



Rocky Mountain Water
Environment Association
Elevating Water Professionals

RMWEA Strategic Communications



Who we are!

Kacie Allard

Deputy Director – Business Solutions
South Platte Renew
Englewood, Colorado

- Trustee
- Past Communications Committee Co-Chair



Hannah Fodor

Associate
Carollo Engineers, Inc.
Littleton, Colorado

- RMWEA Vice President
- Led creation of new Communications Committee



Agenda





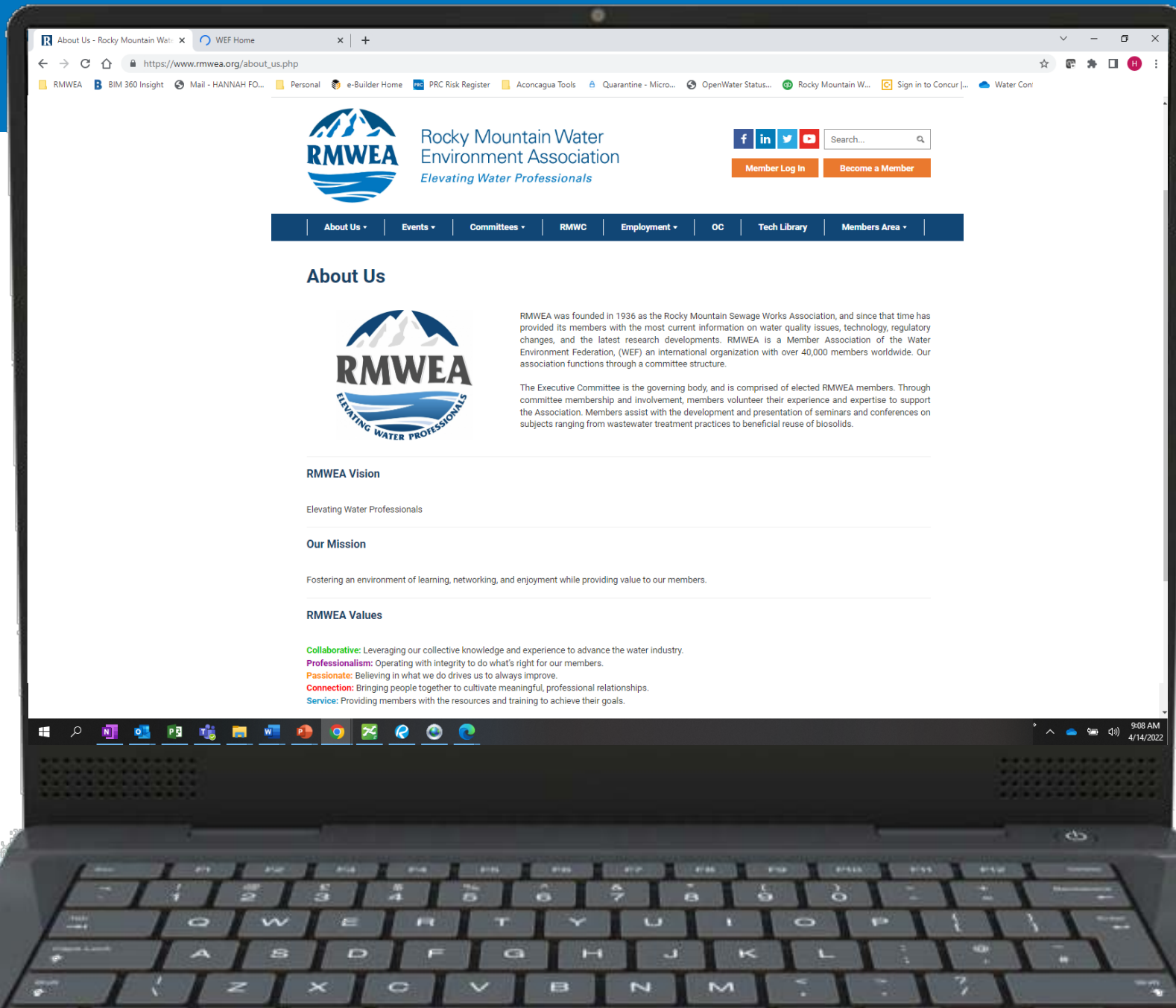
TORREYS I



Discovering RMWEA



Today



The Journey

1936 - Rocky Mountain Sewage Works Association

1951 - Rocky Mountain Sewage and Industrial Wastes Association

1962 – Rocky Mountain Water Pollution Control Association (RMWPCA)

Early 1990s – Rocky Mountain Water Environment Association

2020



Rocky Mountain Water Environment Association
Elevating Water Professionals

Early on

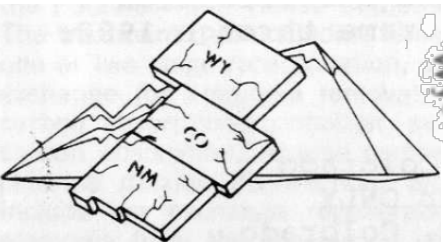
In the 60s

2000

2008

2013

Late 2017



Vision, Mission, Values

- Developed an *ad hoc* committee
- Identified desired RMWEA culture
- Determined the values
- Identified the Vision and then the Mission

VMV statements guide the brand strategy and serve as the basis for developing the brand's identity.

