



MEMBER ENGAGEMENT DIVISION REPORT

WATER INFORMATION TECHNOLOGY (WIT)

Assisting the Scholarship Committee with application process.

Continued and ongoing help desk support, committee and subsection officer email de, and website maintenance.

YOUNG PROFESSIONALS (YP)

Activities for 2020 Annual Conference

We are excited to bring our traditional activities to the 2020 PNWS AWWA Conference in Spokane, Washington. We expect strong YP representation in various volunteer roles, and in our three-hour YP technical program on Thursday, as well as in the Scavenger Hunt that night. The Fresh Ideas Poster Competition has been slow going since 2019 as the usual Walla Walla Community College students are no longer able to participate.

In addition to all the above-mentioned activities, we will be actively recruiting new YP's to take leadership roles at to the Annual Conference. This is a key part of our succession planning that is described in more detail at the end of the report.

First Time Meet and Greet

The First Time Meet and Greet will take place in the Davenport Grand Hotel Room 202 A/B from 7 – 8 AM on Thursday, April 30th. This year, Joanie Stultz will be presenting. They will be promoting the YP Committee and 2020 Vision Mentorship Program, Scavenger Hunt, Fresh Ideas Poster Competition, and the YP Instagram Account (Check it out at @yp_pnws_awwa).

Fresh Ideas Poster Competition

This year we are struggling with the Fresh Ideas Poster Competition due to lack of participants. Wall Walla Community College, who usually brings a couple of teams, is unable to attend again this year. We have reached out to a couple of personal connections at universities but have not received any applicants thus far. If we are unable to find applicants by March, the committee will need to decide how to revamp the program or if we need to cancel the event and try again next year.



Traditional Scavenger Hunt

The traditional Thursday night Scavenger Hunt format will be at the Spokane Conference. We have already secured two venue host sponsors, Murraysmith and RH2. We have a task force of YP's including Kateryna Gomozova, Elisheva Walters, Ryan Egger, Kristen Zimmer, and Ryan Treffry helping organize this year's hunt. The Hunt will not follow the Meet and Greet this year. The meeting place is at the Davenport Grand Hotel Lobby at 6:00 PM and will end at one of the venue host's venues (TBD). This year the YP Committee Meeting will be a break off of the Division Meeting on Thursday, April 29th during 12:15 PM and 1:15 PM. This means we will not be able to promote committee involvement by having the Scavenger Hunt prize awarding at the YP Committee Meeting. Instead the committee will be strategizing how to get YP involvement in new ways.

YP Technical Track

The 2020 Vision Initiative and YP Committee have teamed up to do a three-hour YP Technical Track. We will have Thursday Morning sessions, which will include 30- and 60-minute presentations on soft and technical skills.

YP, 2020, and Membership Committee Collaboration

Combined Calls, Roles, and Budget

This year, the 2020 Vision Initiative and YP Committee are still involved, but the 2020 Vision Initiative has joined forces with the Membership Committee (MEDC). We still have 2020 Vision presence on our monthly meetings/calls and combined efforts in planning PNWS Conference activities, but no longer include 2020 Vision Initiative in our budget. Looking forward, we are keeping a cooperative mindset as we recruit new members to fill roles and responsibilities within our groups. We are excited to keep working with PNWS Trustees as we continue to evolve and restructure to best meet the needs of the youngest members of our organization.

2020 PNWS AWWA YP Summit

The fourth annual YP Summit was led by PNCWA. Moving forward, the YP Summit is being planned as half of the Leadership Symposium event. A small sub-committee planning team including Michael Lubovich, Esther Chang, Erica Rodriguez, Aurelie Nabonnand, and Danbi Won has begun collaborating. Some efforts including catering, keynote speakers, and venues are combined with the Leadership Symposium portion of the event. A theme of soft skill has been selected as well as a non-lecture format filling the YP Summit event with interactive workshops.



2020 National WEF/AWWA YP Summit

Esther Chang and Erica Rodriguez will be representing the PNWS YPs at this year's National WEF/AWWA YP Summit in Anaheim, CA. Since the event is so close this year there was enough budget to send two YPs. Esther and Erica both made sense to attend as one of our PNWS YP Summit Coordinators and the YP Chair, respectively.

YP Committee Succession

Below is a summary of the current YP Committee Leadership.

