



## **MEMBER ENGAGEMENT DIVISION REPORT**

Report as of April 18, 2024

Chandra Hingston (Oregon/Idaho Trustee, MED Liaison)

### **WATER INFORMATION TECHNOLOGY (WIT)**

#### **Achievements:**

- Holding a hybrid IT training titled Synergizing the Water Industry with Technology from 8am to 2pm on May 23, 2024.
- Got CEU approval for the upcoming training.
- Designed and printed flyers about the May 23 training to distribute before, during and after the Section Conference.
- Designed and had brochures printed to highlight the WIT Committee at the Section Conference.
- Holding monthly committee meetings with really good participation.
- Continued committee and subsection support with the website.

#### **Challenges:**

- Finding new committee members is difficult.
- Learning how to expand from being a support committee to creating trainings and events.

#### **Goals:**

- To hold a successful, hybrid IT training in May.
- To provide assistance with the Membership Division booth at the Section Conference.
- To recruit more members to include SCADA and IT professionals like utility-specific computer system employees.
- Shift from past role focused on website support for the Section to other responsibilities as an advocate for technology to all utilities.
- 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:**

- Had great local YP support and participation at the YP Summit held in Portland and fully booked the pre-summit tour.
- PNWS YP leadership presented at the Summit on the YP Leadership Training Day.
- Five scholarships were awarded to support YPs attending the YP Summit.
- Used time at the Summit to make face-to-face connections with YP members in the Section.
- Cole Benak participated in the DC Fly-In event and met with 11 different representatives and staff to discuss national AWWA issues.
- Organized free professional headshots for YPs at the Section Conference.
- A solid plan has been made for the 2024 YP Scavenger Hunt for the PNWS Conference.
- Successfully promotes Subsection YP events happening within the Section. Sharing with the Section YP contact list has garnered section-wide participation to events like the NW OR Subsection YP Wednesdays.
- Submitted an informative committee report for the spring 2024 Water Matters.
- Has very strong attendance at monthly committee meetings. Monthly invitations to the entire list serve have been successful at bringing in new attendees.

### **Challenges:**

- Finding YPs to fill open committee leadership positions.
- Finding student liaisons to assist with creating and connecting student chapters and to assist with career fairs and other events.
- New member outreach and finding YP liaisons for each subsection have been challenging.

### **Goals:**

- Engage students with the “booth-in-a-box” at career fairs, poster competitions, etc. - relying on developing a student liaison first, then working towards this goal.
- Decide on and purchase prizes for the YP Scavenger Hunt.
- Reserve lunch tables at the Section Conference specifically for YPs to meet up.
- Host a successful YP track and provide value to conference attendees.
- Assist with the Membership Division booth at the Section Conference.
- Reach out to Subsection Chairs and do another push for them to provide a liaison or share what YP events are happening within their subsections.
- Build YP membership base.
- Host a post-conference virtual social (May 2024) to share highlights and revisit the fun of the conference experience and to re-engage the new connections that were made.



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

### **Achievements:**

- Holds well attended monthly committee meetings.
- “Goals subcommittee” has made good progress in outlining the steps needed to move the committee forward.

### **Challenges:**

- As a new committee with relatively new leadership, members are still learning how to operate within the AWWA framework.

### **Goals:**

- Continue the focus on micro and macro goals to guide committee progress.
- Good participation in and a successful DEI track at the upcoming Section Conference.
- Promotion of the D&I Committee at the Conference.
- Assist with the Membership Division booth at the Section Conference.

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

### **Achievements:**

- 2023/2024 Mentorship Program is well underway.
- “Mentorship Mingle” for Mentorship Program pairs is planned for the welcome event at the Section Conference.
- The First Timers Breakfast event is organized and scheduled for Thursday morning at the Conference.
- Membership flyers have been made to promote AWWA and the Committee.
- The Membership Division booth for the Section Conference is arranged and a schedule of assistance from members of the four division committees is being organized.
- Secured the Eddy costume for the Conference.
- Doug Schlepp attended the MEDC Summit in late January to represent the PNWS, learn from other section membership committees, and get an update from AWWA on current initiatives.
- In May, Doug will also be taking over as the new MEDC Chair.
- Doug is the captain of a PNWS WE Walk! team to encourage Section membership participation and spread the word about the benefits of AWWA and the Water Equation.
- The Committee submitted an informative committee report for the spring 2024 Water Matters.
- A draft Committee Charter is in progress and will be completed by May 2024.
- “Booth-in-a-box” kits are prepared and will be given to subsections at the Conference or sent out prior to the Conference depending on preference.



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- Committee members have attended quarterly subsection coordination meetings and shared new “member dashboard” to help subsections with tracking and outreach.
- Follow-up is scheduled to have subsection volunteers provide feedback on the new dashboard tool.

**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 is hard to keep up.
- There are only a few active members on the Committee that are focused on running committee activities including the Mentorship Program.
- 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.
- Work on succession planning for the Committee.
- Partner with AWWA on developing educational materials for K-12 and membership promotion.
- Provide training to subsections for new member welcomes.
- Hold a PNWS Roadshow to share the benefits of AWWA membership with various utilities.
- Continue to share a “member dashboard” with subsections to help with tracking and outreach.
- Reach out to student chapters for membership and participation.
- A net positive growth of >1% for 2024.
- Plan to run another Membership Challenge next fall to focus the subsections efforts on membership recruitment.