Diversity & Inclusion: Sharing WEF’s Pilot and Learning from Each Other

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Diversity & Inclusion: Setting the Table
Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns above their respective national industry medians.

Racial diversity in water occupations vs. all occupations

2016

Source: Renewing the Water Workforce: Improving Water Infrastructure and Creating a Pipeline to Opportunity – Joseph Kane and Addie Tomer June 2018
<table>
<thead>
<tr>
<th>Water occupation</th>
<th>Water employment</th>
<th>Average hourly wage</th>
<th>Share of black/Asian/Hispanic workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cement masons and concrete finishers</td>
<td>17,858</td>
<td>$21.02</td>
<td>60.9%</td>
</tr>
<tr>
<td>Painters, construction and maintenance</td>
<td>3,124</td>
<td>$19.96</td>
<td>60.0%</td>
</tr>
<tr>
<td>Industrial truck and tractor operators</td>
<td>2,938</td>
<td>$16.47</td>
<td>56.3%</td>
</tr>
<tr>
<td>Construction laborers</td>
<td>149,513</td>
<td>$18.22</td>
<td>55.8%</td>
</tr>
<tr>
<td>Landscaping and groundskeeping workers</td>
<td>7,766</td>
<td>$13.73</td>
<td>52.6%</td>
</tr>
<tr>
<td>Helpers--pipayers, plumbers, pipefitters, and steamfitters</td>
<td>46,510</td>
<td>$14.73</td>
<td>52.6%</td>
</tr>
<tr>
<td>Helpers--electricians</td>
<td>2,930</td>
<td>$14.89</td>
<td>52.6%</td>
</tr>
<tr>
<td>Helpers, construction trades, all others</td>
<td>2,553</td>
<td>$15.12</td>
<td>52.6%</td>
</tr>
<tr>
<td>Civil engineers</td>
<td>6,188</td>
<td>$43.14</td>
<td>21.7%</td>
</tr>
<tr>
<td>Sales representatives, wholesale and manufacturing, except technical and scientific products</td>
<td>5,604</td>
<td>$32.89</td>
<td>19.8%</td>
</tr>
<tr>
<td>Hydrologists</td>
<td>6,300</td>
<td>$40.26</td>
<td>17.0%</td>
</tr>
<tr>
<td>Environmental scientists and specialists, including health</td>
<td>2,271</td>
<td>$36.23</td>
<td>17.0%</td>
</tr>
<tr>
<td>Construction managers</td>
<td>21,558</td>
<td>$47.84</td>
<td>16.8%</td>
</tr>
<tr>
<td>Chief executives</td>
<td>2,645</td>
<td>$93.44</td>
<td>15.0%</td>
</tr>
<tr>
<td>Lawyers</td>
<td>2,559</td>
<td>$67.25</td>
<td>14.7%</td>
</tr>
<tr>
<td>Cost estimators</td>
<td>15,609</td>
<td>$32.03</td>
<td>14.4%</td>
</tr>
<tr>
<td><strong>All water occupations</strong></td>
<td>1,679,971</td>
<td>$25.22</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

Source: Renewing the Water Workforce: Improving Water Infrastructure and Creating a Pipeline to Opportunity – Joseph Kane and Addie Tomer June 2018
WEF’s Critical Objectives & Strategic Goals

**Increase**
1a: Increase diversity and inclusiveness in the water sector through engagement and membership growth

**Expand**
2c: Expand global and sector diversity of participants in WEF content/programming to foster information-sharing and enrich member value

**Promote**
4d: Promote sector-wide action toward development of a water workforce that is diverse and prepared to meet the future needs of the water sector

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**CRITICAL OBJECTIVES & STRATEGIC GOALS**

1. Develop an engaged membership that is representative of the multiple practice areas of the water environment industry.
   - a. Increase diversity and inclusiveness in the water sector through engagement and membership growth.
   - b. Partner with Member Associations for mutual organizational success.

2. Provide a broad range of professional content and programming that is relevant and widely valued by the water sector worldwide.
   - a. Leverage WEFTEC to better engage water professionals.
   - b. Increase allowances in professional areas to meet water sector priorities while maintaining WEF's core value proposition.
   - c. Support global and sector diversity of participants in WEF content/programming to foster information-sharing and enrich member value.
   - d. Provide a broad range of opportunities for water sector professionals to learn and share information.
   - e. Guide the development and adoption of national standards for career certification.