Past Chair	<i>Josh Miner</i>
Chair	<i>Erica Rodriguez</i>
Co-Chair	<i>Kateryna Gomozova</i>
Communications Coordinator	<i>Amie Batham</i>
Career Fair Coordinator	<i>Chelsea Hanna</i>
Student Chapter Coordinator	<i>Esther Chang</i>
Fresh Ideas Coordinator	<i>Erica Rodriguez</i>
Scavenger Hunt Coordinator	<i>Elisheva Walters/Kateryna Gomozova</i>
PNWS Board Liaison	<i>Crystal Jensen</i>

We will be actively recruiting YPs to fill volunteer roles before the PNWS Conference. We are planning to have a small break off committee meeting from the division meeting so that incoming officers can meet to discuss goals for the year and get a clearer delineation of expected tasks.

We want to thank the Board and all the seasoned professionals for their continued support of the YP Committee. We appreciate the investment of your time and money to help us develop our networks, skills, confidence, and excitement for the water industry. ~ Erica Rodriguez, Chair of YP Committee



American Water Works Association Pacific Northwest Section

2020 Member Engagement and Development Committee (MEDC) Winter Report

Since Winter, 2019, the Member Engagement and Development Committee (MEDC) has lost traction and momentum. This is largely due to personal/professional commitments.

As such, the report will be broken into a list of completed items and the to-do list.

The items below are Membership tasks that were completed in 2019:

1. 2020 Sub-committee integration. See *Attachment A* for 2020 Vision Sub-committee report highlighted the efforts on the three focus areas:
 - a. Mentorship Program
 - b. Career Fair Engagement
 - c. Student Chapters
2. Restructure: MEDC, in conjunction with the YP group, have restructured. This was a necessary task such as to not burn out volunteers, while simultaneously providing support for our volunteer positions. Career Fairs and Student Chapters will fall under the 2020 committee (subsequently under the MEDC).
3. Database Management/Committee Resources:
 - a. Make the database available for subsections so they may easily have an updated list of their members
 - b. The database is now updated with an easy-to-use button to separate into different subsections
 - c. The database will also be updated to show 6-month members, so that we may contact them to make sure their needs have been solicited, and provide reminders leading up to their renewal date
4. Membership Summit: Joanie Stultz attended the Membership Summit February 5th – 7th in Denver. The Summit provided an excellent opportunity to connect with the National MEDC, as well as membership Chairs and other volunteer champions to share ideas on ways to improve membership engagement and diversity within the organization. The Summit also marked the kick-off of the 2020 Membership Challenge, to motivate sections to improve their membership retention and growth. Attachment B provides the MEDC 2020 Membership Action Plan, along with the PNWS 2019 Membership Report.

The items below are Membership to-do's:

Short Term (High Priority)

1. *Establish Conference Call schedule, utilizing Constant Contact*: We have had 2 conference calls and garnered interest from several PNWS-AWWA members to get MORE involved.
2. Update our Committee Resources: The MEDC recognizes it is a vital resource for the Subsections and will make its website available for the SAC. Mainly, we will coordinate the following items with the Subsections:
 - a. Website Updates
 - b. Maintain (through 2020 and YPs) a subsection liaison list
 - c. Keep up-to-date a "Welcome Wagon" email to be sent utilizing the contacts on the subsection liaison list. The Welcome Wagon email will be specific to the type of member joining AWWA, so as to be most effective in promoting the most relevant values to the member

3. *Implement Membership Challenge Plan (2020) Action Plan:* The Association holds a membership challenge for the Sections, to establish growth and retention goals for the year. There is financial reward with a maximum of \$600 plus 15% of AWWA membership dues.

Long Term

1. Develop MEDC Guiding Document “Charter” including
 - a. OVERALL mission objectives for the committee
 - b. MEDC Structure, tiered with succession plan, including the 2020 committee structure
2. Podcast: Interview has happened. Here’s the schedule:
 - a. Chris to transcribe podcast
 - b. Brenda to get first cut of transcription and podcast
 - c. Engage other volunteers in the MEDC to support podcast development (after Brenda gets the opportunity to have the first cut)

Respectfully submitted,

Chris Young, Chair



Attachment A –

2020 Vision Sub-committee Winter 2020 Trustee Report

February 14, 2020

This year, the 2020 Vision Committee and MEDC restructured, recognizing the shared goals between the committees to engage prospective and existing members to provide a sustainable future for the Pacific Northwest Subsection. The 2020 Vision Committee focus for the year was on three programs including mentorship, student chapter, and career fair engagement.

