WEFMAX 2019
Increasing Diversity: Women in Water

Haley Falconer, PNCWA Vice President
Twitter: @haleyrfalconer
Instagram: h2o_haley
Setting the Stage
WEF Goal.....Enhance Diversity

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

How is PNCWA striving to meet this goal?
Diversity

Noun. See also: variety.

In business, diversity means including different kinds of people. But it’s not just about people—it’s about ideas and the ability to communicate those ideas in a safe environment.
How many female PNCWA presidents have there been?

- 2
- 4
- 6
- 8
PNCWA values Women in Water

Past Presidents:

- 1991-92 Patricia Brown
- 1997-98 Linda Kelly
- 1998-99 Irene Wall
- 2002-03 Lynn Moser
- 2011-2012 Cyndy Bratz
- 2015-2016 Shannon Ostendorff
US National Trend for Women in 2017

• 21.3% of all Bachelor’s Engineering degrees awarded to females
• 50% of all Environmental degrees awarded to female

• 25.7% females received Master’s degrees
• 23.5% females received Doctoral degrees

Brian Yoder - director of assessment, evaluation and institutional research at the American Society for Engineering Education.
Opportunity to increase membership
PNCWA Approach
PNCWA Approach

- 2016: Getting Started
- 2017: Transformational
- 2018: Foundational
Bend 2016 - Small Steps to Start

- Shannon Ostendorff PNCWA President
- Over 230 abstracts were evaluated
- Opening session focused on resiliency
  - Keynote speaker Eleanor Allen – CEO Water for People
Bend 2016

• New: Monday Women’s Networking Luncheon
  • Sign up with registration ..... sold out 80 spots
  • Welcome Comments from Shannon and Eleanor
  • Table top discussion
  • Thank you coffee cards....connect with a new friend
Women in Water T-shirts – Created a Brand

Women in Water T-Shirts - as give ways for all luncheon attendees

Sold Women in Water T-shirts for Scholarship Fund
Vancouver 2017 – The Year of Change

- Lara Kammereck, Conference Chair
- Corinne DeLeon, Technical Program Chair
- Equity and Social Justice overarching theme
  - Kim Powe and Eileen O’Neill Keynote speakers

Opening Session

Monday, October 23, 8:30 AM–10:00 AM

Equity and Social Justice

The PNCWA2017 Annual Conference and Exhibition will kick off on Monday, October 23, with an opening session theme of “Equity and Social Justice.” As water industry professionals, we understand that management of water resources has critical implications for people’s lives and livelihoods, for overall economic development and for social prosperity. Social theories of justice, equity and fairness underscore the need for ensuring social justice as we plan, design, operate, maintain, and construct facilities and systems.
Vancouver 2017

- Substantial increase.....275 abstracts submitted, 5 preconference workshops
- NEW Diversity and Leadership Track on Monday and Equity and Social Justice on Tuesday
- Panel discussion – Opportunities for leadership and strategies for building diversity
Vancouver 2017

- Women Networking Event – 4:30 – 5:30 pm
  - No charge, no sign up
  - Hosted local woman owned winery
  - 110 women attended
  - Invited women manufacture reps and vendors
  - Wine glass thank you

- Sold Women in Water T-shirts for Scholarship Fund
Vancouver 2017

- **NEW Woman of the Year Award**
  This award recognizes women who have forwarded water issues, made a significant achievement to the water industry.

Nicki Pozos – 1st Woman of the Year Award Winner
Boise 2018 – Key element of our Conference

- Board of Directors: Haley Falconer, Vicki Sironen, and Lara Kammereck
- Keynote Speakers Holli Woodings and Jackie Jarrell
- More than 900 attendees
- Continued Diversity and Leadership Track
- Panel Discussion: Return on your Diversity Investment

![Conference Agenda](image-url)
Boise 2018

Women Networking Event – 4:30 – 5:45pm
- No charge, no signup
- More than 120 attended
- Hosted by local winery
- Wine glass thank you
- Sold Women in Water T-shirts for Scholarship Fund

• Woman of the Year Awarded at Event
  • Chanin Bays, Water Environment Services
What’s Next?
What percent of PNCWA membership are women?

- 10%
- 20%
- 30%
- 40%
Where do we go from here?

2018 we have increased Women Members:

An average of 11% per year

To 20% of our total membership
Improvements in gender diversity

2018 Strategic Goal: To increase member diversity 2% annual net increase from target demographics/sectors and Women increase to 40% total
PNCWA Focus on Diversity in all Programs

- Formal Mentoring Program
- Scholarships
- Awards
- Conference Tracks
- Women’s Networking Events

- Committees with Women Chairs – 40%
  - Leadership, Water for People, Students & Young Professionals, Sustainability, Members Services, Resource Recovery, Plant Operations and Maintenance
“We are a national leader in women in engineering”

The College of Engineering is committed to developing and supporting a diverse student body and faculty that reflect and elevate the populations we serve.

- 28% Women with BS and MS
- 22.4% of our faculty are women compared to 16.9% nationally.
Portland 2019 – Continue Ahead

YES –
• Diverse Opening Speaker
• Leadership Track
• Panel Discussion on the Future of Leaders
• Women Networking Event
• Woman of the Year Award
2020 Women in Leadership Symposium

One day Symposium on Leadership Diversity
Key note Speakers
Subject area experts
Diversity in attendance
Mentoring
Skill building
Networking
New Logo Tshirts
New Woman in Water Scholarship
Hosted Social
Women in Water is part of the new culture of PNCWA

- PNCWA Bend 2016
  - Women’s Networking Lunch

- PNCWA Vancouver 2017
  - Leadership and Diversity Track
  - Women Networking Event
  - Woman of the Year Award

- PNCWA Boise 2018
  - Panel Discussion
  - Women Networking Event with more than 120 attendees
  - Woman of the Year Award
PNCWA – Increasing Diversity with Women in Water

By...... Haley Falconer and Lara Kammereck