WEFMAX Day I

SESSION I: Host Session – What AZ Water Does Best
Scribe Notes By: Shana Schwarz  Moderated by: Kevin Conway

- Leadership committee, established ~8 years ago, handles various activities
- WEF/AWWA Partnership, water is water
- Leadership series: blended approach with presentations by industry leaders, suggested readings, podcasts, participatory discussions
- Leadership series, cont: events held across the Valley with specific messages about how they were successful in their careers, the role of a Leader, communication, and having a vision for professional development
- Annual Conference: exhibition hall, 200+ technical sessions, 3 panels, 19 operator training workshops, competitions, career connect, social event, awards reception
- Annual Conference, cont: through the years, held all over the state, eventually landed in Glendale until space became an issue; now held at Phoenix Convention Center
- Annual Conference, cont: new venue resulted in increased costs (double); used a survey to see how to reduce costs. 2017/2018 conferences were a success with increased attendees, exhibitors, and sponsors
- Council of Committees: success of AZ Water led to challenges with communicating with members, schedule conflicts, burn out, etc
- Council, cont: group committees into councils to assist struggling committees, bridge communication gaps, collaborate, schedule/coordinating of events, etc
- Councils: Advocacy, Education, Environment, Infrastructure, Member Involvement
- Operator Program: examine what AZ Water wasn’t doing well- engaging with Operators
- Operator Program, cont: started with competitions, grew that program
- Operator Program, cont: WEF reciprocal membership, Board support help in funding, operator initiatives like training, partnership with WestMec (9-month school program)
- Young Professionals: Members in all 3 sections of state, focused on professional development and engagement; committee puts on lots of events. Student chapters at all 3 universities.

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

WHAT’S NEW FOR OPERATORS —Presenter: Kim Riddell-Furry

• Game Changing Education: new Operator training manual
• Manual, cont: real world photos, all in full color, accessible language, definitions within main text
• Manual, cont: tons of practice questions, meant to be used for test prep
• Manual, cont: troubleshooting guides, color-coded sections on safety, tips, notes, calculations
• Manual, cont: second book will be released early 2020, member price is $99 and with online course is $159. Trainers Kit is $249
• Manual, cont: Trainers kit can be customized

WHAT’S NEW FROM THE WEF HOUSE OF DELEGATES —Presenter: Keith Hobson

• 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

BREAK

SESSION II: Engagement Innovations
Scribe Notes By: Shana Schwarz Moderated by Cliff Cate

OHIO WATER ENVIRONMENT ASSOCIATION – Presenter: Kim Riddell-Furry

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

ROCKY MOUNTAIN WATER ENVIRONMENT ASSOCIATION – Presenter: Jamie Langer

- Rocky Mountain Water Young Professionals: The Future of Water
- RMYPs, cont: 12 subcommittees, 32 YP subcommittee co-chairs, Succession Planning
- RMYPs, cont: Tours/Happy Hours 4 a year near universities, keep it interesting
- RMYPs, cont: Trivia night, a way to bring the boards of each side to help YPs understand
- RMYPs, cont: YP Summit, send two members to the WEF/AWWA summit
- Water for People: softball tournament, Thirstyfest
- RMYPs, cont: Professional development with negotiation seminar, resume help, career path
- RMYPs, cont: successes due to constant engagement, succession planning, board participation
- RMYPs, cont: challenges include AWWA is creating a new YP group, organizational buy-in from YP employers, geographic isolation across three states
- RMYPs, cont: new collaboration opportunities, student chapter outreach

Q & A Time

Q: AWWA is requiring a split?
A: Hoping to keep it on the background to avoid confusion.

Q: Is that coming from AWWA national?
A: Yes.

Q: We cover three states as well, core group is in Maryland. How do you spread your activities over three states?
A: Activities are just in Colorado, but we do a conference call each month. RMWEA has a scholarship program to bring people from WY and NM to events. Other states have smaller happy hours and tours, but not close to the same size.

Q: Arizona is a large state, and we have to actively engage members from across the state. We bring the organization to them.
A: We have done webinars to help with that issue as well. It’s important to connect with the colleges.

Q: Have you done anything special to get any of the utilities to allow their operators to get engaged?
A: It’s really not the municipalities that we have a problem with, more of the consulting firms. We hold activities after working hours.

