

HOD Message



Monthly Updates



Mark Poling
Delegate-At-Large

[Water Environment Federation - YouTube](#)

Monthly Updates

WEFCOM Updates



Apr 15, 2022 2:19 PM
Kelsey Hurst

[Reply to Group](#) | [Reply to Sender](#)

Happy April March was a very busy month for our committees and workgroups. I continue to be amazed by the spirit and passion our volunteers bring to the work supporting WEF. The spring is going to be our opportunity to meet up in person and I hope you are able to take advantage of one of the many chances. Please come and introduce yourself and let me get you a beverage.

A few updates for this month:

- **[WEFMAX Registration is OPEN](#)**. We hope to see you at one of the three in-person WEFMAX meetings. Thank you to the hosts for 2022 including Hawaii, South Carolina, and North Dakota. There will be a different theme for each WEFMAX – Hawaii will focus on Communications, South Carolina will focus on Emerging Leaders and North Dakota will focus on DE&I. Encourage your MA leaders and active volunteers to register for these events so we can get accurate head counts! Hawaii is up next week, and I hope to see you there in your Aloha wear.
- **[WEF Strategic Planning continues](#)**. WEF, working with our consultant THRUUE, has conducted a first round of focus groups. Members shared about what they value from WEF and industry trends. The Board of Trustees (BOT) is diving into WEF's mission and vision, answering "why does WEF exist?" The process will continue through the first half of 2022 with the goal of completing the work before WEFTEC 2022. There will be an update on strategic planning at each WEFMAX and our next HOD Quarterly Meeting on May 19.
- **[MA Grant Program continues](#)**. The first round of applications has been reviewed and notifications were sent during February. If you didn't make it into this round, consider encouraging your MA to apply for the next round of funding. Applications are due by [June 24](#).
- **[Workgroups and Committees](#)**. Each of the HOD efforts in our workgroups and committees are underway. If you are not yet a part of one or more of the workgroups, please contact Kelsey Hurst to be added. If your MA has new delegates, they can join in on any of the workgroups during the year. Start thinking about your desired committee roles for next year – the Nominating Committee will begin accepting committee applications on May 1.
- **[WEF Board of Trustees Nominations](#)**. The BOT will begin accepting applications in April. Trustees are provided a unique experience to lead WEF through the implementation of the strategic plan and an opportunity to visit many of the member associations. Be on the lookout for the announcement and requirements. **[Water Advocates](#)**. Please sign up for the [Water Advocates Program](#) AND check your spam folders to make sure you are receiving the messages and calls to action. Water Week (April 24-30) will offer many opportunities to share with members of Congress on the important regulatory and legislative water policies they are working on now and in the years ahead! If you are able to join the fly-in, please [register](#) in advance. I'm told our good friend and Assistant Administrator for the U.S. Environmental Protection Agency's Office of Water, Radhika Fox will be speaking with us.



HOD Quarterly Meetings

- December 9 – WEFMAX Promos, DE&I Toolkit, CoC, Infra Package
- March 3 – WEFMAX, HOD Nominations, Strat. Plan Update
- May 19 – HOD/WEF Nominations, CoC Toolkit
- August 25 – Strat. Plan Rollout, WEFTEC Prep



Workgroups

Water Communications

Leanne Scott, PCOC, Travis Loop

Federal Advocacy

Kristiana Dragash, Alexie Kendrick, GAC, Steve Dye, Claudio Ternieden

Emerging Leaders

Casey Gish, SYPC, Brad Lovett



Standing Committees

Steering

Nominating

Budget

WEFMAX

Diversity, Equity and Inclusion

Sunset Outreach Committee

MA Grant Program

Next Deadline is June 24

Examples of MA activities or initiatives to be considered for support:

MA Operations

- Equipment for MA
- Updating the MA website or AMS
- Tax/Audit assistance
- Executive Director Search

Seed Grants

- Creation and launch of membership campaign
- Operations Challenge Team development and support
- Member training program
- Public Awareness/Advocacy
- Fostering regional innovation
- DE&I training/programs

Planning and Training

- Staff training
- Volunteer leadership training (Board, Delegates, etc.)

WEFTEC – Plan Ahead!

New Orleans Oct 10-12

HOD Meeting Oct 8

**CLC Meeting and MA
Leaders Forum – TBD**





THANK YOU FOR YOUR PARTICIPATION

WEF HOD COMMITTEE/WORKGROUP UPDATE

2021-22 HOD BUDGET COMMITTEE UPDATE

HOD Budget Committee Charge

The Budget Committee reviews the budget development process with the WEF Treasurer and Finance staff to confirm consistency of the annual budget with WEF's Strategic Plan and other initiatives, provides advice and direction to the Speaker of the House and the House of Delegates, and administers the Member Association (MA) Grant Program.



Deliverables / Activities



Administer FY22 Grant Program
and Monitor MA progress on prior
year grant awards



Conduct MA survey
to determine priorities for
WEF budget allocation



Participate in mid-year
Budget Process Development
Meeting with WEF Finance
Committee & CLC Leadership



Chair & Vice Chair
Participate in WEF
Finance Committee



Chair & Vice chair
Participate in WEF Audit
Committee

FY22 Grant Program

- \$100,000 allocated by WEF for distribution in FY22
- Two rounds of grant distributions
- Round 1 applications submitted January 21, 2022
- 14 applications were received totaling \$134,370
- 6 grants awarded
 - Amounts requested ranged from \$1,500 to \$25,270
 - Total funds distributed - \$52,270

FY22 Grant Program



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- Grant purposes:
 - **MA Operations** - assistance with interview process for Managing Director
 - **Planning /Training** – travel assistance to WEFMAX/WEFTEC, training course for emerging leaders
 - **Seed grants** – DE&I training, training course development for operator certification
- \$47,730 available for Round 2 grants
- **Round 2 Grant Applications due June 24 and awards made in July**

How are applications evaluated?