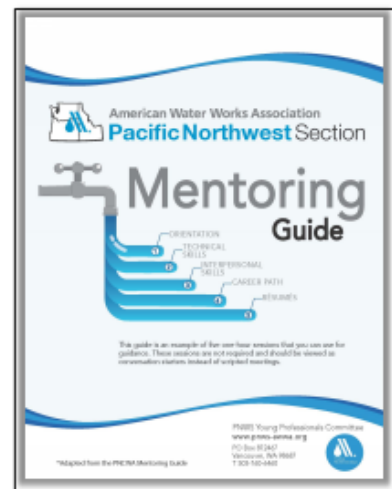
2020 Vision: *To align with AWWA's strategic initiative for a sustainable future by bridging young talent with the water industry.*

2020 Mission: *To seamlessly unite multiple generations of water industry professionals by helping employers attract and retain talent and to support students and YPs in finding fulfilling work.*

Mentorship Program 2019-2020 Update

Kevin Wyckoff (kwyckoff@pnws-awwa.org) – Mentorship Coordinator

This year the Young Professionals Committee and 2020 Vision Initiative worked together to put on the 3rd Annual Mentorship Program. **We were able to again connect 19 Protégé with Mentors from throughout the section.** We saw a trend, similar to past years with the most participation from the King County and Northwest Oregon subsections. This aligns with our current student chapter engagement at the University of Washington, and the density of members in the larger metropolitan areas. We saw protege seeking career's in the public and private sector roles, with over half of the participants being current students. The Mentorship Program's focus for the coming year is to think strategically about how we can shape the program to be accessible throughout the section. *Special Thanks to Kevin Wyckoff for his continued effort to support the program.*





Student Chapter Engagement

Esther Chang (Esther.Chang@jacobs.com) – Student Chapter Coordinator

The section continues to support student chapter development. The most active chapter is with the University of Washington, which has a well-established UW AWWA-WEF student chapter. The King County subsection given their proximity has an active YP Liaison, Steven Neubauer, focused on supporting the students through networking, and educational tour opportunities. The committee has also formed a contact with Lane Community College, in Eugene, Oregon, and are developing a “welcome AWWA Resources” packet for the college to share with students. Engagement of additional student chapters will be a focus for next year.

Career Fair Resources

Chelsea Hanna (Chelsea.Hanna@murraysmith.us) - Career Fair Coordinator

The 2020 Vision Committee has continued to support career fairs through providing access to supplies as well as offering resources through the website, which has links to the Career Fair resources including our new membership video, at: <https://sites.google.com/a/pnws-awwa.org/2020-vision-initiative-committee/career-fairs>

Part of the outreach to subsection’s in the upcoming year will be to make the resources we have more accessible.



Here is a shout out from a recent career fair event, featuring the “Career Fair In a Box” kit, from the Southern Oregon Subsection:



Careers in Gear was held on Thursday, February 6th, 2020 at the Medford School District Education Center- Central Medford High School Large Gym. This was the tenth year the event has been held in Southern Oregon and there were 1861 students in attendance! The exhibit hall was filled with exhibitors who know about the cool jobs in the area, so kids could meet them in person. Students prepared interview



questions ahead of time to help start conversations with exhibitors. Amie Batham, Julie Smitherman, Max Woody, and Michael Snow from Southern Oregon staffed the booth this year.

Focus area for 2020:

- **Define Future of 2020 Vision Committee Leadership Structure and Succession Planning**
 - The current sub-committee members will be rolling off the committee in May, therefore, we are looking to find new and engaged volunteers to take those roles within the MEDC. We'll be focused on requirement and committee succession planning this quarter.

Thank you Trustees for your continued support for the 2020 Vision and our efforts to reach students and YP's in our region!

