

**Nebraska Section AWWA Retreat
August 14, 2009
Nebraska Hall, UNL**



Participants, back row, from left: John S. Olsson, Olsson Associates; Marc Rosso, HDR Inc., Craig Reinsch, Olsson Associates; David Lathrop, City of Seward; Eric Lee, Lincoln Water System; Doug Woodbeck, Mary Poe, Nebraska Health & Human Services; Mari Matulka, Metropolitan Utilities District; Teresa Konda, HDR Inc., and Dr. Bruce Dvorak, UNL Civil Engineering.

Front, from left: Christian New, UNL grad student; Kevin Tobin, Metropolitan Utilities District; Mike Wentink, Nebraska Health & Human Services; Rich Robinson, Kirkham Michael Consulting Engineers; Rob Pierce, League of Nebraska Municipalities, and Tony Bilek, Mc² Inc.

2009 Nebraska Section AWWA Retreat

Nebraska Hall – University of Nebraska
Lincoln, NE

August 14, 2009

Draft Agenda

9:00 - 9:15 – Welcome and Introductions – Teresa Konda

9:15 – 10:15 - Review Strategic Plan – John Olsson

10:15 – 10:30 – Break

10:30 – 12:00 – Standard Operating Procedures - Teresa Konda

12:00 – 1:00 – Lunch Onsite

1:00 – 1:45 – Membership Recruiting – Rich Robinson

1:45 – 2:45 – Leadership Succession and Cultivating Future Leadership – Bruce
Dvorak

2:45 – 3:00 – Break

3:00 – 4:00 – New Initiatives & Dot Survey – Dave Lathrop

4:00 – Cocktails at Offsite Location

Nebraska Section AWWA Retreat, August 14, 2009

Teresa Konda — Opening Statements

Second year of having a retreat — Seems like a fit for vice-chair position on AWWA Board Role

New initiatives stemming from last year's retreat:

1. Membership Recruiting (e.g., provide scholarships to up to 10 small systems operators/managers to join NS-AWWA if they attend the annual conference) Small Systems Committee in charge — 36 (4 top votes)
2. Membership/demographics survey —33 (4 top votes)
3. Outreach to high school and community college students (Eric Lee and Public Information Committee in charge) — 25
4. Promote water systems use of asset management tools (Education Committee in charge) – 23 (3 top votes)
5. Evening workshops and/or all day pipe design workshop (create a design workshop committee or have a conference committee with two parts — fall and design?) — 18
6. Leadership Diversity (more trustees based on geography and small systems) — 15 (1 top vote)

Actual accomplishment from last year

1. Water testing
2. Member survey
3. By-laws changes to encourage more participation from small systems over large geographical area by increasing number of trustees

John Olsson — Review Strategic Plan

Planning before hand saves much blood in battle

Mission Statement:

Nebraska Section goals versus National goals seem to follow from National AWWA goals.

Legislature advocacy — limited role as per national so as not to jeopardize non-profit status.

Education and public advocacy:

Advocacy instead of legislative lobby “Advocate for public policy”

Agriculture interest seem to be winning over drinking water issues

Drinking water versus water community

Membership: What's in it for me? Why should I get AWWA membership instead of new tire?

Governance — By-law changes and new trustees

Financial Resources — Currently at 50 percent of operating expenses for AWWA Nebraska Section. Nebraska has more percent reserves than 60 to 70 percent of other sections.

Annual conference is biggest source of revenue. Ensuring financial viability if annual conference should be suddenly be canceled after contracts have been signed. Would be on the hook for rooms too.

More outreach for people to enter water industry

YP — mostly engineers; few young professionals in industry

2. High school outreach – SRF funds
2. Assistance to young operators/small systems
3. Direct mailings

4. Small systems outreach — mentors for small system; presenting to small system councils; city council members attend workshops for free
4. Peer review/assessments — benchmarking
4. Traveling road show to boards and council; DVDs may be available
4. Incentives for boards/councils at AWWA events
4. Capacity development — technical, managerial, financial
5. Legislative issues: The Nebraska Section AWWA will strengthen its leadership position on drinking water issues for water systems and customers advocate for public policies that promote safe and secure water and reflect sound science.

Or

Promote public policies base on sound science to provide safe and secure drinking water.

New Objective: Local section financial goals

8. Financial: Sustainable Financial Plan and programs/activities to support it and provide a minimum 50 percent reserve. Provide sound financial management of revenues and expenditures to sustain the section’s activities, and maintain a minimum of 50 percent of the annual operating budget (taking into account our share of joint conference) in reserves.

Goal#	Goal	Retreat Ranking	Average Score
1	Membership	3	3.93
2	Career Development for Youth	6	5.07
3	Awareness in Industry	8	6.07
4	Small System Outreach	4	4.71
5	Legislature Regulatory and Policy	5	4.79
6	Public Information/Awareness	2	3.5
7	Education and Training	1	2.86
-	Financial	7	5.21

Teresa Konda — SOP Session

Standard formatting

New retreat item for next year to go over SOP

First draft for fall conference. AWWA board liaison to make sure committee chairs complete standard of procedures.

