



## MEMBER ENGAGEMENT DIVISION REPORT

Report as of September 15, 2022

Tyler Clary (Washington Trustee, MED Liaison)

### WATER INFORMATION TECHNOLOGY (WIT)

#### Achievements:

- Hosted a well-received pre-conference session at the 2022 Section conference on cybersecurity instructed by staff from the US Department of Homeland Security.
- Collaborated with the Distribution Committee on a Cybersecurity track at the 2022 conference.
- Website upgrade effort, including committee and subsection support.

#### Challenges:

- Manpower continues to be a problem
- Uncertainty over future events

#### Goals:

- To develop a strategic plan focused on both sustaining current technological assistance for the section, and building on the committee's role as advocates for information technology in the water industry.
- To recruit more members
- To work with other committees to identify areas where the WIT can provide advocacy and training for members in the use of information technology.

### YOUNG PROFESSIONALS (YP)

The YPs continue to struggle to find additional members. The goal this year is to recruit new members that are interested and willing to help continue the YP legacy of great work.

#### Achievements:

- Two new members, Cole Benak and Claire Litsky, organized a Scavenger Hunt at the PNWS Conference in Tacoma. Six teams of 3 to 5 YPs scoured Tacoma to complete the Scavenger Hunt by taking pictures of local landmarks, YP leadership, and each other immersed in the thrill of the hunt! Participants gathered for drinks and networking at the conclusion of the hunt. Winners received gift cards and coveted Yeti drinkware.



- Promoted section events and programs, including the Water Infrastructure Conference and Mentorship Program.
- Partnered with the Research Committee to plan the revival of the annual Poster Competition.

#### Challenges:

- Shuffling of leadership was a problem as the previous chair left the water industry. The YPs are continuing to learn about AWWA and grow their committee.
- Recruiting new members has been difficult. We're working to determine how to provide worthwhile engagement and member benefits/camaraderie that YPs care about (see Goals section about mission).
  - Are people burnt-out post-pandemic?
  - Are YPs not getting the support from their companies to be involved or to learn?
  - Are YPs not even aware that there is a YP committee they could be involved with?

#### Goals:

- Host a scavenger hunt at the 2023 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?
- Engage students: booth-in-a-box at career fairs, Poster Competition, etc.
- Need for more leadership
- Build YP membership base

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

#### Achievements:

- Membership Update:
  - Recruitment Goal: AWWA set a challenge for each Section to recruit a certain number of new members based on their current membership, and is offering a portion of \$20,000 to each section that reaches their goal. The Sections that reach their goal will get a % of the total pot. Although the MEDC did not achieve its goal of 1.0% growth for 2021, it DID achieve its first-year member retention goal. PNWS goal was 293 members.
    - As of August 2022, we only **need 54 new or reinstated members by December 31<sup>st</sup> to reach our goal.**



- Growth Goal: As of August 2022, our section is at 3.3% growth, meeting our goal for over 2% Growth.
- Diversity and Inclusion Subcommittee (D&I)
  - D&I held sponsored the first Diversity, Equity and Inclusion (DEI) conference track at PNWS this year, with a successful track of speakers.
  - The D&I subcommittee awarded the inaugural Diversity and Inclusion award to winner Nicki Pozos, PhD, PE, Principal of The Formation Lab.
  - D&I facilitated the next round of the annual Section-wide survey for an evaluation of our Section's diversity and inclusion. The Survey received over 100 responses this year. A summary report of results will be provided to the Board.
- 2020 Vision Subcommittee
  - Fifth round of the PNWS Mentorship Program launched in July with applications due by October 7<sup>th</sup>
    - So far 15 mentors and 15 protégé and counting have signed up (as of 8/27)
    - Pairings to be completed in October, with the program sessions starting by early November
- ROPs approved at section conference with MEDC involvement

#### **Challenges:**

- Time to dedicate to member outreach
  - Five active members on the committee that are focused on running committee, and mentorship program. Focus area is recruiting new members to take on more of the membership tasks.
- D&I subcommittee chair vacancy – Esther stepped down and Chris Young stepped in in the interim while the subcommittee recruited. Two new members have joined that have volunteered to help with the conference track planning. A new chair has been found, Gina Hortillosa.

#### **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
- Partner with Subsections for new member welcomes
- Contact 6-month members on a bi-annual basis
- Recruitment and succession planning, both for the committee and for the subcommittees.
- Meet the recruitment goal of 293 new or reinstated members, and meet the 2% growth goal

#### **2022 Initiatives:**



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](http://www.pnws-awwa.org)

- The MEDC will run a Membership Challenge from Sept 1 – December 31<sup>st</sup>. To motivate the Subsections, MEDC will cover a free catered lunch for the Subsections next meeting or training to be pulled from the MEDC budget.
- The MEDC will send a representative to the Association Membership Summit (January 2023)
- 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 partner with the SAC to be present at quarter Subsection Coordination Calls (First call in June 2022, next call September 2022)
- D&I will host a technical track at the conference
- 2020 Vision will facilitate the 5<sup>th</sup> year of the PNWS mentorship program