



## MEMBER ENGAGEMENT DIVISION REPORT

Report as of January 28, 2022

Tyler Clary (Washington Trustee, MED Liaison)

### WATER INFORMATION TECHNOLOGY (WIT)

#### Achievements:

- Assistance to the Scholarship committee on their scholarship processes
- Secured a pre-conference track for the 2022 Section conference on a cybersecurity topic tabletop exercise.
- Website upgrade effort, including committee and subsection support

#### Challenges:

- Manpower
- Uncertainty over future events

#### Goals:

- To recruit one volunteer
- To collaborate with fellow committees within the same division

### YOUNG PROFESSIONALS (YP)

The YPs continue to struggle to find engaged members. Without the scavenger hunt at the annual conference, they have not been able to recruit new members that are interested and willing to help continue their legacy of great work.

#### Achievements:

- Hosted monthly, virtual webinars about water-industry topics. Hosted five webinars and took a break over the summer. Webinars were well attended with between 15-30 participants, but attendees were not generally the target audience of YPs. Attendees were instead mostly seasoned professionals. No current plan to start webinars again soon.
- Promoted section events, including the YP Water-Tower-Building Competition, YP Mentorship Program, Urban Native Education Alliance math and science tutoring program, and Community Engineering Corps
- Joint-hosted a virtual career panel event with ASCE, which included industry professionals representing water resources, transportation engineering, structural engineering, and more



- Recognized outstanding YP achievement via the Pioneer Award

#### **Challenges:**

- Shuffling of leadership was a problem as the chair left the water industry and the vice chair (Annabel Warnell) stepped in as interim chair. Annabel is now on maternity leave, which has left a gap in other leadership roles within the committee.
- Recruiting new YP members in a virtual setting has been difficult. They have struggled to determine how to provide worthwhile engagement and member benefits/camaraderie that YPs care about (see Goals section about mission). Virtual events were planned, advertised and hosted, but YP participation didn't reflect planning efforts.
  - Are people burnt-out on virtual events?
  - Are YPs not getting the support from their companies to be involved or to learn at these trainings?
  - Are YPs not even aware that there is a YP committee they could be involved with?

#### **Goals:**

- Host a scavenger hunt at the section conference. This will hopefully bring in engaged committee members.
- Redefine YP mission statement: what's important/relevant to the group and what will draw new membership?
- Need for leadership
- Build YP membership base

## **MEMBERSHIP ENGAGEMENT AND DEVELOPMENT COMMITTEE (MEDC)**

#### **Achievements:**

- Although the MEDC did not achieve its goal of 1.0% growth for 2021, it DID achieve its first-year member retention goal.
  - Our section achieved a 63% retention and beat the 62% retention goal.
  - In achieving this goal, our section received a percentage of the first-year renewal membership in the amount of \$1,541.25.
- Diversity and Inclusion Subcommittee (D&I)
  - D&I held a "Be your Authentic Self" virtual event
  - D&I facilitated a Section-wide survey for a baseline evaluation of our Section's diversity and inclusion
- 2020 Vision Subcommittee
  - Successful Mentorship Program
    - 8 pairs of Mentors/Proteges



American Water Works Association  
**Pacific Northwest Section**

PO Box 872467  
Vancouver, WA 98687  
T 503-760-6460  
F 360-254-0695  
www.pnws-awwa.org

- First all-virtual mentorship program
- Ran two meet & Greet events as part of the program
- Involvement with the Section's ROP ad-hoc Group

**Challenges:**

- Time - only two active members (although this is a work-in-progress)
  - Since the last report, two new members have joined that will host the conference Meet and Greet.

**Goals:**

- As always, make transparent the value of AWWA membership.
- Ideally this is done on a more local level - Foster a more collaborative relationship between the MEDC and Section Technical Committees and Subsections.
- Recruitment and succession planning, both for the committee and for the subcommittees.

**2022 Initiatives:**

- The MEDC will attend the Association Membership Summit (January 26<sup>th</sup>)
- The MEDC will have a presence at the conference:
  - Facilitate the First timers' Meet and Greet
  - Have an MEDC Booth near the registration desk
  - Facilitate Tenure awards
- To increase collaboration, the MEDC will be hosting Subsection Sharing calls (with the first slated for February 2022)
- D&I will host a technical track at the conference
- 2020 Vision will launch the mentorship program at the conference
  - A virtual "Mentorship Meet & Greet" is planned prior to the conference (likely March)