



WEFMAX South Carolina

Emerging Leaders – Engagement Workshop

Thursday May 12, 2022

Facilitator Introductions

- Nashita Naureen
- Casey Gish
- Jeff Berlin

Format and Approach for the day

- WEFMAX Reimagined →

- Maximize discussion
- Focused topic – emerging professionals
- Develop action plans for WEF and MA attendees



Agenda

1. Challenges/Hurdles
2. Current Efforts – Member Association Level
3. Current Efforts – WEF Level
4. Potential Solutions
5. Next Steps / Action Planning

WEF HOD – Emerging Professionals to Leadership Workgroup - Purpose

WEF and Member Associations rely on a constant influx of new leaders to join:

- Committees
- HOD
- Member Association Boards
- Board of Trustees
- Other leadership opportunities

Emerging Professionals to Leadership Workgroup

For WEF/MAs to continue to grow, we need the **engagement and advancement** of new leaders from within the organization.

This workgroup will support the organizations by:

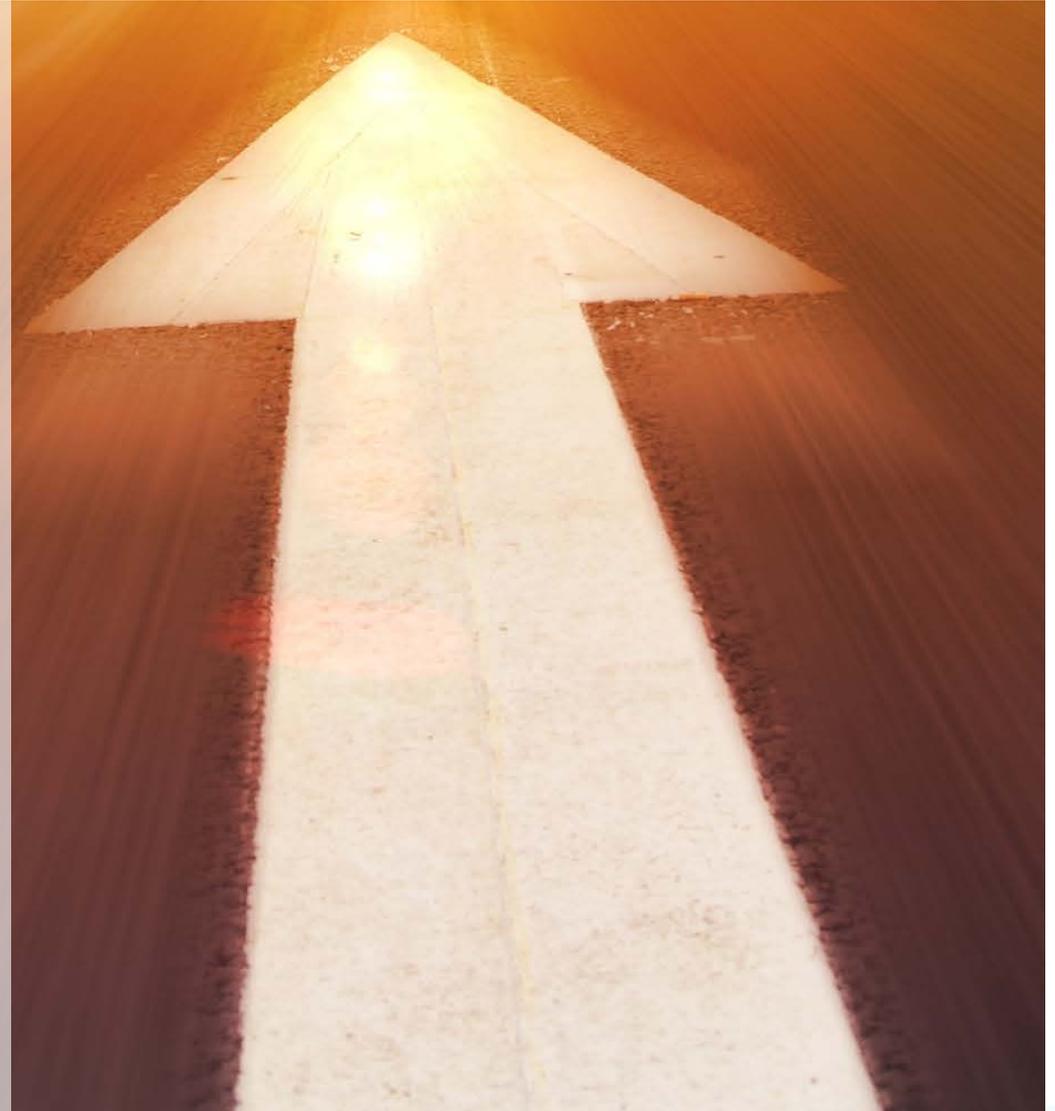
- **identifying barriers** to entering leadership positions
- **creating pathways** into leadership roles
- **developing resources** that better enhance emerging professional transitions.

Workgroup Outcomes

1. Create examples of “roadmaps” to leadership in MAs and WEF.
2. Identify roles, opportunities, and growth paths.
3. Summarize information in a 1-page infographic for education of WEF staff, members, and MAs.
4. Identify upcoming leadership opportunities and match them with emerging professionals.
5. Summarize a realistic process to maintain a resource of upcoming leadership opportunities.