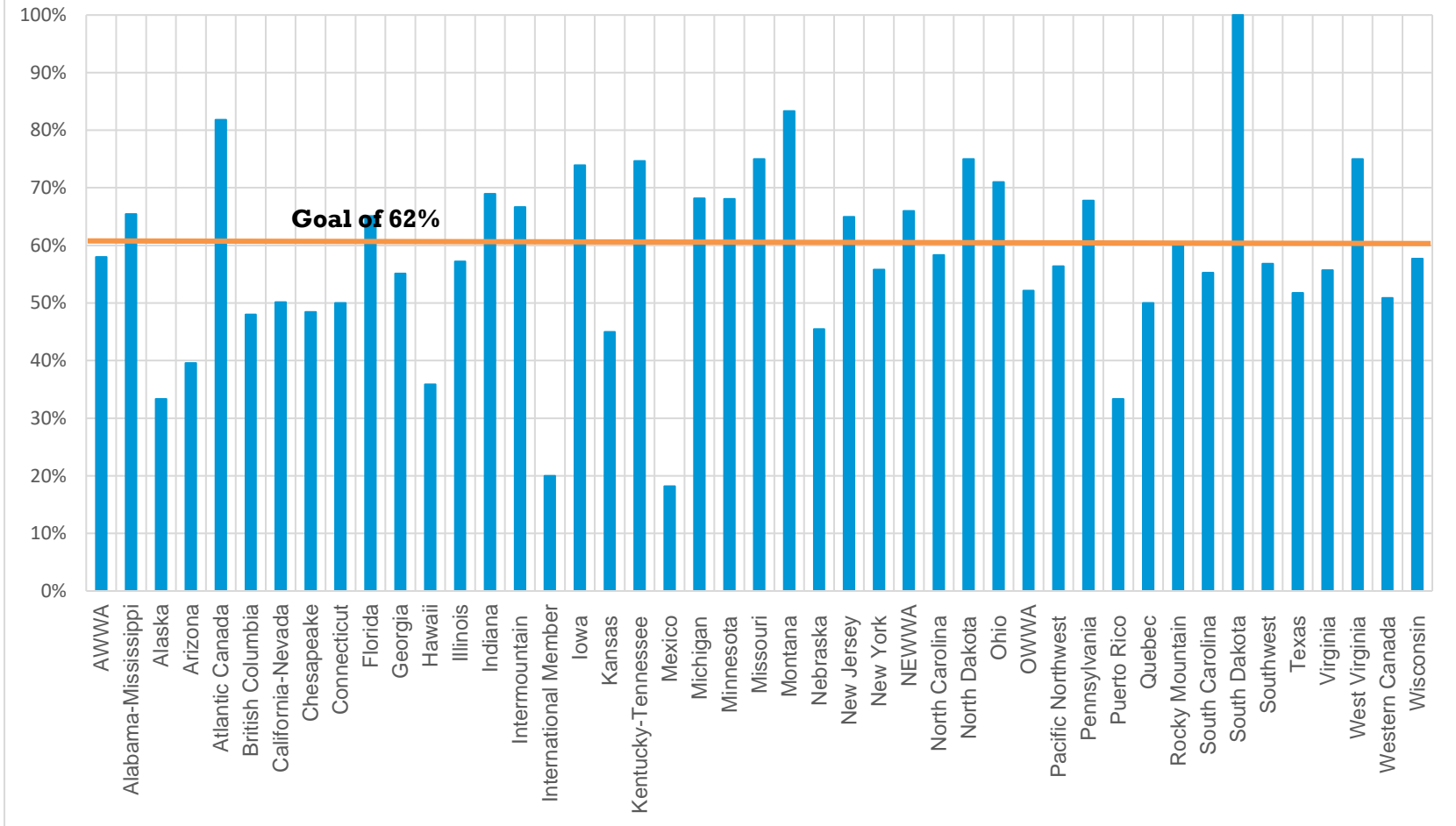
Sincerely,

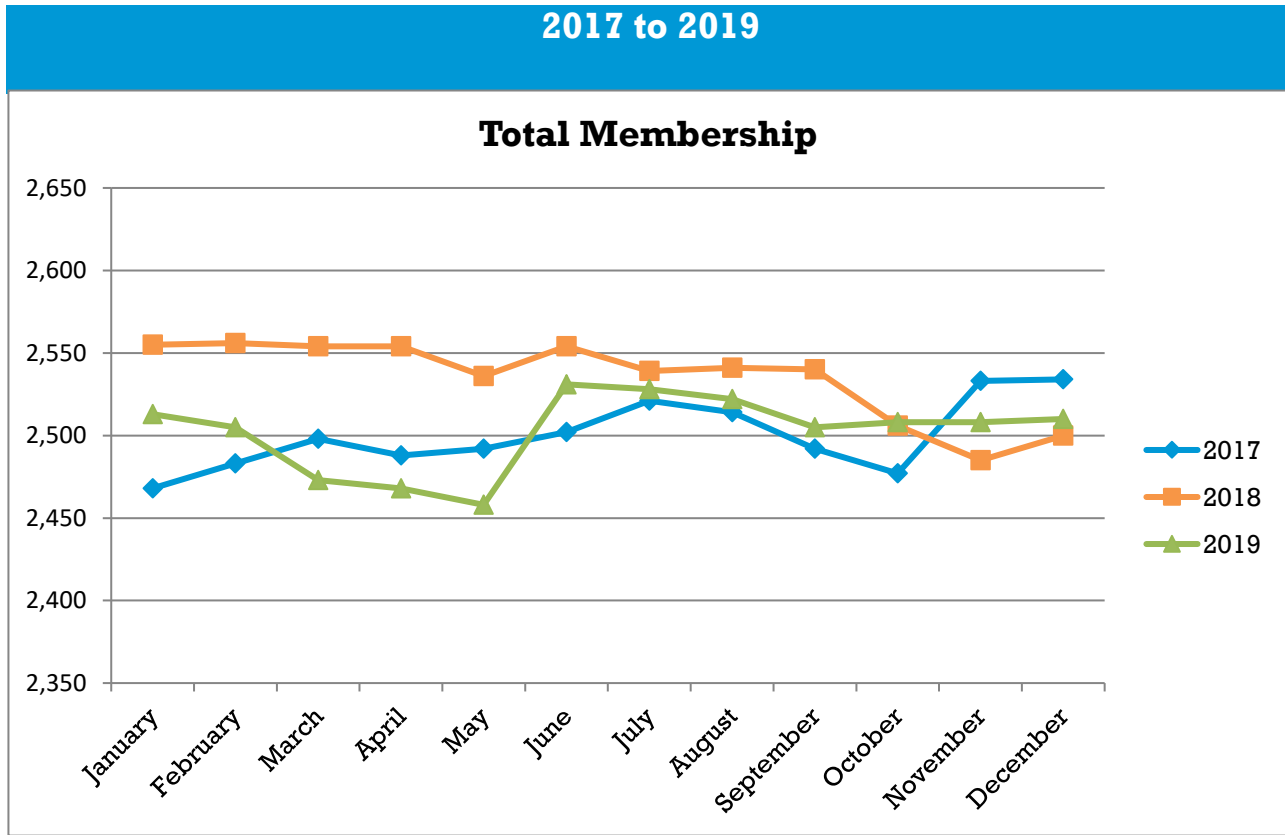
Joanie Stultz, Chair 2020 Vision Committee

	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD Count Change	YTD Change %
2019 Membership Data															
Individuals															
02 - Individual Member	903	898	893	890	894	887	962	951	949	938	932	933	927	24	2.7%
04 - Individual Member	406	411	412	412	420	424	421	433	436	437	445	443	452	46	11.3%
06 - Operations/Administrative	228	227	227	232	227	227	231	227	225	223	230	229	236	8	3.5%
08 - Retiree w/o Print Pubs	42	42	42	43	42	41	40	41	40	41	41	40	40	-2	-4.8%
09 - Retiree w/Print Pubs	13	13	14	14	13	14	14	15	15	15	14	14	14	1	7.7%
10 - Life	50	51	50	51	51	49	50	51	51	50	51	55	53	3	6.0%
12 - Honorary	19	19	19	19	19	19	19	19	19	19	19	19	19	0	0.0%
14 - Student	141	155	149	115	108	108	106	105	105	100	96	96	96	-45	-31.9%
76 - Individual Member-Main Contact	345	345	348	347	347	343	342	341	339	339	338	337	333	-12	-3.5%
