Engagement through Programs and Activities

- Annual Technical Conference and Exhibition
  - Boise
  - Portland
  - Spokane
- Webinars
- Newsletter
- Digital Content
- Section and Region Short Schools and Conferences
- Government Affairs - Fly-in, Walk-in, Position Papers
- Relevant and region-leading CEU’s and PDH’s
- Scholarship programs
  - Environmental Stewardship
  - Operator-only
  - Named Scholarships
- #MyWaterLegacy
Engagement through Programs and Activities

#MyWaterLegacy
What is #MyWaterLegacy?

- Showcase members’ expertise
- Share personal experiences via social media
- Increase awareness of WEF and water opportunities
- Create “legacy” as a mainstay

“Don’t judge each day by the harvest you reap but by the seeds you plant”
- Robert Louis Stevenson
#MyWaterLegacy is about driving content and conversation regarding a career in clean water

- Personal stories
- Making a mark on the future
- Strategic/savvy methods
- Logistics
Conference Video Booth

- 1-3 minute raw footage
- Use across multiple platforms
- Engage membership
- Collect a lot of content
What do we say?

10 different “fishbowl” questions

- What gives you inspiration in your career?
- What does a legacy mean to you?
- How have you created a legacy?
- How does your legacy reach those outside our industry?
- And many more!
Setup and Logistics

- Videographer hired for 3 days, 4-hour sessions
- Set up in a “quiet” area of the conference center
- SYP volunteers planned event and staffed booth
- Raw, recorded video on loop outside booth
- Participation incentive ➔ cool prizes (gift cards)
Success!

- Great participation 50+ mini-videos
- Seasoned Professionals to Young Professionals/Students
- Many inspiring stories on career achievements or entrance into the profession
- Lot of tears! – people are passionate about water
- Great addition to conference program; replaced twitter contest
- Videographer was visibly moved after hearing how passionate we are about water
Lessons Learned

- Video must be post-processed/edited to be very usable
- Not timely with conference; couldn’t post “live”
- Icebreakers needed prior to being on camera
- Embedded content to drive recruitment
- Need a talented videographer and a video editor on board early in process
- Get all of the raw footage immediately!
To see more...

https://www.youtube.com/user/PNCWA/playlists

...or search for PNCWA My Water Legacy
It takes a team.
Thanks to these engaged volunteers.

- PNCWA Students and Young Professionals Committee, especially...
  - Ellie Key (past SYPC chair)
  - Kristi Steiner (present SYPC chair)
  - Steve Drangsholt (SYPC board-committee liaison)
- PNCWA Management, Board, and Conference Committee