- The following rating criteria are used:
 1. Application aligns with WEF's Strategic Plan
 2. Impact on the industry or membership
 3. Budget detail for grant amount requested
 4. Cost sharing provided by the MA
 5. Timeline / schedule detail
- Each criteria receives a score between 1 and 10 based on how it is addressed in the application.

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Accessing Grant Program Information

- On the main page of the WEF website, click on **MEMBERSHIP**
 - From the dropdown menu, click *WEF MEMBER ASSOCIATIONS*
 - On the Member Associations page, click *ACCESS THE MA RESOURCE CENTER*
 - Look for the **MA GRANT PROGRAM** box and click **LEARN MORE**
- OR, use the following link:
 - <https://www.wef.org/membership/ma-resource-center/pilot-ma-grant-program/>

MA Survey



- Email survey of MAs conducted in 2021 showed the following priorities for WEF budget development based on the Critical Objectives and Goals:
 - **3b.** Provide tools for members, Member Associations, utilities, and others to communicate...
 - **2d.** Provide a broad, relevant spectrum of opportunities for water sector professionals to learn and share information.
 - **1a.** Increase diversity and inclusiveness in the water sector...

MA Survey – 2022



- Questions focused on COVID Relief Fund and MA Grant Program
- Survey will be sent by email to attendees
- ***Please complete the survey – we need your input***

Questions?

Contact:

- Tom Galeziewski, Chair
 - tom.galeziewski@gmail.com
 - 602.723.8301
- Alexie Kindrick, Vice Chair
 - alexie.kindrick@tetrattech.com
 - 918.249.3922

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THANK YOU FOR YOUR PARTICIPATION

A vertical splash of clear blue water on the left side of the slide, with several bubbles rising from the bottom.

WEF HOD

Diversity, Equity, and Inclusion Toolkit Rollout

WEF's Definitions

Diversity

Diversity encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by and within the WEF community.

Equity

A commitment to equity means an environment where everyone has the opportunity and access to realize their full potential, and no-one is disadvantaged because of their group identity or other socially determined circumstance.

Inclusion

The act of inclusion embraces and celebrates the perspectives, voices, values, and needs of each individual to generate a culture where all feel heard, respected, valued, and included in the broader WEF purpose.

HOD DE&I Committee

- Joe Navas – Chair
- Jeff Berlin, Delegate-at-Large
- Donnell Duncan, Speaker-Elect/Delegate-at-Large
- Kam Law, Illinois WEA
- Mandy Sheposh, Delegate-at-Large
- Kristi Steiner, Pacific Northwest CWA
- Kyle Yukumoto, Hawaii WEA

The screenshot shows the WEF DEI website. At the top, there is a navigation bar with links for 'CONTACT', 'ABOUT WEF', 'MEMBERSHIP', 'PUBLICATIONS & RESOURCES', 'EVENTS', and 'ADVOCACY'. Below this is the WEF logo and social media icons. A search bar is also present. The main heading is 'Diversity, Equity and Inclusion Tools'. Below the heading, there is a paragraph explaining WEF's commitment to DEI and a link to 'LEARN MORE ABOUT WEF'S COMMITMENT TO DEI'. A large image shows hands holding a globe. To the right of the image is the text 'DE&I Training Opportunities Are Available Now' followed by a paragraph about WEF's partnership with The Silverstein Group (TSG) and a list of offered training options. Below this is a link to 'SCROLL DOWN to explore the DE&I toolkit'. At the bottom, there is a section titled 'MA DE&I Tools' which contains a paragraph about the MA DE&I Tools and a list of five tools: Tool 1 - Exploring DE&I Exercise, Tool 1A - DE&I Exercise Facilitator Guide, Tool 2 - Action Ideas, Tool 3 - Example Vision Statements, Tool 4 - Best Practices for DE&I Initiatives, and Tool 5 - InFLOW Starter Kit. Two callout boxes are present: one on the right side of the page titled 'MA DE&I Tools' which contains the same text as the bottom section, and another at the bottom of the page titled 'MA DE&I Tools' which contains the same text as the bottom section.

MA DE&I Tools

If you are reading this, you are probably a committed volunteer for your Member Association (MA). As such, you are undoubtedly a pathfinder. Anyone beginning a journey into new territory understands that the right equipment will help them. The various pieces of this starter kit created by the 2020-2021 HOD Diversity, Equity, and Inclusion (DE&I) Workgroup present ideas and information (tools) for leadership to consider when addressing DE&I for their MA.

[WEF DE&I Starter Kit](#)

[Tool 1 - Exploring DE&I Exercise](#)

[Tool 1A - DE&I Exercise Facilitator Guide](#)

[Tool 2 - Action Ideas](#)

[Tool 3 - Example Vision Statements](#)

[Tool 4: Best Practices for DE&I Initiatives](#)

[Tool 5: InFLOW Starter Kit](#)

2021

Diversity, Equity, and Inclusion

Starter Kit for Member Associations

CONTENTS

INTRODUCTION

KEY SUCCESS FACTORS

PART 1

What is Diversity, Equity, and Inclusion?