Q: Is RMWEA’s leadership program targeted towards YPs?
A: It’s targeted to anyone who doesn’t have management or supervisory experience. It’s more focused to operators, utility staff, etc.
Q: How do you get young professional operators to get involved?
A: We have a solid group of operators that come to our events. Our leadership works to make it an inclusive thing. We have members who are operators and encourage them to reach out to their networks. Suggestion: have an operator specific learning event, ie Tristate

Q: How much did you spend on the video and editing? How did you come up with the questions asked in the video? Were questions given ahead of time.
A: We split the cost between two organizations. Total cost was $1500. Had it produced in a format that staff could access to edit into different pieces instead of having to go back to the company each time. Questions were developed in advance. “What’s your water legacy?” Participants given the option to answer whichever questions they prefer. A booth was setup at the conference with time slots designated.

WHAT DID WE LEARN...

- Presenting a unified front to AWWA about keeping YPs together
- Employer support, varied from widely supportive of sending YPs to events, all the way to not being supportive at all. This is a challenge for smaller organizations. Show them the value of employees being involved.
- Demographic differences in YPs
- Face to face meetings as opposed to virtual- much more engagement
- Committees don’t come together until they have in-person meetings
- Most members don’t care what organization they are representing, they just want to be involved
- For video, how do you get people to see it?
- Do videos get outdated? How to combat that and always be thinking of the next one.
- MAs need a person dedicated to social media to be able to share videos, can a YP do this for your section?
- Student design competition- how to get more people involved. The most engaged schools are the ones where MA is involved with the professors
- Videos- plan, plan, plan. Focus the message. Control the conditions.
- YPs- make sure you have a good structure and succession plan
- Face to face is important to people

SESSION III:  WORKFORCE: BUILDING A PIPELINE FOR THE FUTURE
Scribe Notes By:  Shana Schwarz  Moderated by: Kelsey Hurst

PACIFIC NORTHWEST CLEAN WATER ASSOCIATION – Presenter: Lara Kammereck

- 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

CENTRAL STATES WATER ENVIRONMENT ASSOCIATION – Presenter: Mohammed Haque

• Diversity, workforce development, global water stewardship- all tie together and feed off each other
• Diversity: in 1997 <5%, hired Mohammed and Amy and focused on inclusion
• CSWEA: focused on diversity going forward. 2019/2020 entire slate is female
• Think there is no diversity in your state? Look harder/look at colleges
• ASU is the best school in the world, according to video shown during presentation. GO DEVILS
• Workforce development: it’s really hard to hire qualified operators, major shortage
• New training initiatives, sold out or selling out soon. Working the new WEF workbook into program
• Global Water Stewardship: social arm of CSWEA, formed in 2013, developing leadership through social outreach
• Integrated student design competition with universities, increasing diversity
• GWS: education and outreach while on trips, professional training and exchange with delegation from Costa Rica now coming to CSWEA for a week in April, expanding to Guatemala in 2020

Q & A

Q: What are metrics for Global Stewardship connecting to workforce development?
A: Showing young people the value of being involved helps them want to enter or expand their role in the workforce. We’re developing future leaders through that initiative.

Q: Are the participants in operator training primarily people who are already working in the field, or is it also being used to bring new people in? Just in Illinois?
A: Initially, it was for people in the field. Feedback said we need to open this up. We need to bring community college/high school students in to this. I see the next iteration of that bringing pretty much anyone. We don’t want more than 30 people per class, so we’ll need more offerings. It is currently only in Illinois, but rolling out to more states soon?
Q: How do we bring in more female operators?
A: In NW, we’ve had success when we’ve pushed STEM programs with female students. Young women need to see women in the roles they’d like to be in.

Q: Did you get any pushback when starting Women diversity program? Anything you would do differently?
A: Board president was a woman, so that helped. A similar program in NW AWWA section received a lot of push back. It was successful in spite of push back. The planning group is pretty homogenous; if we could do over again, involve more YPs, also include more older members, start with a more diverse planning team.

Q: How do you include men in the conversation about women in water?
A: The diversity tracks are open to everyone; it’s so important for everyone to be involved in these conversations.

WHAT DID WE LEARN...

- Operations diversity- how do we get women to think about that as a field to go into. Get to them when they are younger
- How changes have been made over time. There are more women in the industry, big changes over the past 20 years, but still lagging in the operations field.
- Hold events at the conference, women in water feature in newsletter
- Going to STEM programs and talking to them about women in water
- You have to find advocates within your organization
- The only way to be successful is to be diverse on all spectrums
- Global Stewardship Program- partnering among MAs
- We need to make sure that we raise awareness of the opportunities that exist for everybody
- When you serve on a nominating committee, don’t just nominate people that look like yourself
- Working with science teachers in high schools is a great option
- Suburbs have been good with outreach for high schools, but inner-city schools don’t get that same outreach
- Sometimes inner-city municipalities are so large they do not engage/outreach due to the bureaucracy.

BREAK

SESSION III: Workforce Continued...