Individuals Total	2,147	2,161	2,154	2,123	2,121	2,112	2,185	2,183	2,179	2,162	2,166	2,166	2,170	23	1.1%
Service Providers															
74 - Partner Agencies & Inst.	4	4	4	4	4	4	4	4	4	4	4	4	4	0	0.0%
90 - SvcProvider: <\$1M Sales	19	18	18	18	18	19	19	19	17	18	18	18	17	-2	-10.5%
91 - SvcProvider: \$1-3M Sales	5	5	5	5	5	5	5	5	5	5	4	4	4	-1	-20.0%
92 - SvcProvider: \$3-10M Sales	2	2	2	2	1	1	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	33	32	32	32	31	32	32	32	30	31	30	30	29	-4	-12.1%
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	229	229	228	228	226	224	224	223	223	222	222	222	221	-8	-3.5%
81 - Utility: 5-10K CustSvc Con	32	32	32	31	31	31	31	31	31	31	31	31	31	-1	-3.1%
82 - Utility: 10-25K CustSvc Con	44	44	44	44	44	44	44	44	44	44	44	44	44	0	0.0%
83 - Utility: 25-50K CustSvc Con	8	8	8	8	8	8	8	8	8	8	8	8	8	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	320	320	319	318	316	314	314	313	313	312	312	312	311	-9	-2.8%
Grand Total	2,500	2,513	2,505	2,473	2,468	2,458	2,531	2,528	2,522	2,505	2,508	2,508	2,510	10	0.4%