3. Generate an increase in public awareness of the value of water, leading to increased funding to protect water quality through appropriate levels of infrastructure management and services.
   - a. Be a visible and effective partner that increases public awareness of the value of water to professionals and resources managers in all sectors.
   - b. Provide tools for water professionals, utilities, and others to communicate the value of water to the public.
   - c. Educate decision makers and elected officials on the infrastructure funding and other water policy issues and engage potential stakeholders.

4. Establish the conditions that promote accelerated development and implementation of innovative technologies and approaches in the water sector.
   - a. Drive an increase in resource recovery in the water sector.
   - b. Drive research and innovation in the water sector.
   - c. Promote the adoption of innovative utility management and financing practices.
   - d. Promote and provide action toward development of a workforce that is diverse and prepared to meet the future needs of the water sector.

5. Operate a sustainable business that supports our mission, and enables WEF to seize new opportunities in the emerging water sector.
   - a. Invest in WEF’s personnel and business strategies that can ensure they can continue to lead the achievement of WEF’s mission.
   - b. Adopt environmentally sustainable business practices for WEF operations and events and to advance the adoption of sustainable practices by those with whom WEF interacts.
   - c. Expand the WEF brand and introduce new business strategies.
   - d. Build a risk management strategy and business case to continue providing for the financial sustainability of WEF.
Introducing Future Leaders to Opportunities in Water

WEF InFLOW is a scholarship program, which invites students from underserved minority groups to attend WEFTEC to:

- solidify their interest in working in the water sector; and
- help foster a network within WEF and water to increase probabilities for employment and for long term success.
Developing WEF InFLOW 2018 (Six weeks, no problem)

-August 1, 2018
- BOT has idea!
- WEF Staff look into possibility

-August 2018
- Budget for flights, hotels, and stipends
- SPONSORSHIPS!
- Begin reaching out to schools
- Narrowing down WEFTEC schedule
- Reach out to potential panelist

-September 2018
- Got STUDENTS!
- Sent welcome packages & received contact information
- Finalized panelists & luncheon
- Sponsorships
- Participant orientation

-WEFTEC!
- Confirmed Participant Arrival
- Water Palooza Activities
- Social Media
- Networking & Introductions
- Participant interviews

-Post WEFTEC
- Invoices & reimbursement
- Follow-up participant survey
- Social Media Follow-up
- Howard University Student Chapter
Program Budget & Sponsors

- **Budgeted (per student):**
  - Airfare - $400
  - Hotel - $750 ($150/night x 5 nights)
  - Stipend - $200

- **Other expenses:**
  - Registration – Comped by WEF
  - Networking Luncheon – Arcadis
  - Jammin 4’Water – Donation

- **Total Budgeted:** $26,000
- **Sponsorships:** $30,000
- **Total Spent:** $21,000
2018 Program Participants

• 16 African American students
• Representing:
  • Howard University (Washington, DC)
  • Tuskegee University (Tuskegee, AL)
  • University of South Florida
• Sophomores - Ph.D Students
• Equal Gender Balance
• Different STEM Backgrounds
Welcome Packages

1. Staff Contact Information
2. WEFTEC Packing Checklist
3. Program Information
4. Program Agenda (Including highlighting MANDATORY events)
5. Water Palooza Activity Instructions
6. Panel Information
7. Meal Information
8. Digital Communication Plan
9. Participant Directory
Orientation

• Done In-Person (Howard U) and Online via Webinar
• Available to watch after

• Orientation Covered:
  • WEF Staff Introduction
  • WEF and WEFTEC Overview
  • InFLOW Activity Overview
WEFTEC Activities
Student Feedback

• Participant Survey Results
  • Highest ranked activities:
    1. Networking Panel
    2. Career Fair
    3. Networking Luncheon
    4. SYP Service Project & WaterPalooza
    5. Students & Young Professionals Committee Meeting
  • Top wish list:
    1. Networking with Students & YPs
    2. Networking with water industry professionals
    3. More information about the water industry

“I go to conferences all the time where I collect business cards but don’t follow up. WEFTEC and InFLOW really provided that ability to make good connections and networks”
-Maya Carraquillo, WEF InFLOW ‘18
Social Media Follow-Up

1. MA News Article
2. WE&T Feature
3. WEF Blog Post – Written by participant, Sigmund Skinner
4. Words on Water Podcast with interviews
Program Successes!

Howard University starts a WEA Student Chapter!

Sherika Jacobs (USF) starts an internship at Arcadis!
Lessons Learned from Year 1!

