

WEFMAX Day I

WEF MESSAGE

Presenter: Corey Williams, WEF Trustee

- Shared his water story
- Ask questions, draw people out
- Take care of others, “serve the servant”
- Check out wef.org/amplify

IMPROVING MAs THROUGH MEMBER ENGAGEMENT AND SERVICE

Review WEF Core Value and meaning for Member Associations; Poll audience.

WEF Strategic Plan - Life Free of Water Challenges

- Four core values in WEF Strategic Plan
 - Lead with purpose and agility
 - Focus on customers
 - Collaborate
 - Integrated DE&I
- Attract a diverse and passionate workforce
 - Need to create opportunities
 - Better communication
- Solve water challenges
 - Can't do this without collaboration

POLL

- **How many WEFMAX's have you attended?**
 - First Time Attendee – 52%
 - Two or Three WEFMAX's – 33%
 - Four + WEFMAX's – 15%
- **I traveled here from...**
 - East of the Rocky's – 82%
 - West of the Rocky's – 10%
 - Other – 8%
- **I was born...**
 - East of the Rocky's – 80%
 - West of the Rocky's – 13%
 - Other – 7%
- **Would you rather have a time machine that can only go back in time or one that can only go forward in time?**

- Asked to join a committee
- Others in my office were involved
- Passion from the people
- Networking opportunities
- Looking to make connections
- The people
- The food
- Student Design Competition
- Student Chapter
- Mentor
- A welcoming culture
- Voluntold
- Needed friends
- What has been your most rewarding way to serve through your MA?
 - The people I have met
 - Growing new leaders
 - Provide opportunities to others
 - Raising money for Water for People
 - Making friends I would have never met
 - Conference Planning
 - Advancing the cause
 - Working on the executive Committee
 - Helping others
 - Volunteering in the community
 - As the webmaster – sharing information
 - Prez
 - Returning the mentorship
 - Meeting so many people with the same passion for water
 - Going through the board chairs
 - Helping others succeed

IMPROVING MAs THROUGH MEMBER ENGAGEMENT AND SERVICE

Moderated Panel Discussions:

- **Member Engagement and Development:** Marc Rosso (NWEA)
 - Shared his volunteering menu. The menu highlights multiple levels (courses) of volunteering from committee chair to conference/event attendance.
- **Gaps in Member Engagement:** Hannah Fodor (RMWEA)
 - Discussed the unique challenges for large regions (New Mexico, Colorado and Wyoming) with fewer population centers to engage members. Hannah shared statistics data from WEF sign up of diversity. Hannah asked an open question about MA metrics/goals for diversity.
- **What Do YPs/Eps Want from a Professional Organization:** Tina Sheikzeinoddin (AWEA)
 - Shared Alabama's WEA is made up of 20% YPs. Last year with the WEF grant, they were able to take 13 YP/students to WEFTEC. They encourage YPs to get involved with Conference Planning. They offer networking lunch and learns locally with successful 30-40 person events. Topics included WEF/AWWA structure, Communication Skills and Finance class. Considering YP awards and cords for graduation. Suggestions for MAs engagement included Career Fairs, Game Nights (not always happy hour), a mix of casual and formal events.

- **Member Association Staff Day-to-Day Needs:** Leigh Blecki (VWEA)
 - Shared from the staff perspective on membership engagement. She highlighted that there are resources and tools we can take back to our MAs including WhatsApp for conferences to improve inclusivity. Leigh discussed thinking about how to make events more accessible by including hybrid events. Success in collaborating with other groups and offering member pricing has been experienced. Leigh noted that micro tasking (giving members small responsibilities) will keep people engaged. VWEA hosts successful new member zoom calls a few times a year.
- **Panel Q&A:**
 - General comment that the organization can work on establishing a baseline for diversity in our workforce. The [Brookings Institute](#) has a Renewing the Water Workforce : Improving Water Infrastructure and Creating a Pipeline to Opportunity report that provides a benchmark of the nation's 1.7 million water workers and lays out a set of actionable strategies.
 - YP Engagement
 - Tina noted inviting YPs to board meetings is a good way to get YPs to stay involved.
 - Bring a YP to your next event
 - Student and YP moderators
 - Podcast
 - VWEA has produced about 20 -podcasts with increasing views with each episode. Topics range from DEI, Collections Systems, Women in Water, Legacy.
 - Succession Planning
 - Board Liaisons
 - Rotating positions
 - YP Liaisons (AZ Water)
 - YP emerging leader identification (OWEA)
 - Aim to have a chair and co-chair of each committee (NWEA)
 - Recruiting / New Members
 - 101 Presentation (NWEA)
 - Offering rewards for recruiting new members
 - Mentorship Programs
 - Success in establishing mentorship with college level (NWEA)
 - Desire to push down into high school and middle schools
 - Get operators involved, encourage trade school
 - DE&I
 - Be aware of inclusion for religion, felons
 - Use inclusive language, use WEF resources
 - Teaming with AWWA sections

