



## MEMBER ENGAGEMENT DIVISION REPORT

Report as of January 13, 2024

Chandra Hingston (Oregon/Idaho Trustee, MED Liaison)

### WATER INFORMATION TECHNOLOGY (WIT)

#### Achievements:

- Continued committee and subsection support with the website.
- Secured a joint technical session with the Water Resource Committee for the Section Conference.
- Holding monthly committee meetings with good participation.
- Received 13 responses from a survey that went out in the last Section Newsletter.
- Drafted a planning document for a half day IT training session to be held in March.

#### Challenges:

- Could use more committee members.
- Planning a training and applying for CEUs for the first time.
- Shifting from past role as website support to other responsibilities as an advocate for technology to all utilities.

#### Goals:

- To hold a hybrid IT related training early in 2024 – around March.
- To recruit more members to include SCADA and IT professionals (utility specific computer system employees).
- Continue yearly effort with the Scholarship Committee to push out electronic applications for those who are applying for scholarships.
- Potential partnership effort with the Operator Certification Scholarship Program led by Cheryl Capron and Jeff Lundt, to build an application processing and grading platform (similar to the Scholarship Committee) in order to streamline application intake processes for members and applicants.

### YOUNG PROFESSIONALS (YP)

#### Achievements:

- Organized a solid YP focused technical session for the upcoming Section Conference.
- Made funds available to provide scholarships to Section YPs for Portland YP Summit attendance.



- Created a scholarship application and sent it out to the membership.
- Submitted an informative committee report for the winter Water Matters magazine.
- Held a Virtual Holiday Happy Hour – played holiday trivia and networked with fellow YPs.
- Began planning process for 2024 YP Scavenger Hunt for PNWS Conference.

**Challenges:**

- The committee is continuing to learn about AWWA involvement and grow.
- Finding YPs to fill open committee leadership positions.
- New member outreach and finding YP Liaisons for each subsection has been challenging.

**Goals:**

- Offer free professional photos for YPs at the Section Conference.
- Plan a pre-conference event for YPs.
- Organize the Spokane conference YP Scavenger Hunt.
- Engage students with the “booth-in-a-box” at career fairs, poster competition, etc.
- Build YP membership base.
- Promote YP Summit 2024 being held in Portland.

## **DIVERSITY AND INCLUSION COMMITTEE (D&I)**

**Achievements:**

- Holds well attended monthly committee meetings.
- Arranged for Maggie Vaulman and Tom Clark to speak about national AWWA DEI efforts and information sharing during the January monthly committee meeting.
- Organized a full technical session focused on DEI topics for the upcoming Section Conference.
- Hosted a virtual event: Courageous Conversations as the Root of Real Action.
- Created a “subcommittee” to focus on making micro and macro goals for the greater committee to work toward.
- Submitted a committee report in the winter Water Matters to encourage participation on the Committee.

**Challenges:**

- As a new committee with relatively new leadership, they are learning how to operate within AWWA.

**Goals:**

- Create micro and macro goals to guide committee progress.



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

### **Achievements:**

- Recruited 25 mentor/protégé partnerships for the 2023/2024 Mentorship Program.
- Submitted an in-depth committee report for the winter Water Matters with a piece highlighting three of our PNW Section 50-year members.
- Recruited board members for assistance with focused outreach to late and dropped members.
- New “booth-in-a-box” supplies have been ordered and received.
- A draft Committee Charter is in progress and will be completed by May 2024.
- Developed a new Power BI Graphical Interface “member dashboard” to view our current membership, review trends, and provide insight to subsections on their membership lists. Kudos to Chris Young for putting in the extra hours to make this happen!

### **Challenges:**

- Time to dedicate to member outreach and follow-up. The Committee would love to have more time for outreach to new members but find it’s hard to keep up.
- Five active members on the Committee that are focused on running Committee activities including the Mentorship Program.
- Membership campaign/membership goals – were not able to reach outgrowth goal of 1% this year. Since last year was so successful, it was harder to keep up this time around.
- Needs to identify more discrete roles and recruit new members to the Committee in order to expand the impact.

### **Goals:**

- Complete a final MEDC Charter with defined Committee roles, plans and timelines.
- Provide subsections with updated “booth-in-a-box” supplies for membership recruitment.
- Partner with AWWA on developing educational materials for K-12 and membership promotion.
- Provide training to subsections for new member welcomes.
- Share a “member dashboard” with subsections to help with tracking and outreach.
- Plan for 2024 Section Conference Meet and Greet and Membership booth.
- Reach out to student chapters for membership and participation.
- Plan to run another Membership Challenge next fall to focus the subsections efforts on membership recruitment.
- Working on sending out the “booth-in-a-box” kits to subsections over the next few months, ahead of the spring conference.