Building a Pipeline to the Future: Membership Retention & Growth

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Meeting Workforce Challenges: Retention & Growth

AGENDA

- NEWEA Background
- Engagement = Retention
- Recognition = Retention
- Membership Diversity = Growth
- Outreach = Growth
- Summary
- Discussion
Mission Statement

NEWEA’s mission is to promote education and collaboration while advancing knowledge, innovation, and sound public policy for the protection of the water environment and our quality of life.
New England Water Environment Association

- Founded in 1929 as New England Sewerage Works Association – 90th Birthday year
- Rebranded from New England Water Pollution Control Association to NEWEA in 1990s
- 2,200 members
- Representing the six New England states
- Annual budget = $1.1 million
- Three paid staff
NEWEA Membership Benefits

- Technical expertise
- Publications
- Education and training
- Networking
- Opportunities for professional growth
- FUN
NEWEA Events & Activities

- Annual Conference – January in Boston, 2,400 attendees
- Spring Meeting – June, rotates among six states, 350 attendees
- Committee Specialty Conferences – Typically six per year
- Affiliated State Associations
  - Conferences and Tradeshows
  - State Legislative Breakfasts
  - Operations Challenge
- National Events
  - WEFTEC
  - WEFMAX
  - DC Fly-in
  - YP Summit
  - Operations Challenge
NEWEA Membership is a Key to Building a Pipeline for the Future Workforce

- **Challenges**
  - Aging workforce
  - Public understanding of value of water & career in this field

- **Solution – Focus on Membership**
  - Retention
    - Engagement
    - Recognition
  - Growth
    - Diversity
    - Outreach
Engagement: 43 Active Committees

Collection Systems/ Water Resource Council
- Collection System Certification
- Collection Systems
- CSO/Wet Weather Issues
- Industrial Wastewater
- Stormwater
- Sustainability
- Water Reuse
- Watershed Management

Outreach Council
- Government Affairs
- Membership
- Humanitarian Assist. & Grants
- Public Education
- Safety
- Scholarship
- Student Activities
- Water for People
- Young Professionals

Management Review Council
- Assessment & Development
- Awards
- Bylaws
- Member Appreciation
- Nominating
- Sponsor

Meeting Management Council
- Conference Arrangements
- Exhibits
- Program
- Registration

Treatment, System Operations, & Management Council
- Asset Management
- Energy
- Laboratory Practices
- Microconstituents
- Operations Challenge
- Plant Operations
- Residuals Management
- Small Community
- Utility Management

Communication Council
- Journal
- Public Awareness
- Newsletter
- Website

Ad-hoc Council
- Veterans Workforce Dev.
- Innovation
Engagement: Expanding Our Stakeholders

- **Sponsors**
  - Four Levels: Sponsor, Advertiser, Partner, Donor
  - Make events successful for them

- **Regulators**
  - Free registration at Annual Conference

- **Utility Partnership Program**
  - “One stop shopping”

- **NEWIN Partnership**
  - Innovation

- **Universities**
Engagement: Formal Mentor Program

- Introduced by YP Committee at 2018 AC
- Match mentors and mentees – 18 month program
- Lead to lifelong relationships
- Develop future NEWEA and industry leaders
Engagement: YP Summits

- Initiative from 2016 NEWEA planning session
- Modeled after WEF’s YP Summit
- Half day program – part of annual conference
- YPs plan, organize, and stage
- Post-event networking reception with leadership and members
- 2019 YP Summit – over 120 YPs!
- FUN
Engagement: YP’s Poo and Brew

- Developed by YP committee 18 to date
- All NE states have hosted
- WWTP tour
- Reception at local brew pub
- Technical knowledge transfer
- Networking
- Relationship building
- Fun!
Diversity: Innovation Pavilion

- Initiated at 2019 AC
- Modeled after WEFTEC
- Connect with colleges and university on research programs
- Innovative technologies and trends
- Entrepreneurship
- Workforce development
Diversity: Veterans Workforce Development

- Idea presented by USN veteran
- Water Warriors white paper
- 2017 – established ad-hoc committee
- State subcommittees and liaisons
- Meet with regulatory agencies, labor departments, and job placement agencies
- Recruiting, placement, training, certification
Outreach: Students

- Presentation Tool Kit K-12
- Teacher training
- College and university initiative
  - Student Chapters: Northeastern, Wentworth, and WPI
  - Executive Committee Meetings at Univ./College
  - Outreach Events held at UNH, URI, UVM, UMaine, UMass, WPI, Roger Williams University (2018)
Outreach: Public Awareness

- Publicity campaign: Water for Life/Waters Worth It
- Water Week
- Congressional Fly-In
- State Congressional Meetings/Briefings
Thank You and Discussion

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Recognition: Awards

- **Annual Conference**
  - 9 WEF awards
  - 10 EPA awards
  - 27 NEWEA awards

- **Stormy Awards**
  - Joint with New England chapters of WEF, AWWA, and APWA
  - 3 categories
  - 21 entrees this year

- **State Level**
  - Plant of the Year in New Hampshire
Recognition: Achievement

- Select Society of Sanitary Sludge Shovelers (5S)
- NEWEA Officers / Committee Chairs
- Journal Articles
- Service Appreciation Event (Family Event)
Diversity: Targeting Diverse Categories of Membership

- Join NEWEA and you join WEF
- Join WEF and you join NEWEA
- Nine membership categories
  - Professional / Executive / Corporate
  - Academic / Operator / Utility
  - YP / Student / Regulator
- Seeking members beyond Operators, Engineers, and Managers
  - Attorneys, investors, innovation startups
- Active and updated website
  - Career information / brochures
  - Job bank
- Competitively priced – $185