These statements are the words used to explain an organization's purpose and direction.



Presenting RMWEA



RMWEA was founded in 1936 as the Rocky Mountain Sewage Works Association, and since that time has provided its members with the most current information on water quality issues, technology, regulatory changes, and the latest research developments. RMWEA is a Member Association of the Water Environment Federation, (WEF) an international organization with over 40,000 members worldwide. Our association functions through a committee structure.

The Executive Committee is the governing body, and is comprised of elected RMWEA members. Through committee membership and involvement, members volunteer their experience and expertise to support the Association. Members assist with the development and presentation of seminars and conferences on subjects ranging from wastewater treatment practices to beneficial reuse of biosolids.

RMWEA Vision

Elevating Water Professionals

Our Mission

Fostering an environment of learning, networking, and enjoyment while providing value to our members.

RMWEA Values

Collaborative: Leveraging our collective knowledge and experience to advance the water industry.

Professionalism: Operating with integrity to do what's right for our members.

Passionate: Believing in what we do drives us to always improve.

Connection: Bringing people together to cultivate meaningful, professional relationships.

Service: Providing members with the resources and training to achieve their goals.



Rocky Mountain Water
Environment Association
Elevating Water Professionals



Communicating our Message

Formation of Communications Committee



Outcome from Winter Planning Meeting
(January 2019)

Ad-hoc Communications Committee

- Current needs: communicating TODAY with members
- Future needs: framework for establishing Communications Committee
- Smooth transition

Communications Committee (Comm Comm)

- Outreach to members
- Unify Colorado, New Mexico,
Wyoming
- Support already stretched
volunteers



(Proposed) Communications Committee Plan

Background

Purpose: The purpose of this Plan is to prepare a strategy for operating the newly formed Communications Committee to serve RMWEA and its members.

Overview and Table of Contents:

- Committee Charter
- General Operational Communications Plan
- Committee roles
- List of procedures to be updated or created
- Initial list of initiatives (near-term and long-term) for Communications Committee to implement
- Initial operational budget for 2019/2020

Communications Committee Charter

Vision

To help RMWEA communicate effectively to our members.

Mission

To unite all communications functions of RMWEA into one functional group to manage the dissemination of information and activities of the organization as a way to share material among RMWEA members.

Goals

The Committee is responsible for the following activities:

- Manage and continually assess RMWEA's existing and future publications including weekly eNewsletters and eBlasts, leaflets/brochures, and publications that may result from conference sessions.
- Seek and implement new means of communicating with members and non-members as needed.
- Solicit feedback as needed on RMWEA communication and outreach initiatives.
- Manage the ongoing development and use of RMWEA's use of social media.
- Provide marketing for RMWEA publications, events and social media accounts.
- Oversee RMWEA's branding, including reviews as needed and any necessary refreshing.
- Ensure that content on the RMWEA website is accurate and current.
- Advise RMWEA board and any other appropriate RMWEA committees on matters related to communications.
- Help RMWEA Committees:
 - Develop messages to deliver to the membership and suggest new initiatives to keep the organization on the cutting edge of communication within the wastewater industry.
 - Distribute and design printed publications, emails, social media content and website info to announce industry news, event announcements and training opportunities.

The background features a central illustration of a person in a blue suit and glasses, viewed from the side, looking at a laptop. The laptop screen displays a flowchart with a green arrow pointing right. To the left of the person is a circular icon with a refresh symbol and three stacked rectangles. Above the person is a glowing lightbulb. To the right are several icons: a Venn diagram with three overlapping circles (orange, green, blue), a donut chart, and a bar chart with a line graph and percentage symbols. The overall theme is business strategy and data analysis.

Prioritizing Initiatives



Creating a Visual Brand

Hiring a consultant

Why hire a consultant for your branding?