PART 2

The Benefits of Diversity, Equity, and Inclusion
in Workforce Development

PART 3

Take the Journey

- › Step 1 – Speak with Someone in the Industry
- › Step 2 – Understand Your MA's Needs
- › Step 3 – Plan and Implement

PART 4

References

1. Exploring and Defining DE&I for your Member Association
2. Action Ideas for Defining DE&I for your Member Association
3. Start a Subcommittee – Example Vision and Mission Statements
4. Best Practices
5. InFLOW Program Guidance

» INTRODUCTION

If you are reading this section, you are probably a committed volunteer for your Member Association (MA). As such, you are probably a pathfinder. Anyone beginning a journey into new territory understands that the right equipment will help them on the journey. This section presents ideas and information (tools) for leadership to consider when addressing DE&I for their MA.

A survey was conducted to learn from MA's, particularly regarding DE&I gaps and efforts in progress. Members of the Water Environment Federation House of Delegates DE&I Workgroup then went to work to provide a series of tools that would share the best ideas and information available.

» KEY SUCCESS FACTORS

Respondents to the DE&I Survey identified the following factors as being key to their success:

- Engagement of passionate members.
- Consistency in communication.
- Personal stories that enhance and make real the importance of the topic.
- Support and leadership from the MA Board.
- Scheduled / routine D, E, & I committee meetings.
- Engaging YP members.
- Being realistic about what can be accomplished in a given period of time.
- The MA leadership must establish lines of communication and access to resources.
- It takes multiple people pushing together and encouraging each other. This is really hard work, first and foremost personally, and then beyond trying to address systemic longstanding issues. Tools, resources, and formal training is not enough, we need to see the people behind the topic, the people who are impacted, the faces of future people who will benefit from this work being done now.
- Need for partnership with MA committees.
- Engagement of colleges for INFLOW programs.



WEF DE&I STARTER KIT

» WHAT IS DIVERSITY, EQUITY, AND INCLUSION?

Diversity, equity, and inclusion are integral to the mission of WEF. We believe that creating an inclusive and equitable organization is vital to ensuring that the diverse perspectives of our members are valued, respected, and considered. WEF believes that enhancing diversity with respect to race, ethnicity, nationality, gender, gender identity, gender expression, sexual orientation, age, ability status, accent, socioeconomic status, cultural heritage and religion, parental status, marital status, personality type, political perspective, job classification, and all other characteristics of diversity allow us to better serve our members and the diverse water workforce.

Diversity, equity, and inclusion are not mutually exclusive and the success of one is dependent on the other two. For instance, diversity without inclusion can result in tokenism and inclusion cannot truly exist without diversity because those who are not present cannot be included. At the same time, equity is necessary to ensure the best outcomes from diversity and inclusion efforts. Therefore, these three definitions are intentionally connected.



The 15 dynamic water professionals serving on the subcommittee represent the diverse perspectives and experiences that we hope to see more of within WEF and the water sector as a whole.

DIVERSITY

Diversity encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by and within the WEF community.

EQUITY

A commitment to equity means an environment where everyone has the opportunity to realize their full potential, and no-one is disadvantaged because of their group identity or other socially determined circumstance.

INCLUSION

The act of inclusion embraces and celebrates the perspectives, voices, values, and needs of each individual to generate a culture where all feel heard, respected, valued, and included in the broader WEF purpose.

[Click to View WEF's Commitment to DE&I](#)



WEF's Board of Trustees has established a Diversity, Equity, and Inclusion Subcommittee to provide guidance on our programs, communications, and membership. In 2020, WEF hired The Silverene Group to work with the subcommittee to develop a strategic plan for diversity, equity, and inclusion.

» THE BENEFITS OF DIVERSITY, EQUITY, AND INCLUSION IN WORKFORCE DEVELOPMENT

Against the backdrop of the WEF's commitment to diversity, equity, and inclusion in our organization, our industry is facing a number of significant challenges in workforce development.

1 AGING WORKFORCE

A phenomenon known as the "silver tide" of retirements is reducing the number of employees and the size of the pool from which to hire replacements. Even more compelling, workers in this sector tend to be older with a median age of 42.8 years as compared to the national median of 42.2 years.

2 A LACK OF DIVERSITY

In 2016, 85 percent of the workers were male and two thirds were white. This combined with rigidity in prevailing hiring procedures, and lack of training programs leads to difficulties in reaching out to different types of workers.

3 CHALLENGE OF RETENTION

Workers tend to migrate to areas of the country with a lower cost of living.

These are clear indications of the need for a new talent pipeline, one that values the diverse perspectives of our work force and is representative of the communities that we serve.

THE WATER INDUSTRY HAS OPPORTUNITIES

The water work force includes nearly 1.7 million people involved in designing, constructing, operating, and governing the US water infrastructure. While operators, electricians, and plumbers rank the largest occupations overall. There are also workers involved in administration, finance, and management. Utilization of the diversity, equity and inclusion toolkit components will expand the pool of available resources and promote job satisfaction. Make a consideration of a career in water outreach, recruitment, hiring and but we have significant benefits

- 53% of water workers have a high school diploma or less.
- Many water occupations require on-the-job training and familiar tools and technologies.
- Water occupations tend to pay 50 percent more to workers at the top of the income scale.
- The water industry is common can't outsource the work... and water utilities should be representative of the community in their workforce.

THE RESULT IS A BUSINESS CASE FOR DIVERSITY

While expanding the resource pool and reflecting the community in which we serve are of tremendous benefit, the McKinsey Report Diversity Wins – How Inclusion Matters, a five year study of over 1,000 large companies across 15 countries, provides extensive data on additional benefits of diversity.

Greater diversity, in terms of both gender and ethnicity, is correlated with significantly greater likelihood of outperformance.

