WEF House of Delegates

Membership Diversity and Structure Initiative Workgroup
Workgroup Charter

- Investigate ways to increase the diversity of WEF membership though gender and ethnicity and develop methods to draw more widespread demographics
- Assist the BOT with soliciting feedback from the MAs and developing materials to assist in communicating the accepted membership structure to WEF
- Solicit feedback on how to effectively develop promotional material to accompany the list of new members from the WEFTEC Membership Initiative and Reciprocity program
Workgroup Charter-Initial Focus

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Membership Representation

Ted Baker
Jessica Bastin
Kari Brisolara
Phil Bums, Vice Chair
Betsy Drake
David Galbraith
Tom Grenci
Susan Guswa
Keith Hobson
David Jackson

Steve Johnson
Mark Koester
Ian Mackenzie
Raynetta Marshall, Chair
Dean Miller
Sheryl Nojima
Kevin Ramsay
Will Raatz
Leanne Scott
Brian Spano
Tim Wolfe
Subgroups

A) Increase Ethnic/Gender Diversity of WEF Membership

B) Develop Promotional Materials for the Membership Initiative and Reciprocity Program
Subgroup A

Increase Ethnic/Gender Diversity of WEF Membership

Chair-David Jackson, WEA of Texas

“Diversity is being invited to the party; inclusion is being asked to dance.” Vernā Myers
Objectives

1. Help identify data needs and recommend methods to measure current WEF and MA gender and ethnicity membership.

2. Recommend methods to immediately increase diversity of WEF membership with specific focus on female and minority communities of practice.
Activities

Developed Initial Recommendations from Committee Discussion and Presented to BOT

Developed MA Survey
• Developed a 9 question survey
• Survey was sent to MAs on February 19, 2019 ✓ Responses were due February 28, 2019
• Reminder was sent on April 10, 2019 ✓ Responses were due May 1, 2019
Survey Questions

Does your MA gather membership data relative to gender diversity?

What membership data does your MA currently collect relative to ethnic diversity?

Does your MA gather membership data relative to ethnic diversity?

What membership data does your MA currently gather relative to ethnic diversity?

Does your MA have any initiatives to increase membership diversity with emphasis on ethnic and gender diversity?
Survey Questions (cont.)

How does your MA currently define diversity and inclusion and objectives for diversity and inclusion?

How would/should WEF best reach out to new members to better promote gender and ethnic diversity?

What activities can WEF quickly implement to improve gender and ethnic diversity in its membership?

What activities can your MA quickly implement to improve gender and ethnic diversity in its membership?
SURVEY RESULTS

(24 MAs of 45 North American MAs responded as of 5/1/2019)
Q1. DOES YOU MA GATHER MEMBERSHIP DATA RELATIVE TO GENDER DIVERSITY?

- Yes: 12.5%
- No: 87.5%
Q2. WHAT MEMBERSHIP DATA DOES YOUR MA CURRENTLY COLLECT RELATIVE TO GENDER DIVERSITY?

• 2 - Annual survey includes question on gender
• 1 - Annual survey includes questions on gender and ethnicity
• 1 - Rely on demographic data provided by WEF
• Remainder - Gender data is NOT being collected at this time
Q3. DOES YOU MA GATHER MEMBERSHIP DATA RELATIVE TO ETHNIC DIVERSITY?

95.8% YES, 4.2% NO
Q4. WHAT MEMBERSHIP DATA DOES YOUR MA CURRENTLY COLLECT RELATIVE TO ETHNIC DIVERSITY?

• 1 - Annual survey includes questions on gender and ethnicity
• 1 - Rely on demographic data provided by WEF
• Remainder - Ethnicity data is NOT being collected at this time
Q5. DOES YOUR MA HAVE ANY INITIATIVES TO INCREASE MEMBERSHIP DIVERSITY WITH EMPHASIS ON ETHNIC AND GENDER DIVERSITY? IF SO, PLEASE IDENTIFY.

- 24 responded - 17 NO and 7 YES
- Developing an INFLOW program for MA’s annual conference
- Asking committees to be mindful of diversity when recruiting new members and leaders, as well as in the selection of conference speakers
- Women’s networking event at annual conference past 2-3 years
  - Feature women in water industry quarterly MA magazine
- Establishing Inclusion, Diversity and Equity (IDE) Committee
  - Drafted policy statement
  - Securing research funding to examine state of IDE in the MA and industry
Q6. HOW DOES YOUR MA CURRENTLY DEFINE DIVERSITY AND INCLUSION AND YOUR OBJECTIVES FOR DIVERSITY AND INCLUSION?

- 23 of 24 responded
- 20 do NOT have a definition
- 3 have a definition/policy or alignment with WEF
- 6 have a quasi-definition in that they are already practicing this through recruitment onto committees and into leadership positions
Q7. HOW WOULD/SHOULD WEF REACH OUT TO NEW MEMBERS TO BETTER PROMOTE GENDER AND ETHNIC DIVERSITY?

• 18 responded/6 skipped

• Target college/university students to gain new diverse membership

• Provide promotional/marketing materials

• Develop webinars directed at helping women and minorities overcome obstacles

• Hold group meetings (FTF) at conferences such as WEFTEC and WEF specialty conferences
Q8. WHAT ACTIVITIES CAN WEF QUICKLY IMPLEMENT TO IMPROVE GENDER AND ETHNIC DIVERSITY IN ITS MEMBERSHIP?

- 17 responded/7 skipped
- Hold forums for discussions at conferences such as WEFTEC & WEFMAX
- Capture diversity data on annual renewals and member applications
- Develop promotional and marketing materials that are respective of gender and ethnic diversity
- Use email and social media campaigns
- Encourage diverse members to recruit other diverse members
- Focus on young members of diverse backgrounds who will remain engaged over a longer period of time in our organizations
Q9. WHAT ACTIVITIES CAN YOUR MA QUICKLY IMPLEMENT TO IMPROVE GENDER AND ETHNIC DIVERSITY IN ITS MEMBERSHIP?

• 18 responded/ 6 skipped
• Personally contact all new members and invite them to MA events
• Nominate diverse members into committee and leadership positions (especially by other diverse members)
• Discuss at the MA board level
• Feature stories in publications
• Expand outreach with schools
• Hold events, training sessions, workshops, etc.
• Model WEF’s INFLOW program
INITIAL RECOMMENDATIONS TO WEF BOT

- Recommendations on WEF and MA Data Needs
- Establish a WEF Diversity and Inclusion Committee
- Develop strategies for growth in existing “veteran” WEF membership diversity
- Encourage Women in Water activities at major conference events and MA events
- Provide spotlight articles in WE&T or spotlight technical tracks at conference events highlighting diversity/inclusion
- Develop WEFMAX Presentations on topic
| Are there other examples of effective diversity and inclusion measures that you have seen in your own MAs that you can share? | Can you identify any other actions that WEF might take to immediately improve the diversity of our membership? |