WEF ENGAGEMENT AND SERVICE – MODERATED PANEL

WEF HOD NOMINATION UPDATE

Presenter: Scott Aurit (WEF HOD)

- CLC applications will be open soon. The CLC guides and interfaces with the BOT to help committees engage with communities and task forces. Also helps get board level approvals for local initiatives.
- HOD Nominating Committee
 - 7 individuals chosen from the HOD to maintain diverse representation.
 - Recommends the 4 delegates-at-Large
 - Recommends speaker of the house of delegates
- Discussion on what HOD is, positions, etc.
- Email will come out that has this stuff in it
- Delegate-at-Large, generally belong to an underrepresented group

WEF ENGAGEMENT AND SERVICE - MODERATED PANEL

- **What Does Member Engagement Mean to You?:** Aimee Killeen (WEF)
 - Different levels of membership/engagement
 - Create value with engagement
 - Networking/meet new people
 - Learn new skills
 - Leadership skills
 - Help tell our story
 - “If you want more, give more”
- **How can 5S Engage Members?:** Scott Aurit (NWEA)
 - Should we update our ceremony? Old tradition akin to hazing is not really in our core values.
 - That’s a really good point. Yes, it’s fun and maybe there’s some fun to be had but does it belong in the official ceremony of 5S
 - From a DE&I lens the current ceremony probably doesn’t check the box
 - “5S” Society – contribute outstanding service to success and progress of organization
 - 5S Ambassadors – Encouraging new/young members to reach out to people who are wearing the “shovel”
 - Question asked: How do different 5S societies stay involved?
 - Fund scholarships
 - Mentorship
 - Question: How can 5S members engage with YPS?
 - Bring YPS to events
 - Facilitate conversations
 - Make people feel invited
- **DE&I Network Call:** Haley Goddard (PNCWA)
 - Anyone is invited to attend – DE&I leaders, representatives, interested parties
 - Brainstorm, share ideas
 - MA DE&I Toolkit
 - Starter kit
 - Conference best practices
 - Next call – July 2023 (virtual)

- Join CommUNITY: “MA DE&I Networking Group
- Reach out to WEF Staff Kelsey Hurst khurst@wef.org to be added to the distribution list
- **WEF Awards Engagement:** Carol Martinson (RMWEA)
- Over 30 focus groups (formerly known as “sub-committees”)
 - Very wide variety of topics
- Many opportunities to lead a focus group
- Short “Season” of work – review award nominees over the course of weeks (typically in the spring)
- Very positive overall experience
- New awards, such as operator scholarship
- Focus on DE&I involvement with Awards
 - Awardees to represent the committee and society as a whole
 - Consider how the awards are promoted
 - Consider the types of awards
 - Option for award or donation on their behalf

WEFMAX Day 2

HOD UPDATE

Presenter: Alexie Kindrick

- Role of the HOD:
 - Deliberative and representative body of WEF
 - Primary conduits of information exchange between the MAs and WEF
 - FY23: HOD of the Future
 - Structured and functions in alignment w core values of new Strategic Plan
 - 100% active delegate participation
 - Current is ~45%
 - Relevant visible and valued by WEF national and MA community
 - Outward facing, spread message to all MAs
 - Midyear priority #1: Community
 - Sense of community along all delegates
 - Online: HOD LinkedIn Group, WEF CommUNITY
 - Easy way to communicate with each other
 - Message and connect w community, file sharing, events
 - In-Person: WEFMAX Participation
 - Midyear Priority #2: Consistency
 - Provide talking points to delegates for accurate and consistent updates to MAs
 - HOD Quarterly reports shared w delegates
 - Share selected reports
 - Midyear Priority #3: Collaboration

- Increase collaboration between BOT, HOD, and CLC
- Engage bot on thoughts of HOD future
- Leverage HOD to reach across federation to share w CLCs and MA's

HOD COMMITTEE AND WORKGROUP UPDATED

Budget Committee – Casey Gish

- 7 members
- Goal: Review budget development process
- Confirm consistency of annual budget with WEF Strategic Plan
- 2023 Goals:
 - Align with new Strategic Plan
 - Reflect and restrict MA Grant Program
 - Review 2 cycles of MA Grant application program
 - Improve process of follow-up documentation for MA's previously awarded grants
 - 2023 MA Grant Program
 - \$125,000 to be awarded
 - 2 cycles
 - Jan 20 2023
 - June 16, 2023.. next deadline
 - Application Refresh
 - Criteria clearly defined with strategic plan
 - Adjustment to dollar matching criteria
 - \$15,000 cap on grant request per MA to maximize number of awards
 - Additional emphasis on timeline of how grant money is used
 - Next Steps
 - Scoring matrix refresh
 - 'Focus on equity of small MAs