- Competitive advantage: Companies whose boards are in the top quartile of gender diversity are 28% more likely to outperform their peers.
- Increased innovation and marketability of ideas.
- Drives employee retention and increased job satisfaction.
- Increased commitment: Employees and volunteers who feel connected and included are more engaged and involved.
- Promotes business growth and development.
- Taken collectively, these affect the bottom line —improving performance and increasing value/revenues.

Bold actions are needed to foster diversity, equity, and inclusion in WEF and your member associations. This toolkit has been developed to support your effort to:

- Ensure representation of diverse talent.
- Strengthen leadership accountability and capability for Inclusion and Diversity.
- Enable equality of opportunity through fairness and transparency.
- Promote openness and tackle microaggressions.
- Foster belonging through unequivocal support for multivariate diversity.



Learn more about careers at Work for Water

[Click to Learn More](#)

WEF D



» TAKE THE JOURNEY

1 SPEAK WITH SOMEONE IN THE KNOW

The first step to take is to speak with someone who has taken the Journey. Contact the Water Environment Federation (WEF) Diversity, Equity, and Inclusion (DE&I) team. They have knowledge and experience that will help you to achieve your goals better, faster, and with fewer volunteer hours.

2 UNDERSTAND YOUR NEEDS

Not all MAs are alike. Some are large and some are small. Some have staff and others do not. The diversity needs of each MA will depend in large part on the geographical area in which it is located. Equity and inclusion may be different as well. Tool No. 1 and No. 2 (right) are offered to assist with this step.

3 DESIGN AND IMPLEMENT YOUR PROGRAM

Follow this checklist to cover each step.



Follow this checklist to cover each step

- Dedicate a 90 minute timeslot for discussion with your Board/committees.
- Conduct the DEI exercise included herein.
- Identify gaps and a champion.
- Survey membership for benchmarking.
- Charter a DE&I committee with mission and vision.
- Start a regional Inflow program.
- Leverage communications: Email, social media, and articles.
- Reach out to other committees and coordinate.
- Hold a focused conference session/workshop.
- Share back to WEF via delegates.

THE TOOLS

Tool No. 1
Exploring and Defining DE&I for your Member Association

A tool has been developed and designed that MA leadership can use to explore and define diversity, equity, and inclusion goals for their organization. The tool is presented in the stand alone section titled Tool No. 1, and is available in electronic format.

Tool No. 2
Action Ideas for Defining DE&I for your Member Association

This tool has many of the same ideas and concepts as Tool No. 1, with the exception that it can be used to create your own approach, or to fit into a collaboration model that your MA likes to use.

Tool No. 3
Start a Subcommittee: Example Vision and Mission Statements

Tool No. 4
Best Practices

Tool No. 5
InFlow Program Guidance

[Click to Learn More](#)

WEF DE&I STARTER KIT 6



Checklist



Tools



References

» REFERENCES

WEF House of Delegates – DE&I Workgroup				
DE&I Starter Kit Reference List				
NAME	AUTHOR	DATE	WEBSITE	COMMENTS
WEF				
WEF DE&I Website	WEF	Current	Diversity, Equity, and Inclusion (wef.org)	Contains information on WEF's DE&I programs
HOD DE&I Survey Results	WEF	2021		
WEF Website		Current	WEF InFlow Program	Contains links to more details about the program at WEF and Member Associations
WEF Inflow Brochure	WEF	2020	inflow-brochure-2021_2.11.21--final.pdf (wef.org)	Overview of WEF InFlow scholarship opportunities
Member Associations				
IWPA Inflow Web Page	Illinois WPC	2021	https://www.illinoiswpc.org/inflow.php	IWEA InFlow program overview and link to application for InFlow scholarship
PNCWA InFlow Web Page	Pacific Northwest Clean Water Association	Feb 2021	InFlow Program (pncwa.org)	PNCWA InFlow program overview and link to contacts for more information
PNCWA Racial & Social Justice	Pacific Northwest	Aug	PNCWA Racial and Social Justice	PNCWA Initiative overview and

Tools example

EXPLORING AND DEFINING DIVERSITY, EQUITY AND INCLUSION GOALS FOR YOUR MEMBERS ASSOCIATION

STEP 1. EXPLORING WHAT DIVERSITY

Tool No. 3

Example Vision Statements

Vision 1

To promote diversity, equity, and inclusion in [state name] and the water industry and to remove barriers to involvement for underrepresented/underserved individuals.

Vision 2

The water industry offers a wide range of careers and benefits locally and nationally. [name of MA program/committee (DE&I, racial and social justice, etc.)] seeks attract and engage individuals with diverse backgrounds and experiences by introducing them to a variety of career pathways in the water industry and fostering an inclusive and welcoming environment in [MA name].

Vision 3

To create an inclusive and equitable organization that ensures diverse perspectives of our members are valued, respected, and considered.

Example Mission Statements

Mission 1

The Mission of the [MA name] Diversity, Equity, and Inclusion (DE&I) Committee is to:

- Encourage underrepresented/underserved individuals to pursue careers in the water industry;
- Support and advocate for underrepresented/underserved individuals in the water workforce; and
- Support industry retention by promoting engagement amongst underrepresented/underserved individuals.

Mission 2

The mission is to promote awareness within [MA name] and create a Diverse, Equitable, and Inclusive (DE&I) membership that benefits all members and programs.

Mission 3

The [MA name] believes in diversity, equity, and inclusion (DE&I) for all people and will promote these ideals to maintain an Association that is more reflective of the diversity of the communities we serve by:

- Providing knowledge and educational materials related to DE&I;
- Hosting and/or leading open and safe dialogue with internal and external groups regarding issues that impact DE&I in our industry; and
- Partnering with other key Association committees to drive awareness.



