

PNWS-AWWA Winter 2018 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. 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.

2017 Membership Goals

Association goals for the PNWS were to retain at least 62% (84) of the first-year Individual and Operator members gained in 2016 and to have 2% overall membership growth. The PNWS section finished the year of 2017 with 2,534 members, a 2.9% (72) change from 2016. We have retained 50% (68) of first year Individual and Operator members. A copy of the year end snap shot of membership trends accompanies this report.

Current Goals

1. Complete the 2018 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.