WEFMAX Day I

SESSION I: Host Session – Operator Outreach
Scribe Notes By: Kim Polifka Moderated by: Brian Shannon

- Offering Operator Training Across the State—quarterly
- Operator Training – no fee; Collection Systems - $20/member, $40/non-member; lunch sponsor to offset cost.
- Emphasis placed on getting AWEA in front of Operators and adding valuable training and professional development hours – not so much as an income generator
- Operator training and collection systems committees are very active
- Identifying Underserved Counties/treatment systems in Rural Alabama to Educate about WEF & AWEA and advantages of membership

WHAT’S NEW AT WEF – Presenter: Lynn Broaddus
- Strategic Plan update: mission, vision, and critical objectives have not changed; individual goals have. Inclusivity and diversity are specifically called out.
- WEF InFLOW: program at WEFTEC bringing in students from HBCU, other MAs are starting their own versions
- Using WEFTEC to leverage our connections with members
- Communicating the value of water/water professionals
- ReNEW Water Project: driving resource recovery using metrics from surveys
- Project request: WEF needs two pins from each MA, more requests coming soon
- Biosolids – new concerns – emerging contaminants – PFAS, a drinking water concern, will be reaching out to MAs for input on how states are dealing with biosolids

WHAT’S NEW FOR OPERATORS – Presenter: Dianne Crilley
- Game Changing Education: new Operator training manual
- Manual, real world photos, all in full color, accessible language, definitions within main text
- Manual, tons of practice questions, meant to be used for test prep
- Manual, troubleshooting guides, color-coded sections on safety, tips, notes, calculations
- Manual, second book will be released early 2020, member price is $99 and with online course is $159. Trainers Kit is $249
• Manual, Trainers kit can be customized
• Train the Trainer Program at WEFMAX – Has been planned for WEFTEC in Chicago

WHAT’S NEW FROM THE WEF HOUSE OF DELEGATES –Presenter: Dean Miller

• Committee Leadership Council (CLC): committees report to CLC, CLC reports to WEF Board
• What is the HOD (House of Delegates): 3-year term, liaison between MAs and WEF
• HOD: deliberation unit for WEF, representation on WEF Board Committees
• HOD: 3 workgroups for 2018/2019, 5 standing committees
• HOD: delegates are here to serve the MAs; please communicate to your delegates anything you want to reach WEF
• Make List of HOD info available by email quarterly

BREAK

SESSION II: Engagement Innovations
Scribe Notes By: Kim Polifka by Kevin Dour

OHIO WATER ENVIRONMENT ASSOCIATION – Presenter: Fred Smith

• Engaging YOUR Membership with Video: Operations Challenge and Water’s Worth It
• Video, video leads to traffic and results
• Video, emotion, family, diversity, good editing
• Video, potentially hire videographer or look to non-profits, engage people who WANT to be involved
• Video, use existing opportunities, plan ahead, tell people ahead of time, encourage participation with the WHY
• Video, use on social media, keep it short, have variety. Break up video in smaller pieces.
• Video, doable even on a small budget, not everyone loves to be on camera, board support.

ROCKY MOUNTAIN WATER ENVIRONMENT ASSOCIATION – Presenter: Stacey Walker

• Rocky Mountain Water Young Professionals: The Future of Water
• RMYPs, 12 subcommittees, 32 YP subcommittee co-chairs, Succession Planning
• RMYPs, Tours/Happy Hours 4 a year near universities, keep it interesting
• RMYPs, Trivia night, a way to bring the boards of each side to help YPs understand
• RMYPs, YP Summit, send two members to the WEF/AWWA summit
• Water for People: softball tournament, Thirstyfest
SESSION III: WORKFORCE: BUILDING A PIPELINE FOR THE FUTURE
Scribe Notes By: Dana Raughton
Moderated by: Susan Guswa

PACIFIC NORTHWEST CLEAN WATER ASSOCIATION – Presenter: Kevin Dour

- Increasing Diversity: Women in Water
- 84% of our work force are white men
- PNCWA Approach: started in 2016 at Conference, first female keynote speaker, women’s networking lunch sold out
- 2017: Equity and social justice, huge increase in abstracts submitted, created Woman of the Year award
- 2018: continued with diversity and leadership track, held women’s networking event again with increased attendance
- Female members have increased overall
- Mentoring program, scholarships, awards, conference tracks, women’s networking events
- 2020: Women in Leadership Symposium planned