THANKS

Emerging Professionals to Leadership Workgroup

by Matt Alpaugh



A vertical graphic on the left side of the slide showing a splash of water with bubbles and droplets, rendered in shades of blue and white.

Emerging Professionals to Leadership Workgroup

Purpose

WEF and Member Associations rely on a constant influx of new leaders to join Committees, the HOD, Member Association Boards, the Board of Trustees, and other leadership opportunities.

A vertical graphic on the left side of the slide showing a splash of water with bubbles and ripples, extending from the top to the bottom of the page.

Emerging Professionals to Leadership Workgroup

Overview

For WEF to continue to grow, we need the engagement and advancement of new leaders from within the organization. Therefore, this workgroup will support the organization by **identifying barriers** to entering leadership positions, **creating pathways** into leadership roles, and **developing resources** that better enhance emerging professional transitions.

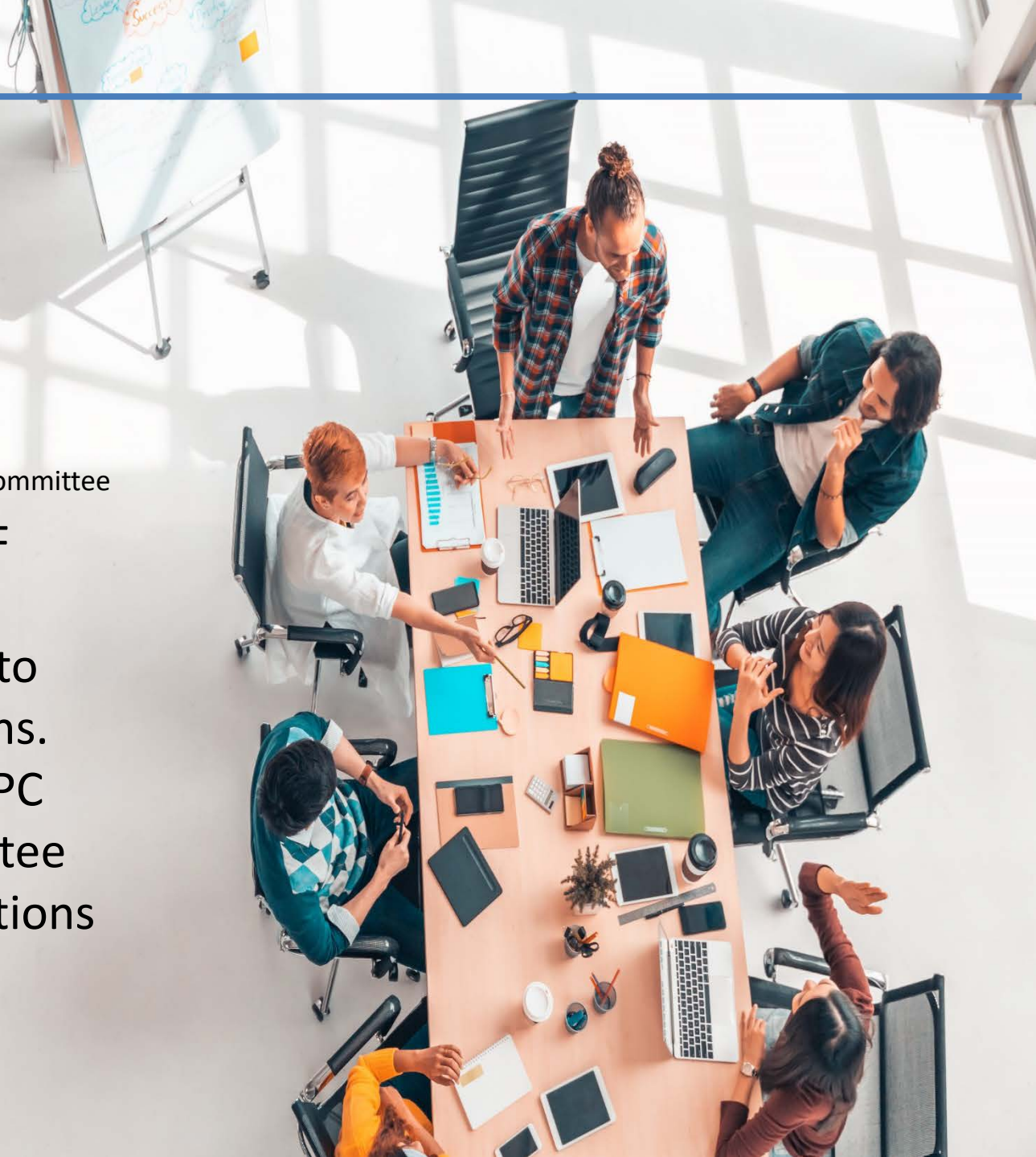
- ~40 Delegates
- Meet 1/month

Engagement to Find Solutions

Working with SYPC

Students & Young Professionals Committee

Leadership and WEF committee chairs to identify roadblocks to leadership transitions. Collaborate with SYPC leaders and committee chairs to identify actions for enhancing engagement.



A map with several red pushpins marking locations. The map is light blue and white, showing roads and geographical features. The pushpins are red and have black stems. One pushpin is in the foreground, and others are in the background, slightly out of focus.

Outcomes

- Create examples of “roadmaps” to leadership in MAs and WEF.
- Identify roles, opportunities, and growth paths.
- Summarize information in a 1-page infographic for education of WEF staff, members, and MAs.
- Identify upcoming leadership opportunities and match them with emerging professionals.
- Summarize a realistic process to maintain a resource of upcoming leadership opportunities.

