



REBRANDING: CLEAN WATER PROFESSIONALS

Valerie Lucas, PE
Executive Director





We are starting a
grassroots
#cleanwatermovement
working with utilities
across KY & TN
to clean up our
collective story.

Why now?

WEF estimates

220,000

water job openings
every year from
now until 2026.



And, currently,
only 15%
of the water
workforce are
women.

The US EPA Clean Water Needs Survey shows a combined need of \$9 billion for clean water projects in Kentucky and Tennessee.

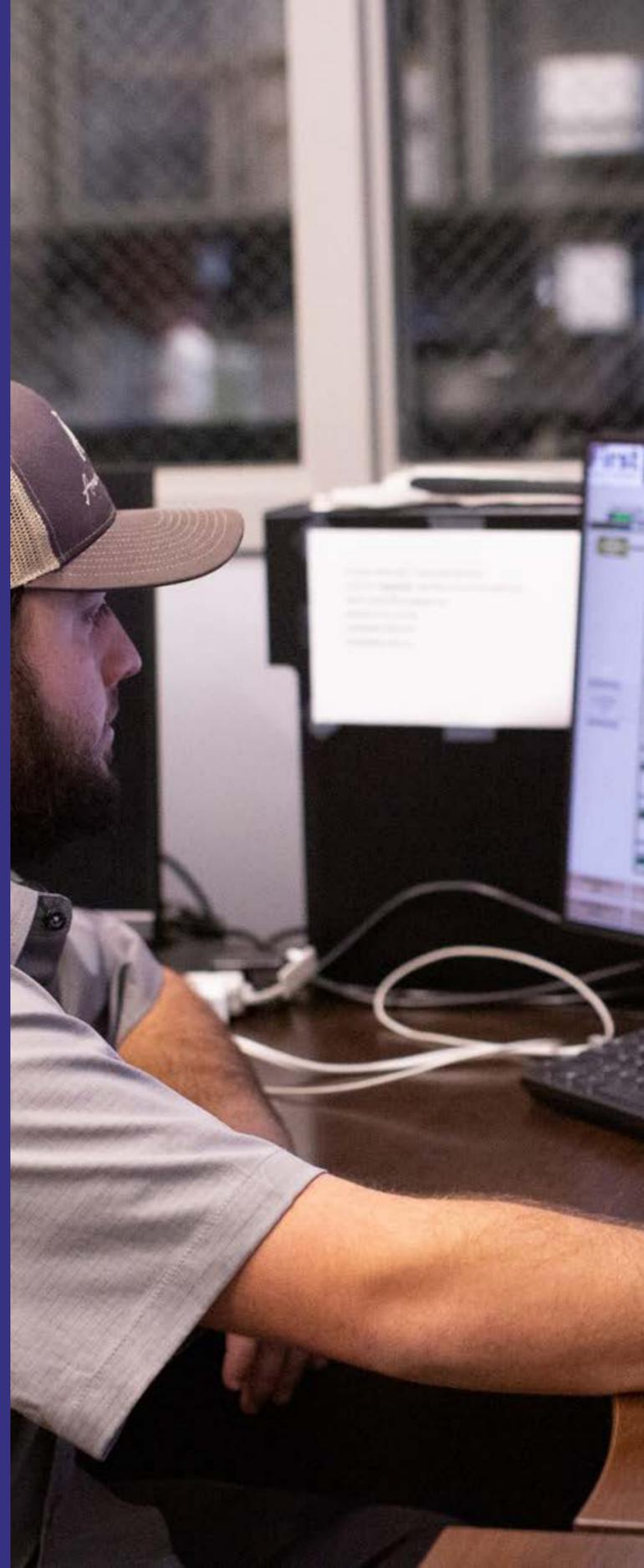


Investing in Essential Clean Water projects is a critical part of recovering from the COVID-19 pandemic.



Each job
in Water
Infrastructure
construction adds
3.68 jobs
to the economy.

So how do we attract new and diverse talent to our sector?





Perhaps it's time to
own our
awesomeness.

it's time to tell a new story.

The only way to change
how they talk about us
is to change the way
we talk about ourselves
to others.

#clean ^{up} **our**
language



Help us leverage
our work for the good
of our communities.
Become a
Clean Water Partner
today.

#cleanwatermovement



Clean Water Partners
commit to a culture shift.