NEW ENGLAND WATER ENVIRONMENT ASSOCIATION – Presenter: Mary Barry, NEWEA ED

- NEWEA – 90 years old; covers 6 states, formed in 1929, $1.1M budget; 4 paid staff
- Partner with NY every 5 years;
- Focus on membership; each of 6 states has its own org, too, mostly consisting of operators
- 43 active committees divided into 7 Councils
- Challenge - aging work force and public understanding of career field; solution is to focus on membership—retention and growth
- Committees are tasked to hold specialty conferences once every three years
- 3-year rotation for serving on committees; 43 committees
- 4 levels of sponsorship: Sponsor, Advertiser, Partner, Donor
- Regulators – free registration at Annual Conference
- Utility Partnership Program – One Stop Shopping
- NEWIN Partnership – Innovation, modeled after WEFTEC
- Universities
- YP Summit on Sunday, half day program as part of annual conference
• Poo and Brews; developed by YP Committee; operators leading tours at WWTP; reception at a local brew pub
• Public Awareness – Water Week, Water for Life/Waters Worth It, State Congressional Meetings/Briefings
• NEWEA gives state regulators free registration at annual conference.
• Updating constitution and bylaws to institute a YP Board member
• Promote the environment for diversity; fosters more participation in the association
• Participates in “Giving Tuesday” each November and Amazon Smile, both give money back to the organization
• Started a formal mentoring program in 2018; YPs connect mentors and mentees; program developed by YPs
• YP summit started at their annual conference in 2016
• ‘Poo and Brew’ WWTP tour, ending at brewery
• Veterans Workforce Development and Student Outreach

Q & A

• Q: Does 2% growth match college graduates, etc.? Yes, more or less.

• Table discussion summaries:
  o Brian Shannon – diversifying operator workforce with women and minorities, apprenticeship program, retention issues (once their trained, hot commodity), low pass rate for Grade IV, bring more people into water and educate them
  o Women in Water, Anchorage last year discussed using retired professionals, so aligned retired members with YPs to help with mentoring, underrepresented sectors such as math and science with community colleges, lab technicians
  o Recognition of diversity, exposure
  o Changing language to make it more appetizing; start young on education; why do we want to be diverse?; regional issues;
  o Start somewhere, maybe with community colleges with environmental classes
  o Women in Water events; dialogue; state conference diversity but it starts with the organization
  o Diversity issues with certain groups such as operators
  o Be intentional about it if it’s important
  o Fostering diversity at events by welcoming other groups

WHAT DID WE LEARN...

• Diversifying Operator Group – apprenticeship / retention
• Women in Water – some discussion, but no champion
• Retired professionals for mentoring with YPs to transfer knowledge, keeping seasoned members involved
• Identify community colleges to develop under-represented sectors—operator, lab techs, other opportunities than engineering
• Recognition of diversity—ethnicity, gender
• Changing the language of wastewater treatment, education of young children
• Make it desirable to be diverse
• Diversity expands outside of just “women in water”
• Fostering diversity to welcome all groups across the board

BREAK

SESSION III: Workforce Continued...
MAY THE WORKFORCE BE WITH YOU
Scribe Notes by: Dana Raughton Moderated by: Dianne Crilley

Motivating and Inspiring Future Leaders – Anni-Frid Santos

• People are leaving jobs at a high rate and it is increasing with people quitting and retiring
• Learn, Communicate, Act
• Learn: know how to communicate to employees by their generational traits, but remember there is an individual and get to know them
• All generations want performance-based compensation, recognition, and are motivated by interesting projects/tasks
• What drives us?
  • Money is not a motivator when tasks go from basic to difficult
  • Mastery of skill, self-direction, purpose are motivators
  • Workers value autonomy, recognition
• We care about mastery and wanted to be treated like people
• Communicate: use personality profiles, manage by walking around (MBWA), be transparent, show empathy, LISTEN
• Act: say what you mean and mean what you say, be consistent, care
• Learn, Communicate, Act
• 10k ppl every day for the next 2 decades will reach traditional retirement age of 65, maybe even 12k – means loss of talent, experience and knowledge which equals time, money and productivity
• Characteristics of Generations – not that different; want respect, leaders that are trustworthy, don’t like change, have loyalty, want to learn, want feedback.
• Motivators – mastery of a skill, self-direction, purpose (Daniel Pink), recognition
• Millennials want positive feedback so deliver constructive criticism delicately.
• Midlevels take initiative to inspire younger staff.
• People don’t typically leave jobs, they leave managers. Bad ones.
• Stay Interviews instead of Exit Interviews.
• Identifying strengths and weaknesses in employees and empowering them.
• Follow through with your promises.
• Know your employee.
• Motivate/inspire your team on one member - anni.santos@stantech.com
• A YP on the Board gives diversity
• Quantifying data and being intentional
• Make a concerted effort to engage younger people and underrepresented; overcoming the good ol’ boy system;
• Be blunt
• Focus on inner City at middle school levels
• Start with InFlow
• What WEF can do? Add diversity track maybe at WEFTEC.
• Awareness and be intentional.
• Women in Water, YPs, get members involved in committees, data mining,