MAY THE WORKFORCE BE WITH YOU

Scribe Notes by: Shana Schwarz

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
  - 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

WHAT DID WE LEARN...

- Company used to have a mentoring program and employee would be taken to lunch by mentor, hoping to re-implement that
- Don’t assume you know everything, let others offer solutions
- What do you do if you have people you’re supporting, but they’re not appreciating what they’re getting?
- Catching employees when they do something right
- Have employees share what they love about their job, especially compared to other places
- Engage your employees in their own success plan
- Show people that you trust them, reward them with additional work
- Management changing constantly can lead to uncertainty within workforce
- Engage in your employer’s career plan
- Reach out, understand who you are working with

SESSION IV: WEF HOD DIVERSITY & INCLUSION WORKGROUP

Scribe Notes By: Shana Schwarz Moderated by: Keith Hobson

- 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 MAs, still accepting responses
- Results so far show that very little data is being recorded on diversity
WHAT DID WE LEARN...

- If you feel uncomfortable talking about diversity, just know that if you lead from the heart, you’ll be ok
- Students and YPs seem to be more diverse
- Intentionally include diversity; reach out to underrepresented groups
- Remember why we want diversity; diverse ideas and moral imperative to lift up communities
- Look at diversity in backgrounds as well as ethnicities and gender
- InFLOW program: WEF and Chesapeake WEA board meetings will be held at Howard University to increase on-going engagement with participants
- Make sure people know they are valued
- Need to sell why we are doing this? Discuss diverse ideas and provide opportunities

WEFMAX Day II

SESSION V: PARTNERING FOR MUTUAL SUCCESS

Scribe Notes By: Patty Kennedy    Moderated by: Lynn Broaddus

MA-WEF PARTNERING FOR MUTUAL SUCCESS

Presenters: Lynn Broaddus, Dianne Crilley & Kelsey Hurst

WEF Engagement Team

- Very high approval with association liaison
- Type of assistance rely on WEF for: membership, connection with MAs, Association Engagement Team program is about 5 years old
- purpose to provide better service
  - monthly articles
- MA knowledge sharing and WEFTEC Leadership Day
  - next event will be in 2021 (MA to pay for travel)
- Membership resources
  - member only area
- Communications
  - WEF Leader
  - YP Connections
  - MA Board and WEFCOM
  - Legal resources
- WEF seeks to recognize strengths of each MA, provide value, tailor services, invest in MAs
- Today’s outcome
  - Identify each other’s primary roles

What is WEF’s Role
• WEFTEC
• Bring MA’s together
• Provide support and resources to MA’s to succeed, thrive, and continue to grow
• Provide overarching vision of organization as a whole since MA’s will have their own vision – keep moving in same direction; guidance and vision globally
• National and global voice
• Safety net for MA’s that are going through challenges
• Consistency – MA’s and people involved are constantly changing so WEF needs to be the consistent voice
• Content creation and training resources
• Provide access to national speakers for regional conferences
• Operator certification
• National voice for congressional rulemaking of our governance

What is the MA’s Role

• MA Conferences and monitoring own legislation in our states
• State legislation
• Member engagement since we are closest resource to our members
• Localized operator training, local seminars
• Communication with WEF and making it known what MA’s needs are - can be intimidating
• Be eyes and ears for WEF and help identify issues whether big or small
• Provide local networking opportunities for our local groups

How do we intersect?

• Exclusively – true partnership, there may not be any exclusive roles – partially responsible for success of WEF and MA
• Both WEF and MA define customer as our member. Becomes difficult if the voice is different (MA only membership). WEF needs to look at MA’s as customer as well and better define how that partnership works. All MA’s are different (sizes, structure, resources).

Look at each service to see which items are valuable
• Self-serve (i.e. Monthly articles)
• Leadership development resources (i.e. WEFMAX, WEFTEC Leadership day)
• Communications (i.e. WEF Leader, YP Connections, This week in Washington, HOD speaker quarterly update)
• Membership Resources (i.e. Planning guide for membership, New member welcome letter)
• Marketing Resources

Did a super fun poll!!

MA-MA PARTNERING FOR MUTUAL SUCCESS – Presenter: Mike Foerster
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...

**AZ Water – Conference Vendor Pricing**

- 1 Annual conference per year
- Past 10 years at 2 different venues
- 2017 moved to Phoenix Convention Center (No other places could hold MA conference)
- Previously Wed - Thurs exhibitor ($800 for each booth and $720 for additional booths)
- No member pricing
- Lunch not included - if they wanted to attend conference lunch they had to purchase tickets
- 2019 program changed to Tuesday - Wednesday
- Changed to tiered pricing (3 tier prices 1200 to 800)
  - tier one sold out very quick
- Allow people to walk hall without badge
- Exhibitor happy hour
- Possibly 2 tiers in the future

**Q: Ohio** - Sponsor got to pick booth first, previous year exhibitor, others. Memberleap is the website that Ohio uses.