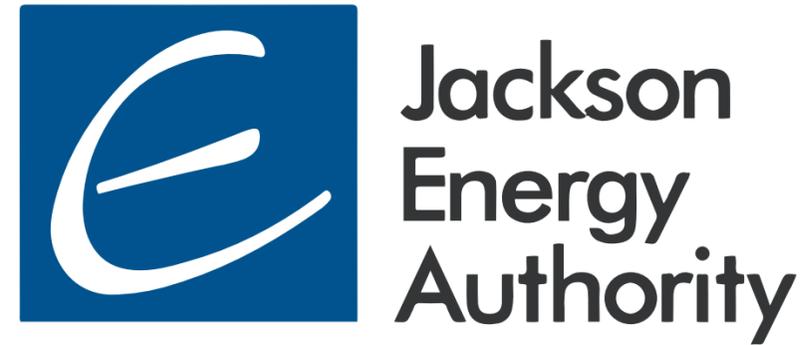
#clean^{up}our language

what used to be...

is now...

- wastewater treatment plant.....water resource recovery facility (WRRF)
- wastewater industry.....water sector
- wastewater jobs.....water quality careers
- wastewater utility.....clean water utility
- wastewater operators.....clean water operators
- effluent wastewater.....reclaimed water

Through these partnerships, our sector will be reminded of our purpose and passion to provide clean water for all.



A “clean water” title is all encompassing and focuses on our vision. We’re all passionate about clean water and want to be more clearly visible to those outsiders that want to learn and engage in what we do.

Michelle Hatcher
Director of Water Management
Franklin, TN





What sparked your passion for water?

I first became interested in civil engineering in middle school. Doing meaningful work and contributing to the greater good were criteria I wanted my future career to meet. I have really found my niche in wastewater. It's all about providing an essential service to society and protecting the environment.

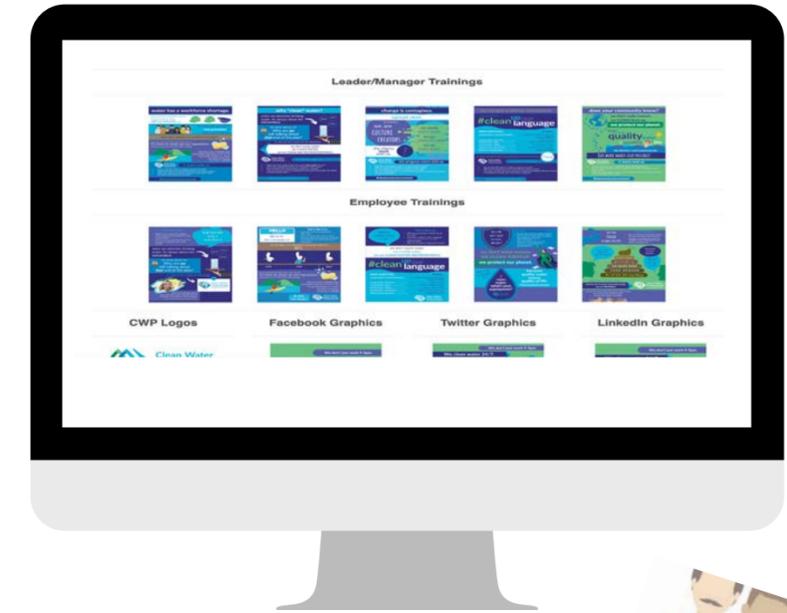
Everyday is a learning experience and another opportunity to make an impact!

- Emily Epperson

Lexington Fayette Urban County Government

The Clean Water Movement TO DATE

- Launch at WPC19
- Official name change at Annual Meeting 2020
- Roadshow Presentation featured at WEFMAX, KSA, TNSA, AWRA
- Onboarding Folder
- Promotional Materials:
 - Stickers
 - T-Shirts (delivered 30 t-shirts to each of our Clean Water Partners)
- Monthly email to members
- Website
- Training resources
- Social media guide & posts
- Campaign & rebranding nationally recognized





#CLEANWATER MOVEMENT

ON SOCIAL MEDIA

DO Embrace #clean language

WHAT USED TO BE...	IS NOW...
wastewater treatment plant	water resource recovery facility (WRFR)
wastewater industry	water sector
wastewater jobs	clean water careers
wastewater utility	clean water utility
wastewater operators	clean water operators
effluent wastewater	recycled water

DO Create a new perspective

Many people don't "get" what we do -- think about that peek behind the curtain, or an unexpected view or experience you only get as a water professional.

You may see it every day, but others don't. Think about the "tour" you would take with new hires, your community, or your kids.

DO Think about recruiting the next generation

CAPTURE THE OUTCOME OF OUR WORK: CLEAN water. People enjoying CLEAN rivers, streams & waterways.