Retreat planner — Vice chair?

Facilitate New members

Membership committee

1. Face to face benefits. National has calculated return on investment.
2. Obstacles — cost; who does AWWA represent? (suggestion: have members vote on issues from time to time for improve service on important issues and to encourage involvement)
3. Tell us: Media alerts on national level; regulatory alerts; networking; journal articles; op flow; professional development; (national awwa web site allows specific searches on arcane subjects); webcasts; national conference has excellent technical; leadership roles in AWWA has enhanced career; training opportunities
4. Join committee. Come to annual conference. Be active.

Rich Robinson — Membership Recruiting

Membership summit. Retention and recruitment.

The more members we have, the more programs will be available. Greater contacts and networking opportunities.

More members more available funding for activities and services.

National advocacy.

Nebraska retention rates around 90 to 95 percent in retention. First through third in retentions over last several years.

Reasons: Very active for small section. Provide many activities.

Smaller sections not always best for retention. Some small don't do well. Some large do well.

Nebraska may have less turnover in workforce which means less turn over in AWWA organization.

Many other organizations offer incentives for the first year membership. Kills retention rates statistics.

15 very active members out of 350. Less than 5 percent of members.

Challenge for active members to get others involved.

Good mix of vendors, consultants, regulatory agencies and utilities on current AWWA board

Participation. Participation. Participation. Mantra to new members; have different levels of participation.

Publications. Media

Mentoring programs.

Membership appreciation week is coming up.

Section awards.

Past due notices nationally and locally. Retention is more important than recruitment.

\$40 to \$60 to recruit new member. \$.57 to retain member.

Professional feel of organization.

Keeping in contact with members important.

Top Ops.

Offer free attendance at conference on limited basis.

52 water-related organizations: top two are Rural Water or WEF.

Direct mail campaign. 1 of 250 memberships comes back as member.

Telephone campaigns.

Member-get-a-member.

Recruiting awards has been tried. Hasn't been too successful.

Differential pricing for annual conferences.

Vendors and manufacturing representatives should be encourage to become members if exhibiting at conference.

Membership coupons.

Individual or utility membership? What are advantages of each?

Service provider membership.

City council or board member must see value of membership.

Water testing contest. If winner is not AWWA member than give membership and national conference

Bruce Dvorak — Leadership succession and Cultivating Future Leaders

Sell organization

1. Networking and professional contacts and business leads
2. One liners to sell organization: Joining AWWA will maximize your career/professional opportunities to _____ by providing you with _____.

3. Get to know people socially and professionally
4. Small world of water people
5. Potential active members we should get involved

David Lathrop — New initiatives and DOT Survey

#1	#2	#3	#4	Initiative
2	1	2		Efficiency — energy, water conservation and operational
				Green initiatives
			2	Public outreach — Customer service and communicating board
				Emergency planning
				Security planning
	1	1	1	Outreach to next generation of water industry professionals — High school students and trade shows
	3	1	2	Asset management/capacity development/financial dashboard
1		2		Source water protection
		1	1	Work experience program/internships
		1	1	Linking municipal water department websites to AWWA, Rural Water
				Virtual tours
6	2	1	1	SRF funds
1	4		1	Advocacy within state — local and statewide
				Facebook

Top Items

- 1) SRF Program Development — \$20K to \$30K
 - a. Speakers at conferences
 - b. Part-time staff to directly assist utilities
 - c. January board meeting to have ad hoc committee make recommendations
 - d. No state people on committee
 - e. Road show/mentoring
 - f. Funding awarded October 2009. Disbursed July 1, 2010
- 2) Efficiency
 - a. Online list of energy efficiency ideas
 - b. Awards for most energy efficient utilities
 - c. David Lathrop to lead
- 3) Advocacy
 - a. Local, state and federal
 - b. Bruce Dvorak to discuss with Jerry Obrist to see if new members could help energize
- 4) Dashboarding
 - a. Software available
 - b. Nebraska data base
 - c. Peer review of utilities to help create dashboard
 - d. State to help pay for software
 - e. Paid staff to enter data and maintain database
 - f. Environmental finance committee to speak to board
 - g. Doug Woodbeck to contact Joella Hoye

NE Section AWWA

Revisions to our Strategic Plan
August 2009

Mission Statement

The Nebraska Section of the AWWA is dedicated to promoting quality drinking water in sufficient quantity for all Nebraskans. The Nebraska Section membership is a leader in the drinking water industry through efforts in education, public awareness and other activities.

Section Goals

1. Promotes activities to retain current members and recruit new members.
2. Promotes opportunities for participation and career development for young industry members.
3. Promotes knowledge and awareness of opportunities within the water industry.
4. Provides small system support through a continuous outreach program.

Section Goals

5. Increase Nebraska Section AWWA impact on legislative, regulatory and policy issues at all levels of government.
6. Promote confidence and understanding to the public about public water systems.
7. Provide a continuing education training program and assist Nebraska public water systems to improve all facets of public water system operations.

