



MEMBER ENGAGEMENT DIVISION REPORT

Report as of April 20, 2023

Tyler Clary (Washington Trustee, MED Liaison)

WATER INFORMATION TECHNOLOGY (WIT)

Achievements:

- Committee and subsection support with the website.

Challenges:

- Shifting from past role as website support to other responsibilities as an advocate for technology to all utilities.
- 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 to include SCADA and IT professionals (utility specific computer system employees).

YOUNG PROFESSIONALS (YP)

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

Achievements:

- Cole Benak attended the YP Summit.
- Have planned the Scavenger Hunt for the conference.
- Went through the process to get nominations for the Pioneer Award and will award that at the conference.
- Will assist in the First Timer Meet and Greet to promote the scavenger hunt and YP committee participation
- Will assist the MEDC at the Membership Booth at the conference



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).

Goals:

- Bring in new members with the scavenger hunt.
- 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:

- **Diversity and Inclusion Subcommittee (D&I)**
 - 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 has selected the second Diversity and Inclusion award recipient, to be awarded at the PNWS conference.
 - Hosted a virtual networking event: *Courageous Conversations as the Root of Real Action* in March.
- **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.
 - 17 Mentor/Protégé pairs are working together as part of the program.

Challenges:

- Time to dedicate to member outreach.



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- 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
- 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:

- 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