's responsibility to contact and engage these new members, and provide roles for these new members to create buy in and increase our retention rate.

2016 Membership Goals

Association goals for the PNWS were to retain at least 62% (99) of the first-year Individual and Operator members gained in 2015 and to have 1% (25) overall membership growth. The PNWS section finished the year of 2016 with 2,462 members, a -2.1% (-53) change from 2015. We have retained 57% (90) of first year Individual and Operator members, and retained 84.6% of all total members from 2015. Attached is a monthly snapshot of membership gains and losses over 2016.

Current Goals

1. Complete the 2017 membership goal worksheet and submit to the association by March 31st.
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.

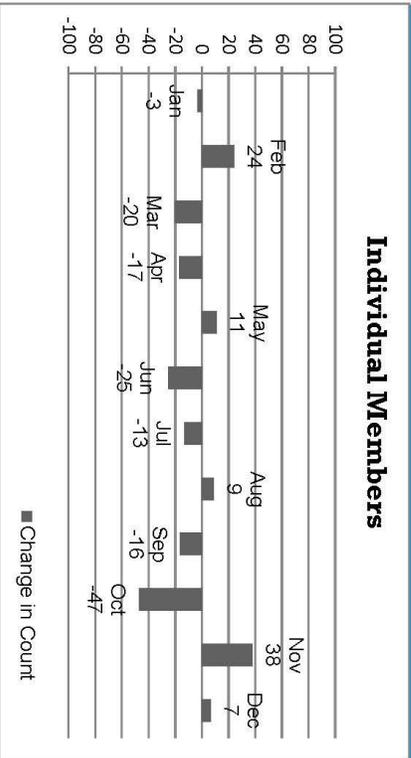
2016 Membership Data

	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	YTD Count	YTD Change %
Individuals															
02 - Individual Active	1,024	1,029	1,028	1,032	1,019	1,040	1,029	1,019	1,019	1,007	970	974	973	-81	-8.0%
04 - Additional Active	274	271	272	272	274	276	273	273	276	274	277	282	283	19	6.9%
06 - Operations/Administrative	293	289	293	295	297	291	284	285	279	277	278	275	272	-21	-7.2%
08 - Retiree w/o Print Pubs	27	26	28	28	28	28	28	28	30	30	30	30	28	2	7.4%
09 - Retiree w/Print Pubs	18	17	16	16	15	15	15	15	15	15	15	15	19	-3	-16.7%
10 - Life	48	49	48	49	49	48	49	49	50	49	50	50	51	3	6.3%
12 - Honorary	20	20	20	20	20	20	20	20	20	20	20	19	19	-1	-5.0%
14 - Student	170	170	184	184	188	181	147	141	152	153	139	171	170	0	0.0%
76 - Named Representative	316	316	322	321	320	316	315	316	315	315	315	315	316	0	0.0%
Individuals Total	2,190	2,187	2,211	2,191	2,174	2,185	2,160	2,147	2,156	2,140	2,093	2,131	2,138	-52	-2.4%
Service Providers															
74 - Partner Agencies & Inst.	3	3	3	3	3	3	3	3	3	3	3	3	3	0	0.0%
90 - SvcProvider: <\$1M Sales	18	14	15	15	16	15	13	12	12	12	12	12	12	-3	-20.0%
91 - SvcProvider: \$1-3M Sales	5	5	5	5	5	5	5	5	4	5	5	5	5	0	0.0%
92 - SvcProvider: \$3-10M Sales	2	2	2	2	2	2	1	1	1	1	1	1	1	-1	-50.0%
93 - SvcProvider: \$10-20M Sales	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
94 - SvcProvider: >\$20M Sales	3	3	3	3	3	3	3	3	3	3	3	3	3	0	0.0%
Service Providers Total	28	27	28	28	29	28	25	24	23	24	24	24	24	-4	-14.3%
Utilities															
70 - International Utility	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
80 - Utility: 0-5K CustSvc Con	215	217	219	219	217	214	214	214	215	214	215	215	214	-1	-0.5%
81 - Utility: 5-10K CustSvc Con	30	30	30	30	31	31	31	31	31	31	31	31	31	1	3.3%
82 - Utility: 10-25K CustSvc Con	38	38	38	38	38	38	38	38	38	38	38	39	40	41	7.9%
83 - Utility: 26-50K CustSvc Con	7	7	7	7	7	7	7	7	7	7	7	7	7	0	0.0%
84 - Utility: 50-100K CustSvc Con	5	5	5	5	5	5	5	5	5	5	5	5	5	0	0.0%
85 - Utility: 100-150K CustSvc Con	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
86 - Utility: 150K+ CustSvc Con	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0.0%
Utilities Total	297	299	301	302	300	297	297	297	298	297	298	297	300	3	1.0%
Grand Total	2,515	2,513	2,540	2,521	2,503	2,510	2,482	2,468	2,477	2,461	2,416	2,455	2,462	-53	-2.1%

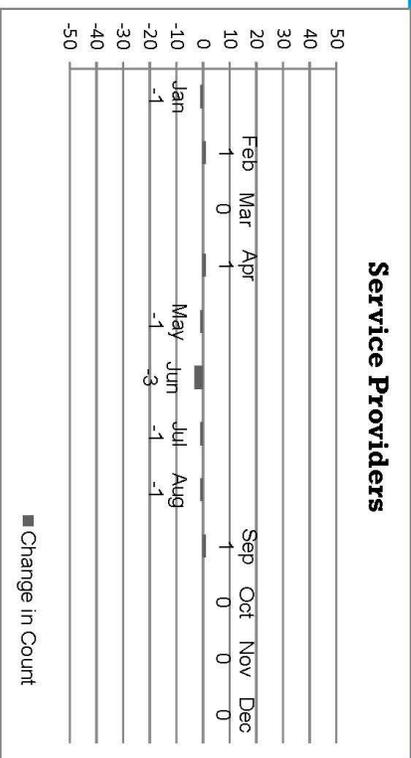
Goal
1.0% Growth

2016 Monthly Change in Count

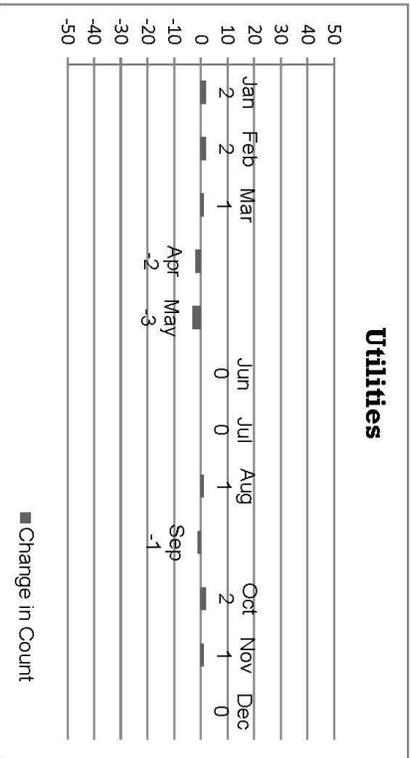
Individual Members



Service Providers



Utilities



Total Members

