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| **Committee Name** | Membership Engagement and Development Committee |
| **Approval Date:** | September 8, 2011 | **Latest Revision Date:*****(To Be Reviewed Annually)*** |  March 3, 2021 |

Goals

* Retain current members and recruit new members.
	+ Increase the longevity and involvement of existing Section membership and improve the Section’s responsiveness to member needs.
	+ Recruit new members to represent a diverse cross-section of people employed in the water industry.
	+ Facilitate communication to help new members feel welcome and become active within the Section.
	+ Link new members with existing membership and activities within the new member’s areas of interest.
	+ Utilize AWWA’s diversity and inclusion plans during recruitment and retention activities.
	+ Focus diversity and inclusion efforts on six elements. Race. Gender. Sex. Geographic location. Work field. Work experience.

Committee Membership

* Anyone who is interested.

Timeline / Deadline

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| **Monthly** | * New Member Welcome Packet.
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| **March** | * Engage at least ten non-member utilities and urge them to join.
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| **September/October** | * Prepare door prizes, order AWWA banners, etc., for Annual Fall Conference.
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| **November** | * Present awards / recognition at Annual Fall Conference.
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Deliverables / Activities

* Meetings:
	+ The committee conducts a meeting during the Annual Fall Conference and holds phone conference calls during the year.
	+ Summaries of meetings and activities are provided in a written report at the Fall Conference.
	+ Review diversity and inclusion annually to measure success and determine if moving to the five year plan is desired.
* New Member Welcome Activities:
	+ Information packets and letters are mailed or emailed to new members on a monthly basis. The packets contain a welcome letter, information about officers and committee activities, link to the membership directory on the web site.
* Recruiting Incentive Programs:
	+ A contest for Section members to sponsor new members for cash prizes.
	+ Discount coupon for new members and those attending Fall Conference for the first time.
* Annual Conference Activities:
	+ Membership information provided at the registration desk. “AWWA in a Box” is distributed to each Section from Denver prior to the annual conference. Obtain AWWA banner and place in vendor display area with membership applications.
	+ Committee meeting held.
	+ Recognition at the awards dinner of new members and sponsors, plus a brief presentation of recruitment incentive programs.
	+ Door prizes for members for “Member Appreciation Week”.
* Student Membership:
	+ The Section sponsors student members at universities.
	+ Students pay $10 of the membership as approved by the Section board, March 19, 2003.
* Retention Activities:
	+ Every month, past due members are notified by mail, called and urged to renew their membership.
	+ Committee members follow up with phone calls to past due members.

Standard Procedures

Membership Potential / Targets:

* Based on a review of our membership characteristics and comparison to national AWWA, we are under-represented in the areas of small system water operators, management, engineers / technicians, contractors and suppliers / distributors. Since there appears to be a low representation of young professionals in AWWA, there is a tendency for new members to drop out of AWWA within the first five years of membership.
	+ Targeting young professionals and enhancing efforts to get them connected to Section activities early on should be a major focus of recruitment and retention efforts.
		- Target markets:
			* Universities
			* Design Firms
			* Equipment Manufacturers
			* Suppliers
		- Organizations to pursue recruiting strategies include:
			* American Public Works Association
			* Association of General Contractors
			* Rural Water Association
			* State-Certified Operator Lists
			* Water Environment Federation
			* State Regulatory Agencies
			* American Society of Consulting Engineers
			* Participants at the Annual Conference and Training Workshops
	+ Recruiting:
		- Use the non-member database from National for mailings or phone calls to non-member utilities, consulting firms, contractors, manufacturers and suppliers, and invite them to join AWWA.
		- Develop student chapters at universities within our Section, in addition to UNL. Send membership and subsidized dues information to universities’ civil engineering and environmental departments.
		- Work with utilities, consultants and suppliers to establish a presence on university campuses by offering graduation job placement services, summer internships, cooperative education opportunities, thesis projects, career information luncheons, etc.
		- Strengthen links among AWWA and other professional groups that attract industry professionals, such as WEA. Expand our membership display at meetings and conferences sponsored by non-AWWA professional organizations and at student career days.
	+ Retention:
		- Membership Survey: Are we meeting the needs of our members?
		- Recognition, awards, incentives programs: Discount coupons for training or educational materials to past due members who renew memberships; establish an award for the most involved new member; new member profiles in the Section newsletter.
		- New member involvement and Young Professionals development:
			* Link each new member who is interested in professional mentorship with an active member with similar professional interests.
			* Establish a “new” Young Professionals Committee to work with the National YP Committee to design programs and offerings that meet their own needs.
			* Involve young professionals in the planning and presentations at the Fall Conference.
			* Ensure that local events are communicated to new members via mailings and/or Section newsletter. Personal invitations by mentors or other active Section members are the best means to welcome new members.
	+ Membership Responsibilities:
		- Section Officers:
			* Provide leadership and financial support to the committee and development plan.
			* Provide an active liaison (chair-elect) to the committee.
			* Provide program agenda, logistical and functional support for membership presentations and activities at Fall Conference.
		- Committee Chair:
			* Develop and update development plan on an annual basis in March for board approval and forward to National AWWA.
			* Provide effective leadership for the committee.
			* Attend board meetings and keep officers focused on membership goals and activities.
			* Responsible for continuous monitoring of the development plan.
		- Committee Members:
			* Implement strategies and activities specified in the development plan.
			* Follow-up phone calls to new members and past-due members.

Supporting Materials

* AWWA Diversity and Inclusion Guide
	+ <https://www.awwa.org/Portals/0/Awwa/Membership/Diversity/DiversityMmbrInclusionHowtoGuide.pdf?ver=2020-06-18-112552-497>
* NSAWWA Diversity and Inclusion ad hoc committee 2021 recommendations attached.

Activities/Deliverables

* Submit annual budget request to Treasurer committee chair in October.
* Recognize new members and life members at the Fall Conference Banquet.
* Annually provide membership packet (membership forms for each grade) to each committee chair.
* Recommend attendance AWWA National Membership Summit as budgeted.

Applicable Policy Numbers