Welcome to our Future Partnership

Designed by You & WEF
Vacant
Sr. Director
Association Engagement

Dianne Crilley
Director, MA Programs

Kelsey Hurst
Manager, AE & Awards

Megan Livak
Manager, SYPC

Brad Lovett
Manager, AE & SJWP
Are you aware your MA has a dedicated WEF staff liaison?
You may know, but does your Board?

Q3 What is your current Leadership Role within your Member Association?

Answered: 132  Skipped: 0
Are you aware your MA has a dedicated WEF staff liaison?

Not so much
How would you rate the service you receive from your staff liaison?

- Very responsive and helpful: 80%
- Somewhat responsive and helpful: 10%
- Not very responsive nor helpful: 5%
- Unhappy with responsiveness and helpfulness: 2%
- Don’t know who my staff liaison is: 2%
Reassigned MA Staff Liaisons

With as little change as possible.....
Who is your primary MA contact?

Linda Kelly
(untill new Sr. Director hire)
Atlantic Canada WWA
AZ Water
British Columbia WWA
California WEA
Central States WEA
Illinois WEA
Kentucky-Tennessee WEA
New York WEA
Puerto Rico W&EA
Reseau Environnement
WEA of Ontario
Western Canada WEA

Dianne Crilley
Alabama’s WEA
Alaska WWMA
Chesapeake WEA
Georgia AWP
Hawaii WEA
Indiana WEA
Michigan WEA
New Jersey WEA
North Carolina WEA
Ohio WEA
Pacific Northwest CWA
Rocky Mountain WEA
Virginia WEA
WEA of South Carolina
WEA of Texas

Kelsey Hurst
Arkansas WEA
Florida WEA
Iowa WEA
Kansas WEA
Montana WEA
New England WEA
Oklahoma WEA
Pennsylvania WEA
WEA of Utah
West Virginia WEA

Brad Lovett
Federal Water Quality
Louisiana WEA
Mississippi WEA
Missouri WEA
Nebraska WEA
Nevada WEA
North Dakota WEA
South Dakota WEA
What types of assistance do you rely on from the AE team?
Current Services
Association Engagement & Other WEF Departments

Self-serve (Plug & Play to use or not):
- Monthly original articles for MA magazine and newsletter use
- Membership & publication advertisements
- WATER’S WORTH IT ads
- Utility bill stuffers
- Buyer’s Guide information
- WEF Knowledge Center Flyer
- WEF/MA tri-fold table top display

Leadership Development Resources
- WEFMAX
- WEFTEC Leadership Day
- WEF & MA Knowledge Sharing & Leadership Workshop
- How to guidelines
- Strategic planning do-it-yourself guides
- Strategic planning facilitation services for MA Boards

Legal Resources
- Provide access at WEF expense for MA legal issues advice/resolution

Marketing Resources
- Marketing strategy toolkit
- Branding strategy guide
- Social media policy guide
- WEF image library

Membership Resources
- Planning guide for membership
- Benefits of WEF membership table
- Customizable brochures
- New member on-boarding plan
- New member welcome email /letter
- WEF membership exit survey
- Renewal & member engagement guides

Communications
- WEF Leader
- YP Connections
- This Week in Washington
- MA contract monthly news update
- HOD speaker quarterly update
- MA professional staff WEFCOM Community
- MA Board & HOD WEFCOM Community
- MA Committees WEFCOM Community

Public Outreach Resources
- Public Education Campaign toolkits
- Resources from other associations

PARTNERING FOR MUTUAL SUCCESS
Association Engagement 2014 Creation & Goal – *a bit of background for our newcomers*

“**WEF will be viewed as essential by all North American MAs by Dec. 2016**”

Became a fully staffed program that added a number of services such as:

- Baseline survey to begin measuring our services
- Providing primary staff liaison to each MA
- Delivering technical content regularly
- Increasing WEF’s visibility and engagement at annual conferences
- Preparing messaging/presentations for BOT/Staff to deliver consistent messages
- Enhanced WEFCOM resources
- Bi-monthly MA Professional Staff meetings
- HOD Engagement with committees and work groups
- Benchmark WEF database & billing protocols; delivery of on-time, accurate data
What Input/Data Has Been Collected/Analyzed Since January 2018 about the current services & products from WEF

- Surveys of needs from MAs
- HOD Table Talk notes
- WEFTEC-Leadership Day input & answers to 5-year vision questions
- MA professional staff at WEFTEC & bi-monthly conference calls
- BOT input July 2018 meeting
- Staff collected from one-on-one conversations with individual MAs

What Input/Data is Planned Today

Engaging MAs and HOD leaders in the optimization of data services (2019) for a new AMS; and, to envision possibilities for the future (2020)
HOD Table Talks
What Are Your MA’s Greatest Needs?