**Q: Did CVent increase costs?**
A: Arizona signed 5-year agreement with good pricing. Others are experiencing price increases

**Q: Does registration process hold booth?**
A: Yes

**Q: Do people use app?**
A: Yes. 1st year 24% users. Now 34% users. As app users go up, we can reduce print materials.

**Iowa WEA – Officer position Descriptions**

- Secretary and Treasurer do not have term limit
- May convert to Secretary/treasurer and assistant sec/treasurer
- President – 2-year term (president and past president)
- President elect - 1-year term
- Vice president - 1-year term
- WEF delegate duties - 3-year term
- Regional directors - 2-year term
- They are doing things the way they have always been done - looking to make some changes
- They are looking for others to share job duties.
Comment: Kansas: VP prepares annual report (what each committee has done, beginning and ending balances, holds committees accountable), president elect annual conference

Comment: Hawaii - board officers are liaisons to committees, uses annual report to sunset committees

Comment: Pennsylvania - 2nd vice and vice and past president each responsible for committee oversight - 2nd vice and vice paid to go to WEFTEC and WEFMAX - VP chair of conference committee

Comment: Iowa - Committee chairs put together annual report

Comment: Arizona - VP gets acclimated, VP and president elect (special tasks), past president is the conference chair, nominating committee is the past 5 past presidents

New Jersey WEA – Scholarship Guidelines

- 17 names scholarships 1K to 3K
- total annual awards 82K per year
- Deadline is March 1 for May conference
- High school or degree program, many scholarships don't need to be full time student, NJ students enrolled out of state are eligible, out of state attending NJ school are eligible
- Application form, official transcript, and other supporting info (resume, letter of recommendation)
- Awards for NJ operators going back to obtain additional education
- 3 graduate awards, 1 doctoral award, 7 undergraduate, operator reimbursement
- 1980 scholarship account was set up $300,000 moved to scholarship investment account. Money has not been withdrawn. With interest and additional transfers in the account has grown to 1.5M.
- 1.5 M in multiple CDs - not set up as a trust - A super majority of the Association Council must authorize any transfers from the account

Comment: North Carolina has endowment program - can’t generate enough applications to award scholarships - Possibly look at increasing from 1K to 3K? Get word out about scholarships.

Q: Any problem finding applicants? 
A: No - motivated students - they need to be members of the association

Q: Issues getting students to apply
A: Work together with University to award scholarships

SESSION VI: MEMBERSHIP
Scribe Notes By: Patty Kennedy
Moderated by: Keith Hobson
NEW ENGLAND WATER ENVIRONMENT ASSOCIATION – Presenter: Fred McNeill

- Rebranded over the years
- 2200 members
- Annual conference January in Boston 2400 attendees
- Spring meeting in June rotates among 6 states - about 350 attendees
- Competitively prices at $185
- 43 active committees
- Free registration to state regulators
- Utility partnership program (one stop shopping) - Utilities can join with one price
- Engagement - formal mentoring program (18-month program - lifelong relationships)
- Poo and Brew - go to WWTP then out for beverages
- Recognition awards
  - 9 WEF
  - 10 EPA
  - 27 NEWEA
  - Stormy award for storm water
  - State level - plant of the year
  - Service appreciation awards
  - 5S
- Outreach to grow membership
  - Innovation pavilion (modeled after WEFTEC)
  - YP summits
    - 1/2-day program part of annual conference
  - Students
    - K-12
    - Teacher training
    - College and university initiative
  - Veterans Workforce Development
    - Water warriors’ white paper
    - Meet with job placement agencies
- Membership
  - Benefits (technical expertise, publications, networking, opportunities for professional growth, fun)
- Need to retain current members
- Need growth to sustain association
- Demographics, limited marketplace, and competing associations are challenges

Q: Are there issues with giving away memberships to regulators
A: Some are not allowed to take the membership.

Q: Are all categories $185? How does that work? Are they always bundled?
  - A: Yes, they are always bundled. Unsure of the cost (will get back with details.)

WATER ENVIRONMENT FEDERATION – Presenter: Dianne Crilley
• Learning outcomes - take away at least 3 ideas
• Engagement challenge
• 1. 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 occasional 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

Comment: Tim Williams announced the 2017 Reciprocity program has been extended until April 11 to allow for the MAs to utilize their codes. Over 2/3 have not used their codes.