WHAT DID WE LEARN…
• Communicate – interpersonal relationships, value of walking over to talk to someone with empathy, caring
• Most millennials come to a job feeling this is the first of many jobs, not their forever job. Recognizing a compressed time frame for the younger generation. Don’t take criticism well, only positive feedback. Managers need to find a way to offer constructive criticism without hurting feelings of the millennial.
• Upper management communicating with staff and inspiring younger staff.
• Communication isn’t good enough on its own; must be followed up with action.
• People don’t leave jobs, they leave managers.
• Recognition and showing of appreciation are important.
• Share information, don’t take it with you.
• Leadership training.
• Manager evaluation by employee.
• Identifying skills, strengths and weaknesses.
• Follow through with what you say.
• Motivating factors, self-motivating, knowing what motivates your employees.

SESSION IV: WEF HOD DIVERSITY & INCLUSION WORKGROUP
Scribe Notes By: Dana Raughton Moderated by: Dean Miller

• Working to increase diversity in both gender and ethnicity
• “Diversity is being invited to the party; inclusion is being asked to dance.”
• Group working to identify data needs, difficult because it is optional
• Survey sent to all MA's, still accepting responses
• Results so far show that very little data is being recorded on diversity
• Quantify and be intentional about actions.
• Make a concerted effort in sectors and younger people
• Identify how to overcome the good old boy mindset
• Look deeper than graduate level, privileged neighborhoods—try school age children
• Inflow program is an important place to start
• Does WEF have a diversity tract at WEFTEC?
• Look at the current situation, increase awareness, be intentional in gathering information
• YPs are more diverse than seasoned members
• Award/prize for MA doing the most (and creative way) to increase diversity
• InFLOW could be used for more than engineers and operators—look past to event planner, administrative

WEFMAX Day II

SESSION V: PARTNERING FOR MUTUAL SUCCESS
Scribe Notes By: Kim Polifka
Moderated by: Lynn Broaddus

MA-WEF PARTNERING FOR MUTUAL SUCCESS
Presenters: Lynn Broaddus, Dianne Crilley & Kelsey Hurst

WEF Engagement Team

• Learning outcomes - take away at least 3 ideas
• Engagement challenge
• Difference between local and national association (increase awareness)
• How does WEF raise awareness?
  • WEFTEC
  • specialty conferences
  • social media
  • awards
  • recognition
• How can MA raise awareness?
  • keep links up to date
  • free events for members
  • discuss value of membership
  • reach out to educational institutions
  • awards and recognition program
• Understand local MA and WEF but don’t see value
• Compelling value
  • Look beyond typical benefit
  • Free members-only events
  • short surveys on items of interest
  • career coaching
• Member in name only
• Relevant offerings that are convenient
  • communication
  • send a welcome email or personal note
  • recognize new members at all meetings
  • organize community involvement
• I only occasionally participate
• Relationship building
  • Leverage corporate members and sponsors
  • ask, engage, seek
• Participate in events but don’t volunteer
• Prospect and engage volunteers
  • invite them and bring them in
  • involvement is key to retain members
  • invite new members to board meeting
• Willing, fully participating volunteer
• Mobilize and groom volunteers
  • Provide volunteer on boarding
  • job descriptions
  • solicit people outside committee to help
• Recognize volunteers
• Willing fulling participation MA volunteer
• Leadership development
  • have a succession plan
  • board discussion regarding potential board positions
  • provide training, mentoring and coaching
• WEF membership team is available to help.

What is engagement?  What do we do to not burn out current volunteers?