Workgroup Schedule and Path Forward

- ✓ **Jan-Feb:** Work with external groups to identify barriers
- ✓ **March:** HOD engagement
- ✓ **April-May:** WEFMAX Engagement
- **June-July:** Collect/refine content and prepare deliverables
- **August-October:** Communicate messages



WEFMAX Goals

- 1. Brainstorm nuisances of barriers to engagement (morning)**
- 2. Refine workgroup deliverables (afternoon)**
- 3. Inform Emerging Professionals to Leadership workgroup next steps (post WEFMAX)**

Identified Hurdles for emerging leaders

1. Lack of awareness of opportunities
2. Lack of apparent support or an invitation to join
3. Lack of clear objectives and growth opportunities
4. Lack of perceived value
5. Lack of resources to support the success of new leaders
6. Costs of participation in WEF activities (specifically WEFTEC)
7. The need for existing leadership to embrace emerging professionals as leaders in the WEF community

WEF Member Poll Surveys

1. EPL Workgroup
2. Emerging Leaders Summit at WEF Utility Management Conference
3. WEF Student and Young Professionals Committee
4. House of Delegates
5. **WEFMAX**

WEF Poll

Access Poll by:

Internet – PollEv.com/wefpoll

OR

Text – 22333 Send message: WEF POLL

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Hurdle	All	YPs
1	1	7
2	2	3
3	4	4
4	3	5
5	7	2
6	6	6
7	5	1

Emerging Leaders Workgroup Poll (December 2021)

1. Lack of awareness of opportunities 1
2. Lack of apparent support or an invitation to join 2
3. Lack of clear objectives and growth opportunities
4. Lack of perceived value
5. Lack of resources to support the success of new leaders
6. Costs of participation in WEF activities (specifically WEFTEC) 3
7. The need for existing leadership to embrace emerging professionals as leaders in the WEF community

Emerging Leadership Workshop

Orlando Utility Mgt Conference (February 2022)

1. Lack of awareness of opportunities 1
2. Lack of apparent support or an invitation to join 2
3. Lack of clear objectives and growth opportunities 3
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5. Lack of resources to support the success of new leaders
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S&YPC Call (March 2022)

1. Lack of awareness of opportunities 1
2. Lack of apparent support or an invitation to join 2
3. Lack of clear objectives and growth opportunities
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5. Lack of resources to support the success of new leaders
6. Costs of participation in WEF activities (specifically WEFTEC) 3
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HOD Quarterly Call (March 2022)

1. Lack of awareness of opportunities 1
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Summary of all polls...

1. Lack of awareness of opportunities 1
2. Lack of apparent support or an invitation to join 2
3. Lack of clear objectives and growth opportunities 3
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BREAK

Member Association Topics

Member Association – Current Efforts

1. WEASCYP – YP Engagement – Lauren McKnight & Paige Bensen
2. RMWEA Joint YPs – Sarah Vander Meulen & Hannah Palmer-Dwore
3. Alabama's WEA YPs University Mentor Program – Tina Sheikhzeinoddin
4. Kentucky/Tennessee CWPs – Water for Life Event – Ashley Griffin

WEF Topics

WEF – Current Efforts

1. Water Leadership Institute (WLI) – Jeff Berlin
2. WEF Mentorship Program (Students and Young Professionals Committee – SYPC) – Nashita Naureen

Mentorship Program- WEF

- Inaugural class – 2021
- 10 pairs selected
- Online applications - developed questions
 - **Tough to understand for personalities**
 - **Don't feel like you will get the questions right on the first try.**
- Paired based on what the applicants are looking for.
- Assigned Liaisons, had frequent networking events.
- Next class:
 - **Video applications, interviews if possible, along with applications.**

Students and Young Professionals Committee - WEF

Lunch

- Change tables
- Find your assigned mentor/mentee
- Review Action Plan worksheets

Leadership Academy

MA Leadership Academies

1. WEASC Leadership Academy Overview – David Baize
2. KY/TN Leadership Academy Overview – Mark McKinney

World Café Method

Call to Action : Brainstorm ideas to resolve identified hurdles

- Demo and split into groups – 5 minutes
- Each group gets time to provide solutions for each hurdle – 4 minutes
- Move to next topic and provide solutions – 1 minute

Identified Hurdles for Emerging Leaders

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BREAK

Next Steps – Action Plan

25/10 Crowd Sourcing

What do you hope can happen in the future? How do we make that happen?

- Write down your bold idea on index card – 5 mins
- Exchange index cards, read and pass on - 2.5 mins
- Score the card you have, hidden under pink post-it – 30 secs **(5 is best)**
- Repeat 4 more times
- Tally scores – 1 min
- Best scoring ideas

Action Plan Worksheet

Takeaways from today

1. Surveys give different results depending on who and how you ask
 - A. SPs – concerned with awareness
 - B. YPS – concerned about support, inclusion

2. Actions that stand out:
 - A. Invite someone to the party
 - B. Liaisons/connections/explanations
 - C. Encourage questions
 - D. Provide example paths forward

WEFMAX Wrap - Up