AWEA OPERATOR OUTREACH

How we have developed workshops to reach and engage operators

Presented by
Brian Shannon
AGENDA

- History of AWEA
- Strategic Planning
- Member Analysis
- Treatment Workshops
- Collection Workshops
- Where Do We Go
AWEA

- 40 years old
- Currently around 500 members
- No full-time staff
- Part-time Executive Secretary/Manager/Resource (2005)
- Seven-member board
  - President, Vice President, Treasurer, Secretary, Past President, PWOD, Delegate
- $200,000 +/- budget
5 years ago – AWEA was a one-conference wonder

- Held in the same location every year until 2018
  - Orange Beach

Manager / consultant driven
PERDIDO BEACH RESORT

AWEA had become synonymous with the PBR and the 1st week in April!
CONFERENCE HAD BECOME EASY

- PBR knew us, and we knew them
- While prices had begun rising, everything was consistent and well liked
- Strong technical program
- WWTP awards program recognizing multiple plant sizes (municipal and industrial)
- Fun – casino night/prizes/golf/fishing/5K/beach
2013 STRATEGIC PLANNING

- Fall 2013 Strategic Planning Meeting for first time
- Invite-only group consisting of cross-section of membership
- Operators/Managers/Consultants/Reps
- Old and new leadership
- Updated yearly
2014 STRATEGIC PLAN
IMPLEMENTATION: CORE VALUES

- Education about water related issues is imperative
- Service to our industry and profession are important
- Leadership in Alabama’s water issues is necessary
2014 STRATEGIC PLAN
IMPLEMENTATION: GOALS

Goals

**Short Term**

- Provide operator centered training
- Hold strategic meetings with other organizations focused on similar issues

**Medium / Long Term**

- Become go-to organization for operator certification
- Increase membership
- Mid-year training conference

AWEA
WHAT DID WE DO?

- Reached out to other water organizations
  - Alabama Water Pollution Control Association (AWPCA) – Operator / Utility driven
  - AL/MS AWWA
  - Stormwater groups
- Did not reach out to ARWA
- Membership analysis
- Began empowering committees to offer workshops throughout year
- Fall technology conference
MEMBERSHIP ANALYSIS
AWEA MEMBERSHIP - WHO ARE WE?

Membership

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Current Members</td>
<td>497</td>
</tr>
<tr>
<td>Corporate Member</td>
<td>2</td>
</tr>
<tr>
<td>Executive Members</td>
<td>5</td>
</tr>
<tr>
<td>Life Members</td>
<td>8</td>
</tr>
<tr>
<td>Professional Members</td>
<td>266</td>
</tr>
<tr>
<td>PWO Members</td>
<td>173</td>
</tr>
<tr>
<td>Retired</td>
<td>2</td>
</tr>
<tr>
<td>SJWP</td>
<td>3</td>
</tr>
<tr>
<td>Student Member</td>
<td>16</td>
</tr>
<tr>
<td>Young Professional</td>
<td>22</td>
</tr>
</tbody>
</table>

Demographic Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Join Date</td>
<td>OCT 2008</td>
</tr>
<tr>
<td>Average Year Born</td>
<td>1969</td>
</tr>
<tr>
<td>Average Age</td>
<td>49</td>
</tr>
<tr>
<td>Male</td>
<td>333</td>
</tr>
<tr>
<td>Female</td>
<td>55</td>
</tr>
<tr>
<td>Blank or no input</td>
<td>104</td>
</tr>
</tbody>
</table>

Source: WEF Resources
WASTEWATER TREATMENT WORKSHOPS
Treatment workshops focus on classroom learning in the morning (math/biology) and hands-on in afternoon.

Discuss items with direct correlation to day-to-day activities.

Not as interested in topics generally discussed at annual conference.

Some of most successful workshops have included plant tours.

Generally include 3-4 presenters (operations, maintenance, lab).

Lunch provided with sponsor.

Generally free to attend.

Average of 50 attendees.
WASTEWATER COLLECTION WORKSHOPS
COLLECTION WORKSHOPS

- Collection workshop topics constantly changing
- Topics range from SSORP to flow monitoring to pretreatment
- Generally include 3-4 presenters
- Lunch provided
- Generally $20 to attend for members & $40 non-member
- Average 40+
- Allow sponsoring utility members some free spots
- Lunch sponsorships
WHAT NOW?

- We have geographically diversified our training and outreach
- Reach the unreached
- Track success of workshops in gaining AWEA/WEF members
- Have universal pricing
“How do we convey to operators, utilities, managers the value of membership in our MA’s / WEF?”