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Emerging Professionals to Leadership Workgroup

WEF Member Polls and Surveys

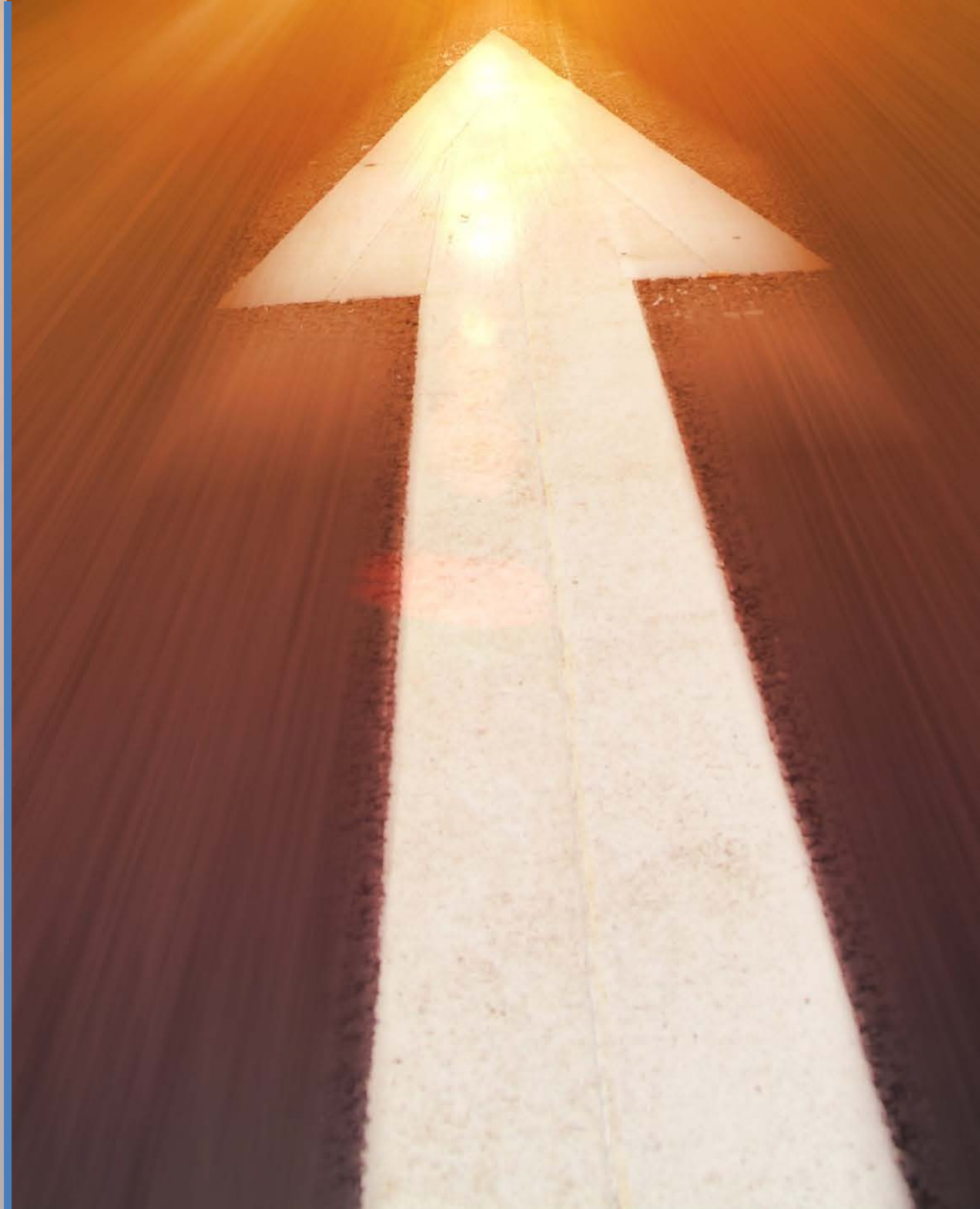
- Emerging Leaders Summit at WEF Utility Management Conference
- WEF Student and Young Professionals Committee
- House of Delegates
- Additional information gathering at WEFMAX

Reasons Emerging Leaders are Overlooked

1. Lack of awareness of opportunities
2. Lack of apparent support or an invitation to join
3. Lack of clear objectives and growth opportunities
4. Lack of perceived value.
5. Lack of resources to support the success of new leaders
6. Costs of participation in WEF activities (specifically WEFTEC).
7. The need for existing leadership to embrace emerging professionals as leaders the WEF community.

