

Leadership Day #7
Recruiting and Onboarding Committee Members
Tuesday, August 24th, 2:00-3:45
Participants: 41

Dianne Crilley (WEF Staff): Opening Remarks – Welcome to the seventh Leadership series and WEF thanks for all you give to the water industry. Asked participants to mute their mics, turn their cameras on, use the chat and reminded the participants that this meeting is being recorded. Special thank you to Craig Kelman in support of this program.

Jamie Eichenberger (WEF President-Elect): This is our 7th Leadership Series over a wide range of topics. All these topics are very important to us as we move forward. Today's topic is very important. Something as simple as a thank you, nothing says thank you as a thank you. Sometimes something more formal is fine, but at least some recognition is important. I'm interested in seeing how other organizations within WEF say thank you. I received "this" – points to a shovel. It's a great way to being a conversation and can be used as a recruitment tool and not only as thank you. You can tell them/people about the benefits about water sanitation. Thank you for everyone on this call. It's great to see how much time and effort you're putting in. Also, WEFTEC is in person in Chicago from 16-20th October.

Dianne Crilley (WEF Staff): Defines volunteering and introduced Janet Cann (SC WEA). Janet has 35 years of service within in WEF.

Janet Cann (SC WEA): I've been with WEF for a while. Very meaningful. Being involved and engaged and recognizing that your participation is part of a bigger picture. Nothing outweighs that one-on-one thank you – being heartfelt. I appreciate that all of you have taken part in this series. Some have been involved in all seven and thanks for the WEF staff, MA leaders and committee members.

Dianne Crilley (WEF Staff): Media/slides with a special mention to Craig Kelman & Associates. All series notes & recordings are all posted online. What did we learn? The first series, meeting makeover, showed us how important it is to get to know your volunteers on a personal level. The second, on committee retreats, we learned how important it is and how they drive the mission of our organization. Third series, building an effective board – being intentional in creating a diverse board to work toward a common goal. Fourth, authority without accountability, get to know your volunteers/committee, fifth series, Mobilizing DE&I in your MA's – being intentional and inclusive and the Sixth series, having a welcome onboarding process is important which outlines your current initiatives, provides contacts, and allows them to become successful. And today is about keeping volunteer recognition in the forefront.

- Context: People volunteer to give back, how do they want to be recognized and how does recognition become part of the organization's culture.
- In 2018, over 77 million Americans volunteered a total of 6.9 hours, 30% of the population. Volunteers keep out world spinning.

Janet Cann (SC WEA): How do we make sure how our volunteers feel appreciated – drop comments into Chat. What do you/MA do? Pin, certificate, what do you do?

From Chat: Awards, presidents, appreciate dinner, saying thank you, small gifts, with logos, names with conference programs, letter to the boss, a written thank you, socials, providing feedback, extra drink ticket, goody bags, profiled in a newsletter, sharing goals/results, logo polo shirts, media recognition,

assisting them in career development, poster boards at conference. There is a national volunteer's month where one can be recognized.

- Take Away – finding a way to say thank you goes a long way (engagement, retaining, staying active and involved and helping them to feel good). Gives them an opportunity to see the larger picture and they may realize their impact is greater than expected.

Poll: What one word comes to mind when you think of volunteer appreciation? Selfless, acknowledgement, gratitude, thanks, motivation, contribution, dedication, essential, community, inspiration, hug, thankfulness & engagement.

- Take Away: Enjoy the volunteer experience and be appreciated and be an ambassador.

Janet Cann (SC WEA): How would you like to be recognized. How were you recognized in the past? (Sourced from Chat): Receiving a nationally recognized award, involvement in a team, see results of efforts, call from the President, award at a local conference, timely feedback, personal remembrance from someone who gained from volunteering, leadership opportunity, group appreciation events, personal thank you notes, gift card, elected to the Board, recognition dinner/lunch, bottle of wine and/or cup of coffee.

- Take Away: Stay current in ways to show appreciation and know your audience.

Zoom Poll initiated by Dianne Crilley – knowing your audience is important, who they are and what about their personalities, Know your audience: Extrovert or Introvert?

- Extrovert: 44%
- Introvert: 56%

Take Away: 1 out of 3 people are introverts.

Famous Introverts: Newton. Relativity: Einstein. Dr. Seuss, JK Rowling, other introverts, and founder of google, Larry Page, Steven Spielberg, Lincoln, Rosa Parks are introverts. The US has one of the largest numbers of introverts. Good Book to read is titled, Quiet (The Power of Introverts in a World that Can't Stop Talking by Susan Cain).

Ian A Fife (WEA of Utah): I recently watched her Ted Talk which is also great.

https://www.ted.com/talks/susan_cain_the_power_of_introverts

Volunteer Recognition Best Practices: Make it a priority, Be Welcoming, prepare for success, recognize often, and recognize the person and not just the work.

Janet Cann (SC WEA): Be sincere; people know when you are not sincere. It's important to find the right words to express your thoughts. Take a moment to call/drop a note. It goes a long way. Be consistent and timely and know your budget. Do you have a budget for appreciation gift?

Formal Recognition: Planned & Institutionalized, E.g., Recognition awards, appreciation dinners, fundraising t-shirts, hats, electronic volunteer day appreciation, social media recognition, volunteer of the month and a video thank you.

Informal Recognition: All about the small everyday gestures one does to express gratitude for others. Routine personal check-in with volunteers, photos of volunteers, thank you card and gift cards.

Breakout Group: Introduce yourself, assign a lead, Assign a note taker, 20 mins.

Questions, what is the most meaningful recognition that you have received that has meant a lot to you, was it formal or informal recognition? What really meant a lot to you?