CAPTURE PROGRESS: innovation, equipment at work.

DO Capture "candid" shots

Show people in natural action instead of posing for the camera.

A person in a photo is more reliable -- but they do not always need to be the focus of the shot.

DO If you're interested, likely other people will be too

SEND PERMITS TO: admin@cleanwaterprofessionals.org

WITH THE FOLLOWING INFORMATION:
As applicable: who, what, when, where and why.
Send permissions: who took the photo? Does CWP-KT have permission to share it?

Find us on any of the following on our social media channels:
www.facebook.com/cwpkt.org
twitter.com/cwp_kt

DO Share with CWP-KT

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We protect the planet.
We already know there is no new water on the planet. By recycling and reclaiming water, we're doing our part to preserve our beautiful states.

We protect our people.
Our work literally flows through our communities. We know quality water means quality of life, so we make sure to leave water cleaner than we found it.

It's time to tell a new story.
The only way to change how they talk about us is to change the way we talk about ourselves to others.

#cleanupour language





#cleanwatermovement

CREATING POINTS OF CONNECTION

Building and sustaining relationships is important to us. There are many opportunities to connect with each other and your fellow CWP-KT network! And, now, we've collected them all in one-place.

LEAD THE CONVERSATION

SPONSOR a COFFEE WITH EXPERTS event

A monthly offering designed to see each other in a virtual space and discuss timely and informative topics. These informal conversations allow face-time while earning continuing education credit. [Become a Coffee with Experts sponsor, learn more and sign up here >](#)

PRESENT a TECHNICAL WEBINAR

Each CWP-KT technical committee offers one featured webinar a year. If you have a bright idea or best practice on an industry-related topic, our committee chairs want to hear from you! [Have your topic considered by completing a quick form >](#)

PUBLISH your WORK in STREAMLINES

Our communications committee is seeking original technical content for our quarterly Streamlines magazines, we've made submitting an article easy through our [online submission form >](#)

JOIN THE CONVERSATION

Let's be SOCIAL

Clean Water Movement PROGRESS



Adopting New Naming Conventions for Plants

City of Murray, KY
Bowling Green Municipal Utilities
First Utility District of Knox Co



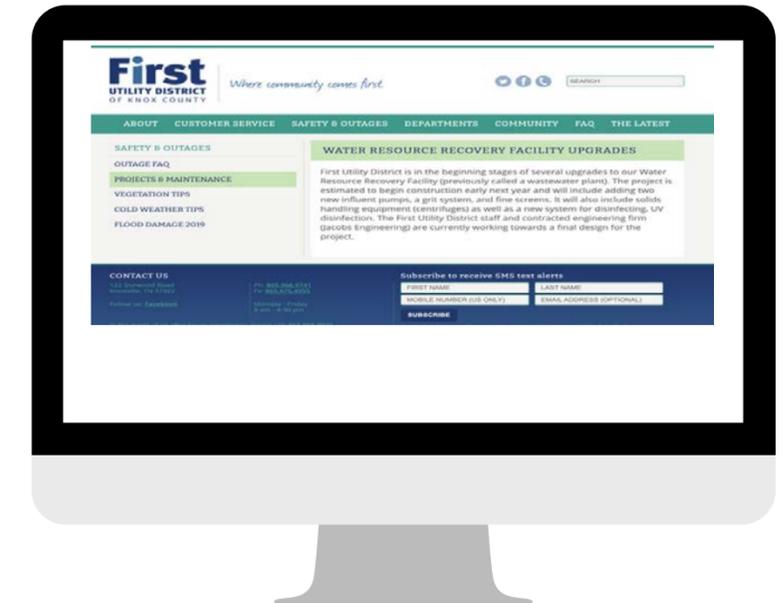
The #CleanWaterMovement Takes Hold in Bowling Green

Bowling Green Municipal Utility reaps the benefits of signing on as CWP's first Clean Water Partner

Kick-Off Meetings & Education at BGMU

I knew we had turned a corner when I overheard a phone call answered as "Water Recovery Facility" by an individual several weeks after our kick-off meeting. I knew at that point the message had been taken to heart.

- Doug Kimbler, BGMU



Updating Language on Public-Facing Websites

"First Utility District is in the beginning stages of several upgrades to our Water Resource Recovery Facility (previously called a wastewater plant)."

- How can we gain a greater adoption of the clean water movement?
- What things can be done within organizations to help with adoption of clean water language?
- How do we measure success?



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