• Value in training
• Send information to home so they have additional time to read documents
• Social network - keep it fun
• relationships are important
• Challenge of benefits to operators - problems with employer support
• Issues getting operators to see benefits of membership
• Find the right spot for people that do want to be engaged

What Is WEF’s Role?
• Federal Level Lobbying and Policy Engagement
• Negotiating with AWWA Board
Connecting MAs through ideas
- Technical advisory on updated technology information
- Up to date training / learning opportunities in the industry
- Expert spokesperson when natural disasters occur
- Resource for new training – operator training
- Manuals of practice
- Taking the lead for a new Clean Water Act - revision
- WEFTEC

What is the MAs Role?
- Connecting utilities across the states—cohesive and functional
- Solving problems at state level (regulations) that can be shared with other states
- Exchange of knowledge
- Regional or state – advocate lobbying for clean water/legislation at the state level
- Expertly service members at the local level
- State conferences
- Supporting each other
- Right and ability to adjust our own bylaws as necessary – pick our own committee chairs in alignment with WEF
- Delivery of operator training

How Do We Intersect?
- Visions
- On WEF and MA Committees – HOD has a Committee (could all be doing the same thing)
- Specialty Conferences
- Water Week (collaborating with AWWA)
- Membership
- Clean Water Act Revision
- Strategic Planning

Q & A
Q: What are the key elements of our successful partnership?
A: communication, trust, consistent staff, consistency of the staff (knowing needs), very approachable, shared goals, responsiveness, talking through tough topics together

Prioritizing Current Services of Association Engagement and Other WEF Departments:
- Self-Serve (plug and play – use or not)
- Leadership Development Resources
- Communication
- Membership Resources
- Marketing Resources

MA-MA PARTNERING FOR MUTUAL SUCCESS – Presenter: Dean Miller
Brief intro on what the HOD MA Resources Workgroup is doing. Survey was sent to WEF Delegates for
input on what are greatest needs for MAs and What resources can be shared? The four needs areas are identified below.

- Staffing
- Training events
- Financial planning
- Awards and program ceremonies

WEF asked 3 MAs to share information on the resource listed below...

- **Chesapeake WEA** – Training New Committee Chairs – Tim Wolfe & Aaron Hughes
  - Annual Leadership Retreat (70 to 80 people attend) to inform/educate incoming board and committee members—budgeting, events, publications, MA & WEF relationship, Delegate duties, conference planning

- **Pennsylvania WEA** – Travel and Registration Fee Policies – Sue Boynton
  - Developed a handbook for leaders
  - Revised travel policy to include officers for travel to WEFMAX, Fly-in, other leadership events. Updated in 2018 to include financial support for toll reimbursement.
  - Travel policy includes support to send two operator challenge teams to WEFTEC.
  - Other revisions include increasing dollar limits for reimbursement.
  - Living / breathing document.
  - Driving involvement of a travel policy was to encourage leaders to attend WEF events.
  - Much increase in involvement since the travel policy was developed.
  - Annual Conference Registration and Fee Policies with net revenue goals

- **WEA of Texas** – Exit interviews Process for Committee Chair/Leadership – Matias Pasch
  - Every new committee member is welcomed and required to complete a member resume, which is shared with other leaders
  - Exit survey questions to pass along information to succeeding leaders
  - Administered by Executive Director or other staff member
  - Google Drive – survey is created through Google forms (free and easy to use) and information collects into Google Sheets
  - Tracked by email address
  - Relatively new process to WEAT

**BREAK**

**SESSION VI: MEMBERSHIP**
Scribe Notes By: Kim Polifka Moderated by: Kelsey Hurst

**ALABAMA’S WATER ENVIRONMENT ASSOCIATION** – Presenter: Embracing Change – Matt Alpaugh
Important concepts
  o Vision to deliver – must implement great ideas
  o Don’t be a nay-sayer, unless you have other options to offer

Boards must interact

Developed joint annual meeting strategy

- Developed a team, develop member lists, communication is centralized, determine profit margins, insurance, branding, (who designed logo), very simple website, determine date and location, pick host hotels
- Lots of care put into each organization keeping their identity
- Annual sponsorship program – strategized offerings of free items to high level sponsors—only one to hand out swag at conference, only one lanyard sponsor, highest level sponsors offered a chance to book presidential suite for social event, limited the number of sponsors that can have a high-end sponsorship (i.e. diamond sponsor, only 5 available spots)
- Simple, consolidated marketing by email
- Social events—bar/restaurant socials, fishing and golf tournaments