- 1.They are professionals
- 2.High quality product
- 3.Best utilization of volunteer time



Logo



- Too complex (37 parts, 5 colors and color gradation)
- Tagline too small
- "RMWEA" looks fuzzy

- Simplified (2 colors)
- No tagline
- "RMWEA" is crisper
- Option to include full organization name and tagline to the right

Colors and Fonts

PRIMARY	PANTONE	CMYK	RGB
 1. DARK BLUE	PMS 2945C	C100 M73 Y20 K05	R2 G82 B130
 2. LIGHT BLUE	PMS 3005C	C100 M46 Y00 K00	R2 G119 B192
COMPLEMENTARY	PANTONE	CMYK	RGB
 3. GREEN	PMS 363C	C100 M29 Y100 K0	R0 G134 B74
 4. BROWN	PMS 477C	C53 M66 Y62 K43	R89 G66 B63
 5. YELLOW	PMS 130C	C0 M02 Y100 K0	R245 G168 B0
 6. GREY	PMS 432C	C79 M64 Y52 K44	R50 G62 B72

PRIMARY FONT

Verdana Regular

Verdana Bold

Verdana Italic

Verdana Bold Italic

SECONDARY FONT

Times Regular

Times Bold

Times Italic

Times Bold Italic



Investment in Branded Material

Deliverables:

- Logo refinement
- Brand guidelines
- Branded templates
 - Letterhead
 - PowerPoint
 - Flyer
 - Trifold Brochure
 - E-Newsletter



Investment: \$7,500



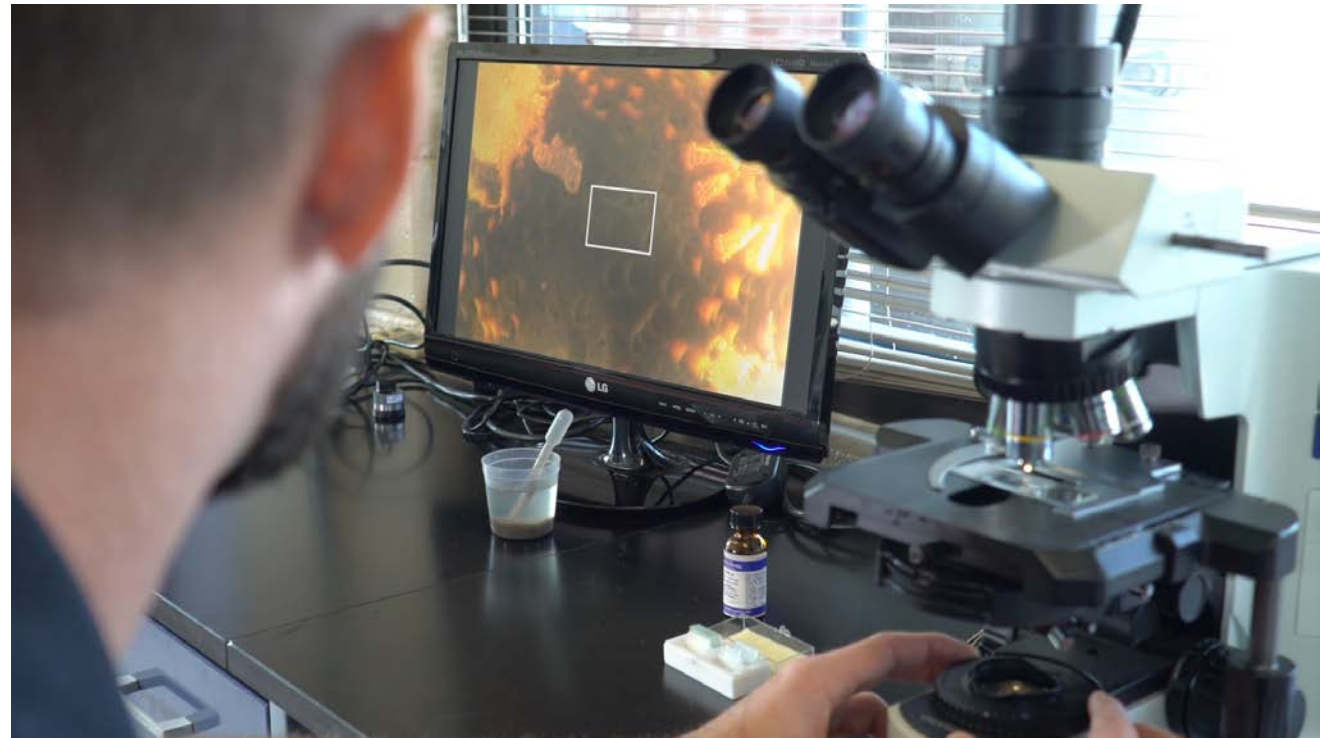
Rocky Mountain Water
Environment Association
Elevating Water Professionals



Implementation

Why Videos?