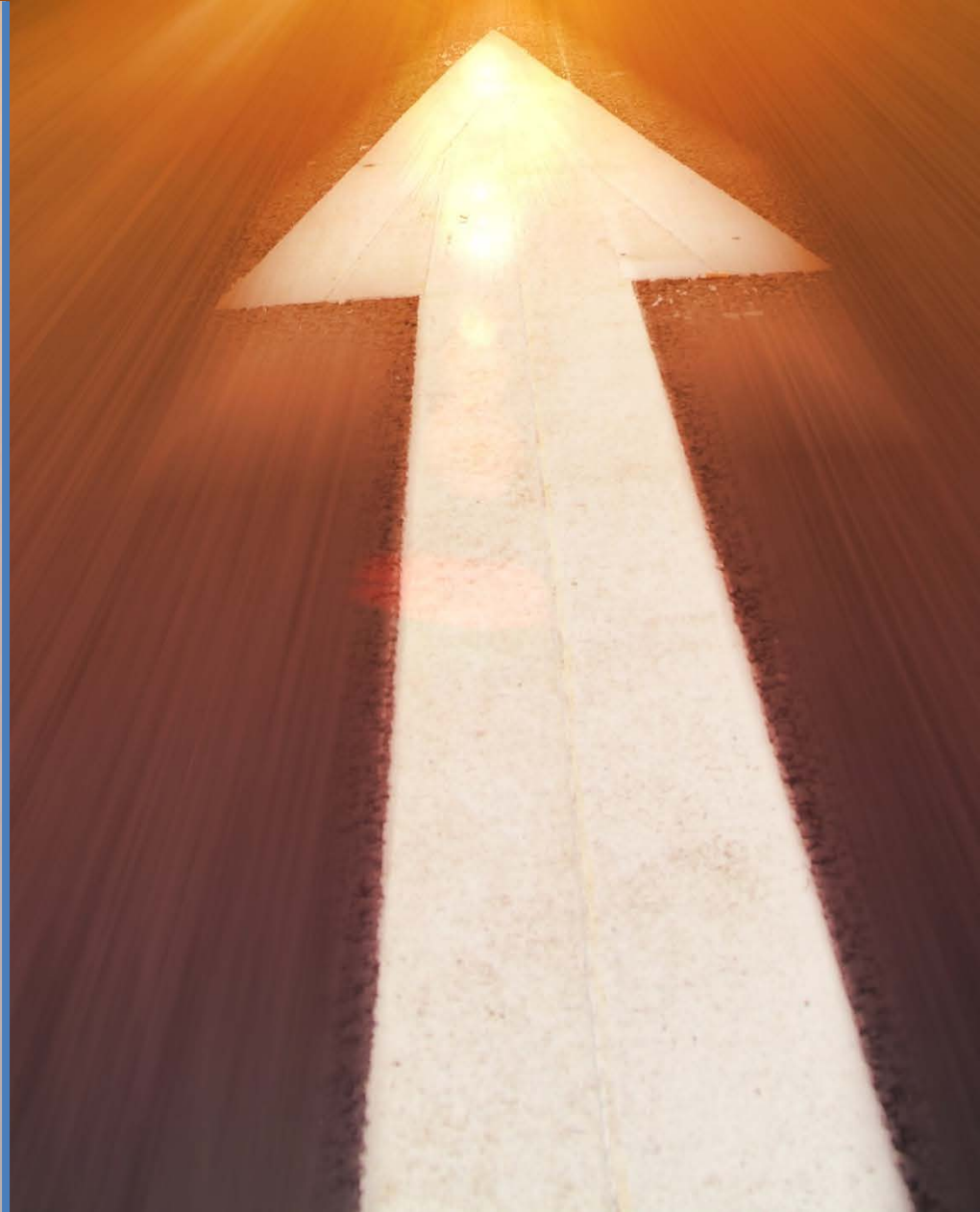
Path Forward - Overall

- Jan-Feb: Work with external groups to identify barriers
- March: HOD engagement
- April-May-June
WEFMAX Engagement
- June-July: Collect/refine content and prepare deliverables
- August-October:
Communicate messages



Path Forward – Near Term

- Identify solutions and resources to overcome barriers
- WEFMAX Engagement (Hawaii, South Carolina, North Dakota) in April, May, and June 2022.
- WEFMAX Charleston has particular focus on Emerging Professionals to Leadership





WEF HOD

Water Communications Workgroup
by Elizabeth Wick

Workgroup Charter

- Identify sector professionals in communications and increase empathy for challenges
- Build advocates and allies for communication professionals
- Identify resources that discuss communication techniques and provide better information for being communication ambassadors

Subgroups

- ***Messaging Methods Evaluation*** – Survey of multiple utility providers by region and size to collect the following:
 - What methods are being used - written, images, videos, combination
 - What platforms are being applied - websites, Twitter, Facebook, TikTok
 - What mediums are most common - blogs, vlogs, feeds
- ***Social Media Research*** – Distributing a survey to identify social media applications in water communications

Speakers

- January – ***“Importance of Communication and Getting Buy-in”***
Randy Hayman, Esq.
Commissioner & CEO of Philadelphia Water
- February – ***“Building a Communications Team and Branding”***
Kelley Dearing-Smith
Vice President, Communications & Marketing
Louisville Water Company

Speakers

- March - "*Biosolids Toolkit and Working with WEF*"
Samantha Villegas
Director of Strategic Communications
Raftelis
- April – "*Communicating with Policymakers*"
(Joint Meeting with Federal Advocacy Workgroup)
Mae Stevens – Signal Group
Steve Dye - WEF

Future Meeting Topics

- Power of Social Media and Having Fun With It
- Pure Water Brew Campaign
- Storytelling
- Educating Water Communicators
- Barriers to Communication



THANK YOU FOR YOUR PARTICIPATION

WEF HOD

Federal Advocacy Workgroup



HOD Federal Advocacy Workgroup

Major items in workgroup charter:



Educate | workgroup members on...

- communication techniques and new toolkit
 - 3-5 methods to communicate with Federal, State or Local legislators and regulators
- developing impactful messages & maintaining core messages for audiences



Support |

- WEF efforts to enhance alerts on legislation along with avenues to share.



Increase Membership and Engagement |

- in the Water Advocate program



Updated Charter for 2021-2022

Major goals in workgroup charter...

Every **HOD, CLC** and **Government Affairs committee member** sign up as a water advocate by WEFTEC 2022.



