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

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