- Public demand for video content
- Bolster RMWEA's online presence
- Fun and engaging project



Vendor Selection



Denver Film Company

- Continuity with WEF
- Passion and knowledge for the industry
- Lowest quote

Vision Video

Overview

- 3-5 minute video about RMWEA
- Audience: industry professionals
- Images: Aerial footage and images of people working taken at various facilities
- Featured on RMWEA's website, on social media and at events/conferences
- Voiceover and engaging music
- Call to action: get involved with RMWEA



Execution

Vision Video

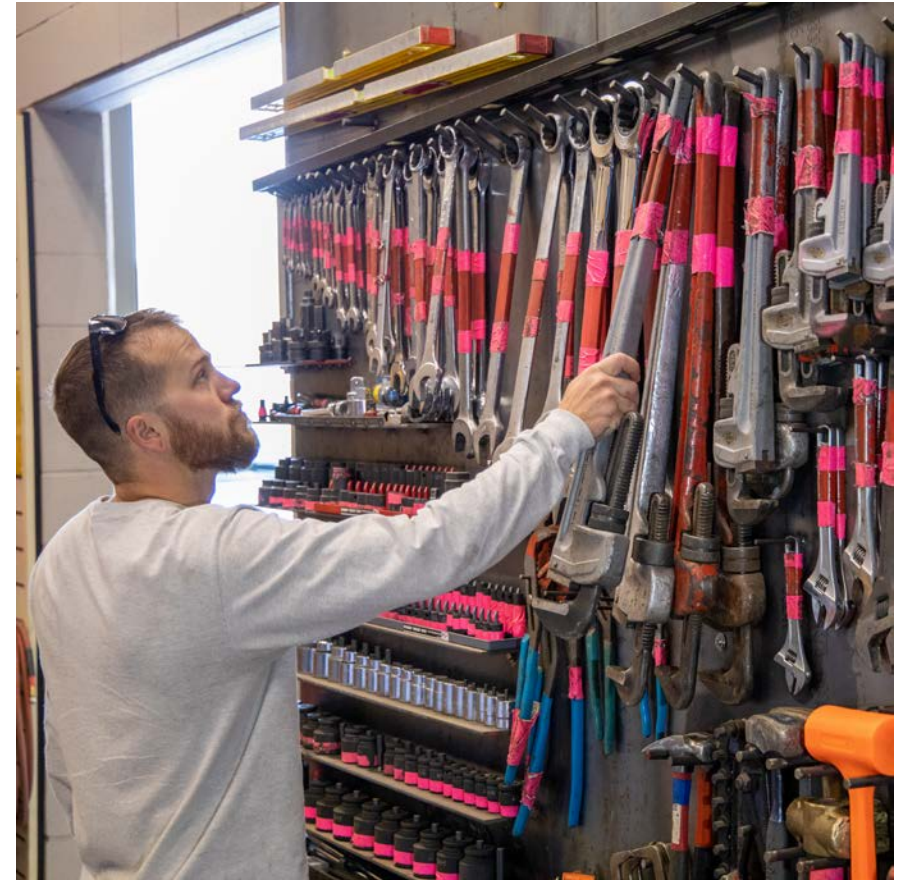
- DFC developed the script
 - 2 rounds of edits
- Filming
 - 2 days at 4 different facilities
 - RMWEA coordinated
- Editing
 - 3 rounds of edits



Careers in Water Video

Overview

- 5 minute video about wastewater careers
- Audience: students and individuals looking for a career change
- Featured on RMWEA's website, on social media and at events/conferences
- Mix of interviews, professionals working and voiceover
- Call to action: choose a career in the wastewater industry



Execution

Careers Video

- Developed interview questions
- Filming
 - 2 days at 4 different facilities
 - Additional filming at board meeting
 - Over 30 interviews
- Video Editing
 - Many rounds of edits



Investment in Organizational Videos

Deliverables:

- 2 videos
- B-roll

Benefits:

- Visibility
- Volunteers
- Connectivity



Investment: \$10,800



Rocky Mountain Water
Environment Association
Elevating Water Professionals



Brainstorming Activity

Group Activity



Break into groups of five and brainstorm a list of video topics related to our industry



Rocky Mountain Water
Environment Association
Elevating Water Professionals

Group Activity

Select one video topic to expand upon and list the following:

1. Title
2. Length of video
3. Target audience
4. Main messages (list 3)
5. Where and how will video be shown
6. Types of images
7. Style to convey message
 - Voice over
 - Interviews/people talking onscreen
 - Text
8. Music
9. Call to Action

Other video considerations



- MA is the owner of all B-roll
- Establish a procedure for approval
- Incorporate revisions into quote
- Contingency plan for filming
- Know your social media passwords





Next Steps

Where to go from here

- Social media
- Organization Website
- Collaboration with RMSAWWA
- Brand usage policy beyond traditional communication

- Start small
- Annual Conference
 - Logo, Theme, Colors
 - Call for Abstracts
 - Signs
 - Program





Questions



THANK YOU!

Hannah Fodor
RMWEA Vice President
hfodor@carollo.com
720.922.2480

Kacie Allard
RMWEA Trustee
kallard@englewoodco.gov
303.783.6821



Rocky Mountain Water
Environment Association
Elevating Water Professionals