AWWA National Goals (6/24/2007)

- **Program and Services.** AWWA will enhance, develop, and deliver programs, products, and services that meet the needs of the water community.
- **Water Leadership and Advocacy.** AWWA will strengthen its leadership position on water issues for the water community and consumers and advocate for public policies that promote safe and secure water and reflect sound science.

AWWA National Goals (cont.)

- **Membership.** AWWA will increase membership through value-based activities to both retain current members and recruit new members.
- **Governance.** AWWA will continually ensure that the governance structure meets the needs of its members.
- **Financial Resources.** AWWA will increase revenue sources and attain a minimum of 50 percent of the annual operating budget in reserves.

Changing with the Times

- In consideration of the previously stated goals, what has changed since November 2002?

Where do we want to put our energy?

Should some goals be added or existing ones deleted?

Who can develop action plans for the respective goals?

What guidance do we have for those that will update the Strategic Plan (objective enhancements)?

Are we in alignment with National Goals?

Goal Assignment

- Goal 1 – Membership
- Goal 2 – Career Development for Young
- Goal 3 – Internal Knowledge & Awareness

Goal Assignment (cont.)

- Goal 4 – Small System Outreach
- Goal 5 – Governmental Advocacy
- Goal 6 – Public Awareness/Education
- Goal 7 – Continuing Education

Additional Goals ??

Committee Standard Operating Procedures

(COMMITTEE NAME) _____

Goals

- 1.
- 2.
- 3.

Committee Membership

- 1.
- 2.

Schedule

- 1.
- 2.

Deliverables

- 1.
- 2.

Budget

- 1.

Officer Standard Operating Procedures

(OFFICER POSITION) _____

Duties

1. As described in the Section Bylaws.

Schedule

- 1.
- 2.

Deliverables

- 1.
- 2.

Creation of Standard Operating Procedures

Nebraska Section AWWA Retreat

August 14, 2009

University of Nebraska, Lincoln

- I. Standard Operating Procedures are a description of Committee and Executive Board duties and objectives
 - A. May be written to define:
 1. Timeline of tasks
 2. Deliverables
 3. Who should be a member of committee
 4. Committee budget
 5. Other items
 - B. See draft Committee SOP examples
- II. Purpose of Standard Operating Procedures
 - A. Assist Committee members and Board members in understanding objectives and responsibilities of positions
 - B. Recruit new Committee members
 - C. Succession planning for Committee Chairs
 - D. Documentation
- III. Desired Outcome from Retreat
 - A. Write Standard Operating Procedures for Nebraska Section AWWA
 1. Develop at Retreat
 2. Review by another Committee Chair / Officer
 - B. Store digital version of Standard Operating Procedures in secure location

Table of Contents

- Bylaws
- Standard Operating Procedures for Section Officers and Governing Board
 - Chair
 - Chair-Elect
 - Vice Chair
 - Secretary
 - Treasurer
 - Trustees
 - Director
- Standard Operating Procedures for Committees
 - Archive and History
 - Audit
 - Awards
 - Budget
 - Cross Connections
 - Education
 - Fall Conference *
 - Fuller Award *
 - MAC
 - Membership
 - Nominations
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 - Scholarship
 - Small Systems
 - Student Activities and Research
 - Water For People *
 - Water Utility Council
 - Young Professionals *
- Policy Statements
- Strategic Plan

* Those committees for which an SOP has been drafted.



Nebraska Section American Water Works Association

MEMBERSHIP QUIZ

How do you persuade people to join AWWA?

What are the most common objections or obstacles to becoming an AWWA Member? How do you address those concerns?

Tell us about the time your AWWA Membership benefited you or your organization?

What advise would you offer to a new member to get the most out of their membership?



Nebraska Section American Water Works Association

AWWA – NE SECTION RETREAT MEMBERSHIP R & R

WHY DO WE WANT MORE MEMBERS?

- Enhance Section Programs
- Professional Growth
- Section Finances
- Improved Advocacy & Influence

RETENTION – NE Section High Rate (90-95%)

- New Member Welcome Letter/Recognition
- Participation/Participation/Participation
- Active Committees providing effective services/information
- Young Professionals
- Membership Surveys
- Wise Water Words New Member Listings
- Website/Information/Job Postings
- Mentoring Program
- Member Appreciation Week
 - Concurrent with Annual Conference
 - Utility Membership Board/Map
 - Door Prizes at Banquet
 - Member Appreciation Letter
- Section Awards
- Past Due Notices and Letters



Nebraska Section American Water Works Association

RECRUITING

- Direct Mail / e-mail targeted to specific groups (National At Your Service)
- Telephone Campaigns
- Personal Contact
- Member Get A Member
- Recruiting Awards
- Differential Pricing for Non-Members
- Incentives/Coupons/Discounts
- ID Target Groups/Markets (Who Might be Interested?)
 - Lost Members
 - Other Association (APWA, AGC, RWA, WEF)
 - State Certified Water Operations
 - State Regulation Agencies
 - Contractors
 - NRD's
 - Non-Members Attending Annual Conferences/Workshops
 - Students
 - Utilities
 - Young Professionals
- Aggressive Committee Membership