

Membership Committee

Standard Operating Procedures

September 14, 2009

Goals — Retain current members and recruit new members.

1. Increase the longevity and involvement of existing Section membership and improve the Section's responsiveness to member needs.
2. Recruit new members to represent a diverse cross-section of people employed in the water industry.
3. Facilitate communication to help new members feel welcome and become active within the Section.
4. Link new members with existing membership and activities within the new member's areas of interest.

Activities

1. Meetings — The committee conducts a meeting during the annual fall conference, holds phone conference calls during the year. Summaries of meetings and activities are provided in a written report at the fall conference.
2. New Member Welcome activities — Information packets and letters are mailed to new members on a monthly basis. The packets contain a welcome letter, information about officers and committee activities, membership directory and a current issue of Wise Water Words.
 - Recruiting Incentive Programs —
 - A contest for Section members to sponsor new members for cash prizes.
 - Discount coupon for new members.
3. 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.
 - Committee meeting held.
 - Recognition at the awards dinner of new members and spouses, plus a brief presentation of recruitment incentive programs,
 - Door prizes for members for "Member Appreciation Week."
4. Student Membership — The Section sponsors student members at universities. Students pay \$10 of the membership as approved by the Section board, March 19, 2003.
5. Retention Activities — Every month, past due members are notified by mail and urged to renew their membership. Committee members follow-up with phone calls to past due members.

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.

1. 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 and 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

Membership Strategies

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 meeting 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 for board approval.
- 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.