Water Advocates in every state
****ACHIEVED****

DOUBLE the number of water advocates by WEFTEC 2022

WEFTEC 2021: 597 members
April 2022: 757 members
437 members to go!



WEF Water Advocates Program

WEF.org –
Advocacy tab

[http://wef.org/
advocacy/water-
advocates/](http://wef.org/advocacy/water-advocates/)



Water Environment Federation
the water quality people®

BECOME A MEMBER

f t in You Tube Instagram

ABOUT MEMBERSHIP PUBLICATIONS & RESOURCES EVENTS **ADVOCACY** Search Q

o o o o o

Get Recognized for Your Contributions to the Water Sector!

SUBMIT A NOMINATION

ABOUT ADVOCACY
LEGISLATIVE AND REGULATORY AFFAIRS
POLICY AND POSITION STATEMENTS
THE VALUE OF WATER
WATER ADVOCATES
WATER WEEK
GLOBAL PROGRAMS
WATERS WORTH IT
CANADIAN WATER AND WASTEWATER AS

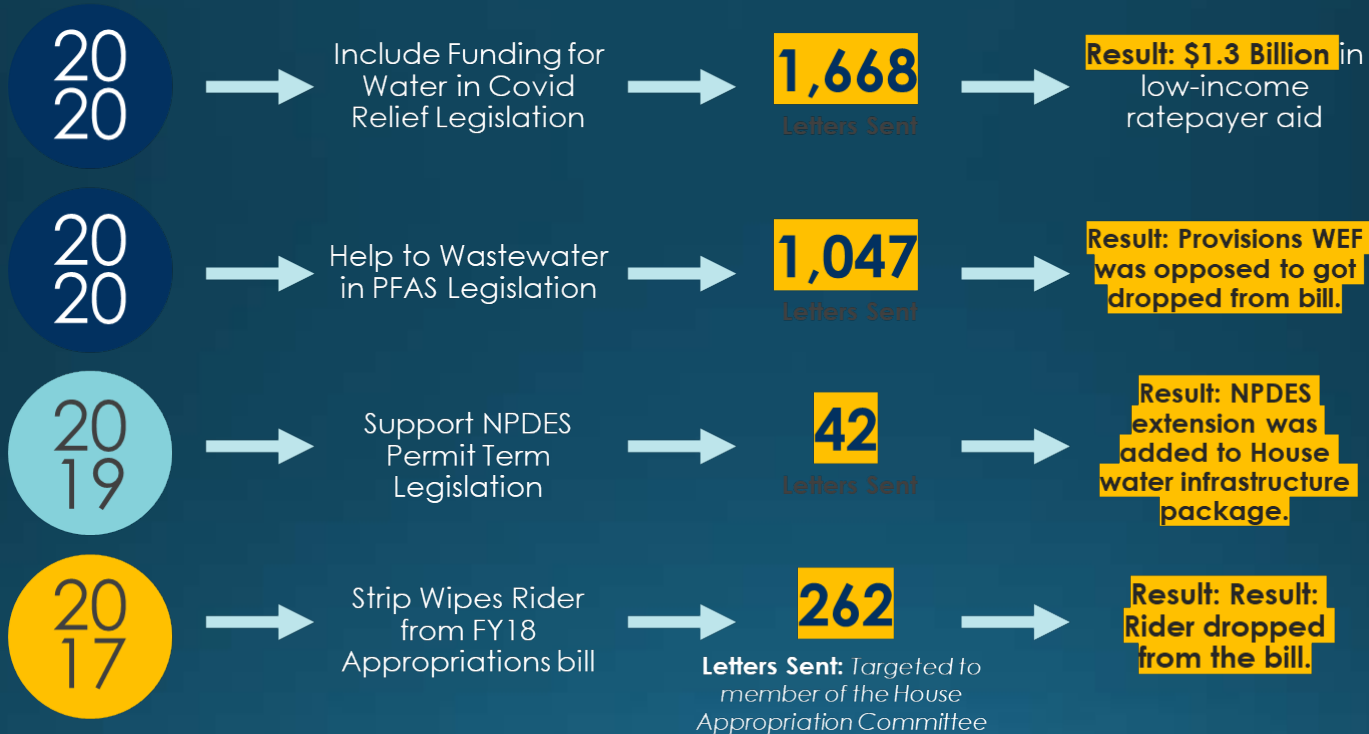
LEARN MORE

The Water Environment Federation is a nonprofit association that provides technical education and training for thousands of water quality professionals who clean water and return it safely to the environment. WEF members have proudly protected public health, served their local communities and supported clean water worldwide since 1928.



WEF Water Advocates Program

Recent Successful Calls-to-Action:





WEF Water Advocates Program

Current Calls-for-Action:

- FY23 Water Infrastructure Appropriations
- Co-sponsor Wipes Labeling Legislation
- PFAS Liability Exemption



Key Contacts at WEF:

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THANK YOU FOR YOUR PARTICIPATION

WEF HOD

Nominating Committee Update

WEF HOD NOMINATIONS

Applications are due by
June 30, 2022

WEF HOD STANDING COMMITTEES

Nominating
Steering
Budget
DE&I
WEFMAX

WEF HOD DELEGATE-AT-LARGE

Represents a Member Constituency

WEF HOD SPEAKER-ELECT

Anyone in their 1st, 2nd, or 3rd year as a Delegate is eligible to serve

QUESTIONS - Contact

HOD Nominating Committee Chair,
Patty Kennedy

patty.kennedy@phoenix.gov

HOD Speaker-Elect,
Donnell Duncan

Donnell.duncan@arcadis.com