



MEMBER ENGAGEMENT DIVISION REPORT

Report as of January 27, 2023

Tyler Clary (Washington Trustee, MED Liaison)

WATER INFORMATION TECHNOLOGY (WIT)

Achievements:

- Committee and subsection support with the website.

Challenges:

- Manpower continues to be a problem

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.
- Help utilities to connect on technology issues.
- Develop digital bulletin boards so committees can share information and ideas.
- To recruit more members.

YOUNG PROFESSIONALS (YP)

The YPs are working on outreach to build the AWWA community. We continue to focus on recruiting new members that are interested and willing to help continue the YP legacy of great work.

Achievements:

- The YPs engaged in outreach to all the PNWS subsections inquiring about folks who are currently or interested in serving as a YP Liaison.
- Cole Benak and Claire Litsky attended the Fall AWWA Officer Training. They networked with other AWWA members and received valuable training on leadership and communication skills.
- Promoted section events and programs.

Challenges:

- The YPs are continuing to learn about AWWA and grow their committee. Officer elections will be held at the May conference. Members have been filling leadership roles on an interim basis.



- Recruiting new members has been difficult. The Committee is 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?
 - How do we revamp the YP Liaison role within each subsection?

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: The Association set a challenge for each Section to recruit a certain number of new members based on their current membership, with a reward of a portion of \$20,000 to each section that reaches their goal. PNWS recruitment goal was 292 members. As of January 2023, we **surpassed our goal with 344 new or reinstated members!** We are waiting to hear from AWWA on the reward amount that will be sent to use towards membership engagement.
 - Growth Goal: As of December 2023, our section reached 4.9 % growth, meeting our goal for over 2% Growth.
 - Membership Challenge: The MEDC launched the 2022 Membership Challenge in September to encourage Subsections to recruit new members, running from September 1st - December 31st. MEDC provided an award of \$500 to **TWO SUBSECTIONS** as follows:
 - Most new members: **Northwest Oregon (25 new members)**
 - Most percent growth increase: **Blue Mountain (11.1% increase)**
- MEDC attended the quarterly Subsection Coordination Calls (September, December 2022) hosted by the SAC and shared the process for new member welcomes and how to request updated membership lists, in the effort to better support Subsections with membership.



- The committee has leveraged the Membership Challenge as an opportunity to streamline how we download and discern our member database. Moving forward, we will more regularly provide this as an actionable resource for our subsections as we continue to foster member retention and growth.

- **Diversity and Inclusion Subcommittee (D&I)**
 - D&I welcomed the new Chair, Gina Hortillosa in September! The committee is in the process of setting new goals and priorities for the upcoming year, focused on establishing a set of Macro-goals to guide the direction of the Committee, that are supported by a set of micro goals for specific initiatives/activities.
 - D&I is planning for the second sponsored Diversity, Equity and Inclusion (DEI) conference track at PNWS. As part of the D&I track, we have included two panels on 1) recruitment and 2) retention with guest speakers showcasing examples of Utilities that have developed DEI programs, and lessons learned.
 - The D&I subcommittee is in the process of selecting the second Diversity and Inclusion award recipient, to be awarded at the PNWS conference.
 - 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 and reported the results during the Fall Board meeting.

- **2020 Vision Subcommittee:**
 - As in-person events come back, the need for supplies has increased. To help facilitate more outreach for PNWS, the committee is preparing an inventory of the current "booth-in-a-box" supplies, with the goal to have new supplies at the PNWS 2023 conference for Subsections to pick up and have on-hand for outreach events. Additionally, the intent is to also have supplies that MEDC can distribute to folks attending career fairs and educational events.
 - Fifth Year of the PNWS Mentorship Program kicked off in November:
 - 17 Mentor/Protégé pairs joined the program
 - Kicked off the program with a "Mentor Hour" offering an open time for mentors to learn about the program, and ask questions, which had good feedback. Resources (e.g., goal setting activities) were shared to provide mentors additional resources to use during the program
 - Planning is underway to find a time for Mentors/Protégé to meet at the Conference

Challenges:

- Time to dedicate to member outreach.



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

- 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.

2023 Goals:

- Support D&I subcommittee through transition to formal Committee
- Send Natalie Reilly to the Association Membership Summit (February 2023)
- Develop MEDC Charter with defined Committee roles, and plan for committee roles for 2023-2024
- Meet the 2023 membership goals (*To be confirmed from AWWA through the annual membership challenge*)

2023 Initiatives:

- Have an improved presence at the conference:
 - Facilitate the First timers' Meet and Greet
 - Have an MEDC Booth near the registration desk
 - Facilitate Tenure awards
- Provide training to Subsections for new member welcomes and using the Membership database exports for membership outreach
- Refine/develop request tool for Subsections to request updated membership lists, and provide training to subsections on the use of their membership lists
- Provide Subsections with updated "Booth-in-a-box" supplies for membership recruitment (e.g., career fairs, student events, community events)
- Partner with AWWA on developing educational materials for K-12 and membership promotion
- Expand the Mentorship program to increase participation and develop more resources for mentor/protégés