1. Set **program expectations**
2. Find **passionate people** to lead and support the program
3. Encourage a **school professor or faculty to attend**
4. Establish **regular communication** with the schools
5. **Engage** the students before the conference
6. Students may be greener and **more unfamiliar** with the water industry than you think.
7. Get **on-site** help!
8. Students want to hear stories they can **relate** to.
Planning for 2019...

Early 2019
- Set program budget
- Identify participating schools
- Coordinate with other WEF programs
- Begin contacting schools/school agreements

Spring 2019
- Set up Open Water
- Identify Participants
- Send out participant welcome packages
- Gather participant agreements & information
- Welcome Webinar

Summer 2019
- Webcasts with Water Leadership Institute
- Introduction to the Water Industry
- Introduction to SYPs
- Water Palooza Activity Planning
- Coordinate travel & accommodations with schools

WEFTEC!
- WEFTEC Orientation
- Welcome Event with SYPs
- WEFTEC Activities
2019 Highlights & Updates

• Integrating with Emerging Water Scholars Program
  • Track 2 - CareerTech

• Webinar Series with Water Leadership Institute
  • Intro to the water sector
  • My water journey

• Incorporate Site and Mobile Tours

• More diversity and expanding to other schools
Questions about WEF InFLOW?

Don’t worry we’re covering MA’s next!
At Member Associations
Member Associations that have reached out.....
Tips & Tricks for MA’s

1. Think **locally** – Lower budget, less logistics
2. Engage in a **school** you may already have a connection to
3. Loop in your **Students & Young Professionals**
4. Integrate the InFLOW participants to **existing** SYP events
5. Engage your **local** utilities and companies
6. Provide **networking** opportunities
7. Plan **follow-up’s**
8. Make it your **own**!

Remember the goal is to introduce students to the water industry!
IWPC2019 InFLOW Goals

- 15 Minority Student Participants
  - African American/Hispanic/Female
- Full Time Students
- Universities and Community Colleges
- Exposure to Careers in the Water Sector
- Scholarship Program
  - Conference Registration, Travel, Room and Board
Participation

Solicited
- Lincoln Land Community College
- Southern Illinois University –
  - Environmental Resource Training Center
- University of Illinois

Confirmed
- Loyola University (3.5 hrs away)
- Southern Illinois University (1.5 hrs away)
  - Environmental Resource Training Center
- University of Illinois (1.5 hrs away)
Student Selection

- Worked with Deans to get support of program
- Requested professors to recommend students
- Utilized YP network (recent grads) to recommend students
- Interested students filled out a web form to express their interest
InFLOW Itinerary

- Pre-Conference Conference Call
  - Explain Program
  - Answer Questions

- Intentional Program
  - Involve Students in the Conference
  - Invite Conference Attendees to Interact with InFLOW Participants

- Be Welcoming to InFLOW Participants
InFLOW Itinerary

- Key note
- WEF Delegate
  - Special welcome to InFLOW Students
  - Invitation to all participants to interact with InFLOW
- Technical Sessions
  - One InFLOW Student Presented
- Operator’s Challenge
- Mobile Session
InFLOW Itinerary

- YP Program
  - Value of Professional Societies
  - Mentoring
  - Posters and Beer
    - Two InFLOW students presented

- Networking
  - YP Networking Reception
  - Networking Lunches/Award Banquets
    - VIP Seating
  - Consultant Networking Dinner
InFLOW Challenges

- Identifying Student Participants
  - Start Early
  - December Posed Challenges with Winter Break
  - Community College Students Not Interested
    - Provide Benefits

- Identifying Program Sponsors
  - Solicit at Same Time as Conference Sponsors
  - Start InFLOW Planning at Onset of Conference Planning
InFLOW Success

- Welcoming Spirit
- Networking Opportunities
- Operations Challenge
- Mobile Session
  - Participants Enjoyed the One on One Engagement
- Technical Session
  - Included One of the Mobile Session Participants
This past week I attended and presented at the Illinois Wastewater Professionals Conference in Springfield, IL. It was a great pleasure to present on the work I did with the Watershed Management committee of the Illinois Water Environment Association (IWEA) to develop one of the first central databases of stakeholder watershed groups within Illinois.

It was also a great pleasure to be in the first group of state chapter-level InFlow students within the IWEA and Water Environment Federation’s scholarship program to get students to conferences around water fields. This program allowed me to meet and speak with many professionals in water careers.

#presenter #watershed #inflow