Keywords: operators, membership, champions, members, YPs, volunteers, engagement, workforce, diversity, communication, sustainability, financial, government, training, staff, leaders, strategic, planning, sharing, partners, YPs, technology, money, volunteering.
BOT and Executive Team Discussions Summary

- While WEF continues to see the ‘satisfaction of our MAs’ as one of our core business goals, we seek to provide more impact and value to them and their members.
- WEF seeks a happy & healthy professional mutual relationship with our MAs.
- WEF seeks to recognize the strengths of each MA and leverage them in building relationships.
- Because of MA’s diversity, WEF needs to tailor services and level of service.
- WEF needs to invest in MAs and the HOD as a route to our partnership.
- It would be good to establish clearer (and understood) roles of WEF and those of our MAs.
Fast Forward to 2018

• BOT evaluated MA services and activities in 2018 from recent MA & HOD surveys, staff input + their own experiences when visiting MAs

• Developed new objective: “Partner with Member Associations for mutual organizational success”

**Partnership**

a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal
How do we create a mutual partnership?

We Talk
We Listen
We Agree
Finding Balance

• The approach - brokering multiple-way dialogues at every possible opportunity about the ‘elements of success’

• This is the first 😊

• Today’s input will be validated or adjusted by meetings with additional MA/HOD leaders at WEFMAXs

• Board & staff will ask at MA meetings
Restraining Forces
Some natural and structural challenges
• 45 individual, independent organizations, each with a mission, vision and their own goals
• No clear delineation between membership offerings/benefits provided by WEF and MAs
• Responsibilities of WEF & MAs not defined
• Departure of several long-time EDs has resulted in a knowledge drain
• Lack of co-branding creates a gap between WEF and MAs where members are concerned

Driving Forces
• MAs need ‘real time’ access to WEF’s member databases for communicating with and marketing to members
• WEF needs to have a greater impact and show more leadership from staff
• WEF needs more direct touch points with leaders of the MAs including HOD members
• WEF needs to provide innovative approaches to the activities, services, technologies supporting MAs
• WEF needs a stronger/closer relationship with and better communication with HOD members as partners
Finding Balance

- Identify each other’s primary roles
- Understand & agree on roles
- Prioritize which current services and products are of highest value to you

With each engagement opportunity, capture the priorities of a mutual partnership for impact to WEF staffing and budgets for consideration July 2019 budget meetings for 2020
What do you consider to be exclusively WEF's roles?
What do you consider to be exclusively MA’s roles?

(for now, let’s say, all size MAs)
HOD Table Talks
What Does Your MA Do Really Well?
Where do we intersect?
From your perspective, what are the key elements of our successful partnership?
Prioritizing Current Services of Association Engagement & Other WEF Departments

Why Prioritize?

Because if some of the services or products we are providing (because we assumed you needed them or because a couple of MAs asked for them 10 years ago) . . . .

. . . are not of high value, we could stop them, and then, perhaps we would have more time and money to spend on the services and products that are of high value!
Prioritizing Current Services
Association Engagement & Other WEF Departments

Self-serve (Plug & Play to use or not):

A. Monthly original articles for MA magazine and newsletter use
B. Membership & publication advertisements
C. WATER’S WORTH IT ads
D. Utility bill stuffers
E. Buyer’s Guide information
F. WEF Knowledge Center Flyer
G. WEF/MA tri-fold table top display
Of the templates & materials listed below, please indicate your usage/awareness of each
Prioritizing Current Services
Association Engagement & Other WEF Departments
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Association Engagement & Other WEF Departments

Leadership Development Resources
A. WEFMAX
B. WEFTEC Leadership Day
C. WEF & MA Knowledge Sharing & Leadership Workshop
D. How to guidelines
E. Strategic planning do-it-yourself guides
F. Strategic planning facilitation services for MA Boards
Prioritizing Current Services
Association Engagement & Other WEF Departments

Of the leadership development resources listed below, please indicate your usage/ awareness of each

Answered: 94  Skipped: 65

- WEFTEC Leadership Day
- WEFMAX
- WEF & MA Resources and Knowledge Share...
- Strategic Planning for MA boards (WEF...)
- New MA Staff (Contact) on-boarding

Legend:
- Green: Aware and Use often
- Blue: Aware and Use Occasionally
- Yellow: Aware but do not use
- Teal: Not Aware but would use
- Orange: Not Aware and would not Use
Prioritizing Current Services
Association Engagement & Other WEF Departments

Communications
A. WEF Leader
B. YP Connections
C. This Week in Washington
D. MA contract monthly news update
E. HOD speaker quarterly update
F. MA professional staff WEFCOM Community
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Membership Resources
A. Planning guide for membership
B. Benefits of WEF membership table
C. Customizable brochures
D. New member on-boarding plan
E. New member welcome email /letter
F. WEF membership exit survey
G. Renewal & member engagement guides
Prioritizing Current Services
Association Engagement & Other WEF Departments

Marketing Resources
A. Marketing strategy toolkit
B. Branding strategy guide
C. Social media policy guide
D. WEF image library
Of the marketing & communication resources listed below, please indicate your usage/awareness of each.
Prioritizing Current Services
Association Engagement & Other WEF Departments

Public Outreach Resources
A. Public Education Campaign toolkits
B. Resources from other associations
Current Services
Association Engagement & Other WEF Departments

Legal Resources
A. Provide access at WEF expense for MA legal issues advice/resolution
Next Steps

- With each engagement opportunity, capture and/or validate each other’s primary roles including one on one conversations with HOD members and you
- Finalize which current services and products are of highest value to you/your organization
- Use the findings of the process by May to identify impacts to WEF staffing and budgets for consideration July 2019 budget meetings for 2020
- Roll out results through summer and WEFTEC