**Goal
2.0% Growth**

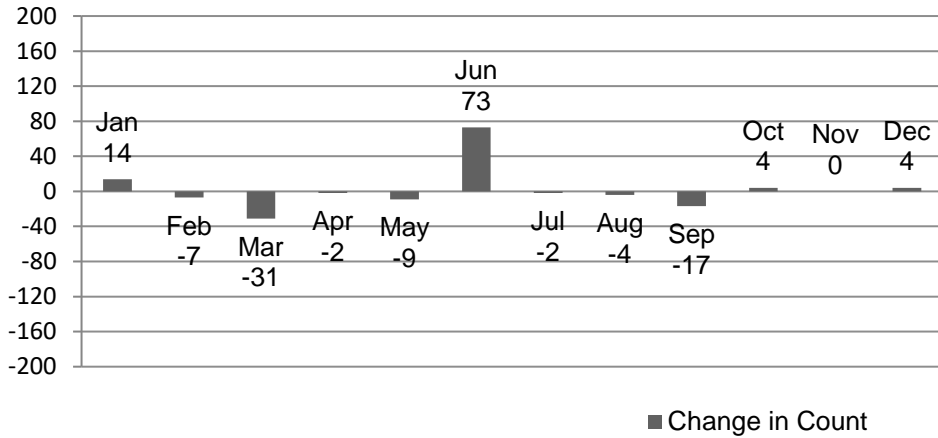
YTD % 1st Year Members Renewed



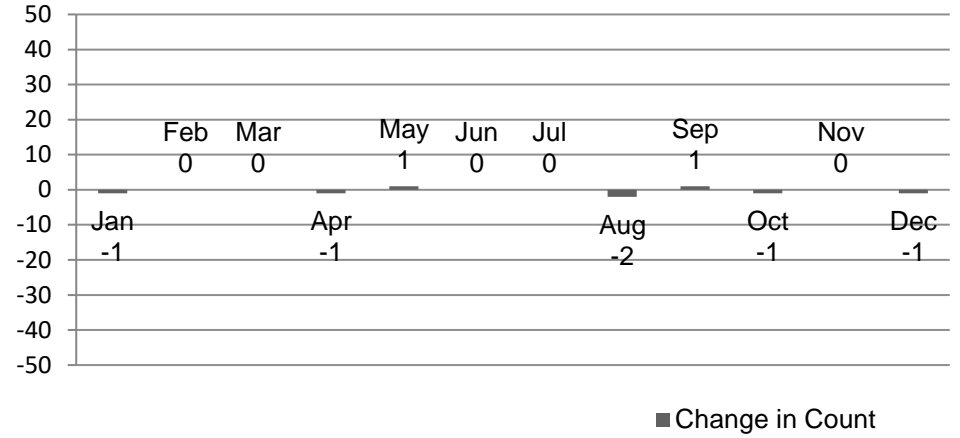


2019 Monthly Change in Count

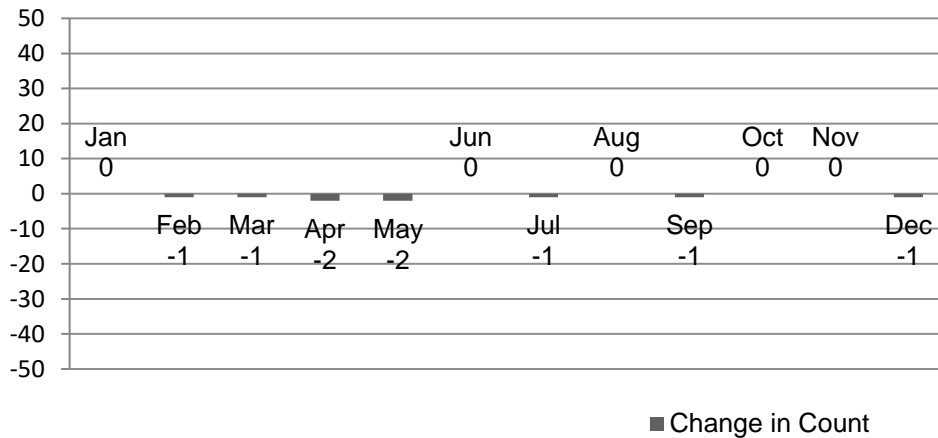
Individual Members



Service Providers



Utilities



Total Members