DE&I Committee – Joe Navas

- 8 members
- Integrate diversity, equity, and inclusion in all we do
- Charter Goals:
 - Establish a quarterly networking call
 - 'Easier to find recourses
 - Be a resource and example within HOD and MA leadership
- Quarterly Calls:
 - 2nd Quarterly Call was April 27
 - 130 people attended
 - Discussed resources, moderator tips, InFLOW

- Next call in July 2023
- Existing Resources
 - WEF Website: Topic > Hot Topics
 - HiveBrite Community . WEF CommUNITY for communication
 - Quarterly Calls
- For MA's
 - New committee in Howa and South Carolina
 - Starting InFLOW Program for MAs
 - Inclusive event planning
 - Incorporating DE&I into everything – HOD meetings start with a DE&I moment
 - Highlight something that is happening
 - Ex: Look up holidays for the month, assign to different people
 - InFLOW is a scholarship program for underrepresented people within the water industry
 - Introducing future leaders to opportunities in water
 - WEF Staff Julianne Jones jjones@wef.org is in charge of the InFLOW program at WEF
 - At the WEF level there is opportunity for sponsors
 - Texas has a program where they bring in InFLOW students in region that they are hosting to give tours, special spot, Q&A so they can ask about the industry
 - WEFTEC: InFLOW (college degree) and STEM Path (not degrees, they are the field workers)
 - Toolkit has a step by step of how Illinois set their program up
 - Discussed capturing a video of presentation on the DE&I program to use as a resource

Water Advocacy Workgroup - Jason Patty

- Gather best practices for outreach from active MAs
- Guidance on how to leverage federal output
- Provide input to WEF Govt Affairs Committee
- Connect MAs to WEF Govt Affairs Committee
- Survey Results:
 - Coordinate advocacy with AWWA and NACWA
 - MAs not taking lead with advocacy
 - Top 5 Issues
 - PFAS
 - Labor
 - Funding
 - Workforce Development
 - Operator reciprocity and certifications
 - SSO's

- Advocacy GIS Map
 - Links to state website and has resources to get connections
 - Need to find how to disperse
- Water Advocates Program
 - Connect to government entities

WEF HOD of the FUTURE

Presenters: Alexie Kindrick and Scott Aurit

How are the needs to MAs changing and how can the HOD change to match those needs?

HOST SESSION

Communications

Presenters: Kacie Allard and Elizabeth DeWaard (RMWEA)

- Prioritizing Initiatives:
 - Communications Committee Formation
 - Branding
 - Videos
 - Vision
 - Careers in Water
 - Website
- Video Development
 - Public demand
 - Bolster RMWEA's online presence
 - Fun and engaging project
 - Vendor:
 - Denver Film Company – continuity with WEF, passion and knowledge for industry, lowest quote
- Planning:
 - Purpose
 - Audience
 - Distribution
 - Call to Action
- Execution
 - Develop questions
 - Filming – about 3 days
 - 30 interviews
 - Iterative editing process
- Investment
 - 4 Videos
 - 8 Roll
- Considerations
 - MA is owner of B Roll
 - Establish approval procedure
 - Incorporate revisions in quote
 - 1 for MA; 2 for Board review
 - Contingency for filming
 - Have social media passwords
- Website Redesign

- Purpose:
 - Attract new members
 - Share relevant info
 - Highlight organization
- Modern Design + Clear, Concise Content = Focus on Engagement
- Brand realignment
- Membership Focused
 - Become a member
 - Get involved
 - Member Area
- Engaging Content
 - People-focused
 - Call to Actions
 - Highlight Initiative - Video about Ops Challenge
- Process
 - Took about a year, volunteer led
 - Select Vendor – Veith Consulting (already built into website)
 - Pre-Planning
 - Develop Content
 - Design
 - Edit and refine
 - Training
 - Launch Website
- Investment
 - \$2,400
 - Front-facing website
- Considerations
 - Leadership buy in
 - Pre-planning is crucial
 - Streamline reviews and approvals
 - Change management and transition plan
- Next Steps
 - Social Media
 - Communications Seminar
 - Videos marketing educational opportunities
 - Accessibility on videos w CC
 - Build Capability to pull analytics

WEF STRATEGIC PLAN DISCUSSION

Doug Pike and Leigh Thomas

- Task Force Charter assigned with evaluating the best way/methodology, communication tools to roll out the strategic plan that represents input from all MAs to meet MAs where they are.
- Vision: Life Free of Water challenges
 - Attract and develop a diverse and passionate water workforce
 - Cultivate a purpose-driving community to sustainably solve water challenges for all

- Lead the transformation to Circular Water Economy

ADJOURNED