Room 1

5S; invitations to volunteer more that have led to MA leadership opportunities; using retirement to CELEBRATE co-workers and WEF friends; making the gratitude personal and genuine, texts, emails, celebrate each other.

Room 2

Marc Rosso (Nebraska WEA/Treasurer), Michael Dirks (Water Research Foundation) & Pamela Burnett (GAWP)

Marc Rosso (Nebraska WEA): Inducted into various groups/we've given gift cards, swag, etc. to people in the organization.

Pam Burnett (GAWP, ED): Meaningful recognition, those phone calls are valuable when I've received them. Also been around long enough and now I'm part of the stories and have had an impact on the people of the organization. I value the intimate moments v the more organized thank you. I eat my desert first so at one time, people put a bunch of deserts in front of me and that meant a lot to me.

Michael Dirks (Water Research Foundation): I would say that some of the volunteers like a gift with a thoughtful handwritten note, a message in a bottle, thanking them for the accomplishment they achieved and appreciate their values and recognition in a certain area. Credentials mean a lot to me, giving a talk and having someone react favorable to it means a great deal too. Making friends and a connection is great.

Room 3

Personal thanks, award plaques, recognition on social media with pics on social media and on website. Newsletter spotlight.

Room 4

We talked about informal handwritten notes. Most meaningful has been an invitation to take on additional responsibility in whatever form that may take.

Room 5

Most Meaningful Recognition - ISS Induction (formal), Being asked to join the Executive Committee of MA (informal), handwritten thank you notes (informal), Hatfield/Bedell WEF awards recognition (formal), verbal thanks (informal)

Room 6

5S awards are formal and the president of FL would recognize a person for their hard work, a membership award to a chapter member who did a great job for membership recruitment

Room 7

We were talking about the problems association with awarding an award to give an award. What makes an award valuable? Needs to connect, be personal...by specifically mentioning that award recipient. Most volunteers are doing "this" to not be awarded so that needs to be considered. Use awards to recognize them in their evaluation/hiring process which can add value to the volunteer in their career. You can do a press release and invite the press in regarding making an award local and builds relationships.

Room 8

The formal recognitions are meaningful, and it does something extra for that person. Something as simple as a thank you verbally or a written note are important. We give awards in SC and give quite a few away. We all engage and are all excited with the recipients.

Room 9

WEAT and Chesapeake WEA

Informal: thank you notes; verbal or written thank you/pat on back

Formal: Recognition Awards - President's Award; President's dinner before conference and thank you with recognition award

The Impact of Showing Appreciation (Media):

- Volunteers are at the heart of the association
- Take Steps to develop a strong year-round volunteer recognition plan
- Happier Volunteers yield to a stronger organization and a successful mission.

Janet Cann (SC WEA): Introduced two speakers (WEF Students & Young Professionals Committee):

Nashita Naureen (AZ Water): Making connections at WEFTEC is a great place to acknowledge awards from their peers. We have service project t-shirts, hats, and other swag to remember the event/time spent. Dianne mentioned the service project is what led to the thank you video we created last year. Other than that, we have a very interactive committee meeting at WEFTEC, we have posterboards at WEFTEC in the student lounge, we have the subcommittee chairs talk to the new attendees and WEFTEC is so overwhelming that we want to make the new leaders more comfortable.

I work out of Phoenix; AZ and I went to an AZ happy hour and have been a part of that since then. Great group of people. They make you feel good and that's what I'm motivated and want to contribute to AZ water. I was the Chair for the YP in 2017 and current chair for the communications committee (2021-2022). The committee chair at first would speak first for a bit but then we allowed new folks to speak about the things they're doing. Another tradition they (AZ Water) have is our December meeting is a holiday party to show thanks to the members at the Chairs's house, they've rented venues, have had potluck's. I still send handwritten thank you cards during the holidays to say thank you for something they've done since the start of the year or something they've worked on. Day before AZ Conference we have a dinner, where MA leaders attend, and it is an appreciation dinner. We also pass out member appreciation certificates/letter in good standing of the MA. We have a quarterly newsletter where articles are written by members showcasing work, they've done for AZ Water conference. We have a work retreat over a weekend to talk about the committees, etc. and great ideas. It's very motivating.

Pono Hanson (Chesapeake WEA): Think about those young folks and how you'd like them to be recognized and fostering them into our committee as future members. We have 180 in our full

committee. Also, we have monthly calls where we present opportunities to recognize volunteers on a month-to-month basis by opening the calls by having a YP/Student spotlight. Allows them to develop a slide about themselves. They have five minutes to talk about themselves. They are SJWP winners, previous in-FLOW participants and come from various backgrounds. Personal touch is another way we recognize them. This encourages them to take ownership of a personal task, by asking them to take notes, etc. We go through a report out of our 7 subcommittees, we want the face time to be the volunteers so they can get recognized. At the end of the call, we have a topic of the month. Here we foster a YP to determine the given topic of the month.

The Chesapeake WEA has recognition and annual awards at our conference. This year we're giving out certificates to our Chair's and Vice Chairs. We ask volunteers to write articles. Prior to the pandemic, we were going to hold an appreciation night. We try to stay relevant via LinkedIn.

Janet Cann (SC WEA): Great way to have volunteers to wear sashes! If volunteers feel valued, they stay involved.

Poll:

Rate the Leadership Series

Very Good:	94%
Fair	06%
Not Valuable	n/a

Should we offer a virtual Series in 2022

Yes	100%
No	n/a

If yes, how may events should we plan for?

4 Most participants chose this number

Janet Cann (Closing Remarks): Thank you for a successful program today. I'm sure some of the WEF staff will be following you up for input about next years' series. With your thoughts and input we're only going to make it better. Thank you for being here today and I hope to continue seeing you and your leadership in the future.

Thank you and see you at WEFTEC.