Q & A

Q: What is one thing from your conference or joint conference that you would not give up?
A:

- Technical sessions
- Networking
- Being different
- Conference date
- Social events – dinner/banquet (roast of outgoing president), skits
- Exhibitors
- Location and Venue
- Joint Conferences
- Operations Challenge (in vendor hall)
- SWAG – sewer and water art gallery (utilities/consultants bring anything interesting found during project) – gets foot traffic, award for most interesting
- Specific tracts within technical program
- Time of year for conference
- Kick off events
- Golf outing / bike ride (motorcycles)
- Special ceremonies (5S)
- motivational speaker as keynote
WEF – MOVING PAST ATTRACTION TO ENGAGEMENT – Presenter: Dianne Crilley

- Learning outcomes - take away at least 3 ideas
- Engagement challenge – engagement fuels more engagement
- 1. Difference between local and national association (increase awareness)
- How does WEF raise awareness?
  - Local member associations
  - WEFTEC
  - specialty conferences
  - publications/social media
  - awards and recognition
  - online education
  - advocacy
  - partnerships with collegial organizations
- How can MA raise awareness?
  - Keep website and links up to date
  - free events for members
  - discuss value of membership
  - reach out to educational institutions
  - awards and recognition program
  - partnering with collegial organizations
- Understand local MA and WEF but don’t see value
  - Compelling value
  - Look beyond typical benefit
  - Free members-only events
  - short surveys on items of interest
  - career coaching
- Member in name only
- Relevant offerings that are convenient
  - communication
  - send a welcome email or personal note
  - recognize new members at all meetings
  - organize community involvement
- I only occasionally participate or not active at all
  - Make relevant offerings convenient
  - Engage organizations or utilities by holding meeting at their location
  - Corporate leaders participate in a discussion panel
- Relationship building
  - Leverage corporate members and sponsors
  - ask, engage, seek
  - welcome email or personal note
  - recognize new members at all meetings and in communications
  - organize community involvement opportunities
  - address service issues quickly
  - ask about member needs
- Only occasionally participate in events but don’t volunteer
  - Prospect and engage volunteers
  - invite them and bring them in
• involvement is key to retain members
• invite new members to board meeting
• Willing, fully participating volunteer
• Mobilize and groom volunteers
  • Provide volunteer on boarding
  • job descriptions
  • solicit people outside committee to help
• Recognize volunteers
• Willing fulling participation MA volunteer
• Leadership development
  • have a succession plan
  • board discussion regarding potential board positions
  • provide training, mentoring and coaching
• WEF membership team is available to help.

**What is engagement? What do we do to not burn out current volunteers?**

• Value in training
• Send information to home so they have additional time to read documents
• Social network - keep it fun
• relationships are important
• Challenge of benefits to operators - problems with employer support
• Issues getting operators to see benefits of membership
• Find the right spot for people that do want to be engaged
• Diversity and inclusion
• Develop a guide – interactive and collaborative
• Visit under represented areas
• Small community training workshops
• Support for student chapters
• Motivate YPs to get involved
• Determine needs and wants of volunteer – engage them to help develop
• Reduced rate for utility members
• Assign specific tasks (with options) to new leaders
• Recognize strength/interest of someone
• Don’t overload volunteers – delegate
• Personal contact – not an email, sometimes a telephone call or face to face
• New chair onboarding process
• Not inclusive of membership – be careful not to come across as closed group or uninviting
• Value for membership cost
• Consider reduced membership rate for volunteers

**What Roles are Exclusive to WEF?**
• Federal Level Lobbying and Policy Engagement
• Negotiating with AWWA Board
• Connecting MAs through ideas
• Technical advisory on updated technology information
• Up to date training / learning opportunities in the industry
• Expert spokesperson when natural disasters affect
• Resource for new training – operator training
• Manuals of practice
• Taking the lead for a new Clean Water Act - revision
• WEFTEC

What Roles are Exclusive to MAs?

• Connecting utilities across the states—cohesive and functional
• Solving problems at state level (regulations) that can be shared with other states
• Exchange of knowledge
• Regional or state – advocate lobbying for clean water/legislation at the state level
• Expertly service members at the local level

Where do we Intersect?

• Visions
• On WEF and MA Committees – HOD has a Committee (could all be doing the same thing)
• Specialty Conferences
• Water Week (collaborating with AWWA)
• Membership
• Clean Water Act Revision
• Strategic Planning