



WEFMAX Denver

Improving MAs through Member Engagement and Service

Thursday May 4, 2023

WELCOME!

Thank you to WEFMAX-Denver Planning Team:

- Rob Staton, Black & Veatch
- Dan Freedman, Metro Water Recovery
- Sarah Vander Meulen, Dewberry
- Stephanie Segler, Black & Veatch
- Becca Chapa, Black & Veatch
- Jose Velazquez, AE2S

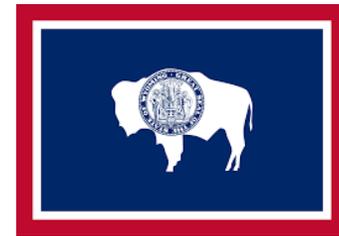
And to Jeff Berlin, Carollo Engineers, Inc.

Get your phones out!

Be the first to answer six questions about Denver correctly and get a prize!

QR Code to go here

Taste of RMWEA



WEFMAX-Denver Sponsors



Dewberry[®]



TETRA TECH

Thank you so much!



WEF Message

Corey Williams, WEF Board of Trustee

Thursday May 4, 2023

Life Free of Water Challenges

WEF STRATEGIC PLAN



Our Mission

Inspiring the
water community
in **pursuit of human
and environmental
well-being**



Our 3-Year Outcome

Amplify the stories of water to **grow, strengthen, and diversify** the water community.





WEF Strategic Plan: Our Strategic Goals and Strategies

Goal 1

Attract and develop a **diverse** and **passionate** water workforce

Goal 1 Strategies

1. Raise public awareness about the importance of water and the water workforce
2. Reduce barriers to workforce entry and retention
3. Provide extraordinary opportunities for connection, growth, and education
4. Cultivate strategic partnerships

Goal 2

Cultivate a purpose-driven **community** to **sustainably solve** water challenges for all

Goal 2 Strategies

1. Drive connection and collaboration for the development of innovative solutions
2. Deliver best-in-class member experience
3. Creatively develop and deliver content and programming

Goal 3

Lead the **transformation** to the **Circular Water Economy**

Goal 3 Strategies

1. Convene stakeholders to craft WEF's Circular Water Economy framework and best practices
2. Proliferate WEF's Circular Water Economy framework and best practices
3. Champion adoption of Circular Water Economy
4. Eliminate barriers to Circular Water Economy adoption

Our Core Values



Lead boldly with purpose and agility



Focus on our customers through **empathy and service**



Collaborate for collective impact



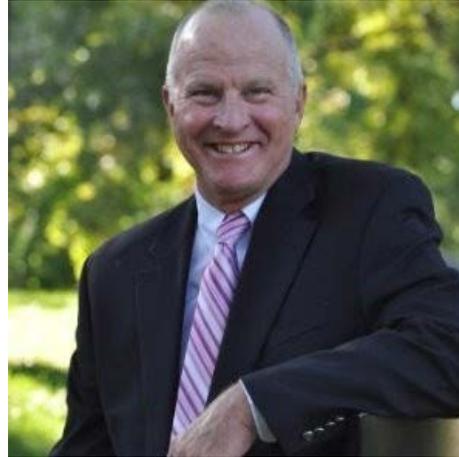
Integrate **Diversity, Equity, and Inclusion** in all we do

Engagement and Service



Identify the
Passion

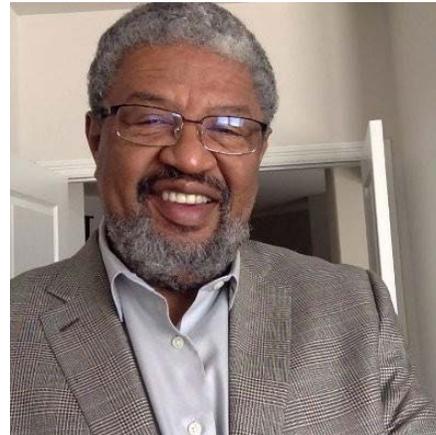
Be the
Village Idiot



Embrace the
Uniqueness of Volunteerism



Serve the
Servant



WEF Strategic Plan

Our Mission

Inspiring the water community in pursuit of human and environmental well-being

Our Vision

Life free of water challenges

Our Three-Year Outcome Statement

Amplify the stories of water to grow, strengthen, and diversify the water community

Our Strategic Goals

Goal 1: Attract and develop a diverse and passionate water workforce

Goal 2: Cultivate a purpose-driven community to sustainably solve water challenges for all

Goal 3: Lead the transformation to the Circular Water Economy

Our Core Values

- + Lead boldly with purpose and agility
- + Focus on our customers through empathy and service
- + Collaborate for collective impact
- + Integrate Diversity, Equity, and Inclusion in all we do





Thank You



STAR WARS DAY
MAY THE 4TH
BE WITH YOU

Format and Approach for the day

- WEFMAX Reimagined →
 - Maximize discussion
 - Focused topic
 - Provide documentation of next steps



Agenda For Today

- Introductions and Open Discussion
- Moderated Panel Discussions
 - MA Collaboration
 - WEF Collaboration
- Brainstorming Solutions
- Takeaway – Action Plans

Life Free of Water Challenges

WEF STRATEGIC PLAN



Our Core Values



Lead boldly



**Focus on
customers
empathy
and service**



Collaborate



**Diversity,
Equity, and Inclusion**

WEF Strategic Plan

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Goal 2 Strategies

1. Drive connection and collaboration for the development of innovative solutions
2. Deliver best-in-class member experience
3. Creatively develop and deliver content and programming

WEF Poll

Access Poll by:

Internet – PollEv.com/wefpoll

OR

Text – 22333 Send message: WEF POLL

BREAK

MA Member Engagement and Service Moderated Panel

Member Association Panel

- **Member Engagement and Development** – Marc Rosso (NWEA)
- **Gaps in Member Engagement** – Hannah Fodor (RMWEA)
- **What Do Yps/Eps Want from a Professional Organization?** – Tina Sheikhzeinoddin (Alabama's WEA)
- **Member Association Staff day-day Needs** – Leigh Blecki (VWEA)

Marc Rosso, PE

Treasurer, Nebraska Water Environment Association

Chair of the Nebraska Section of the American Water Works Association

Past Member of the AWWA Membership Engagement & Development Committee



Membership Engagement & Development. What is it?

The word engagement conjures up a number of thoughts, doesn't it?

A young couple getting serious about getting married.

Or maybe you have a dinner engagement this weekend.

Various definitions of engagement include "to be involved in activity," or "to be greatly interested," or "being in gear."



AWWA MEDC Engage Page

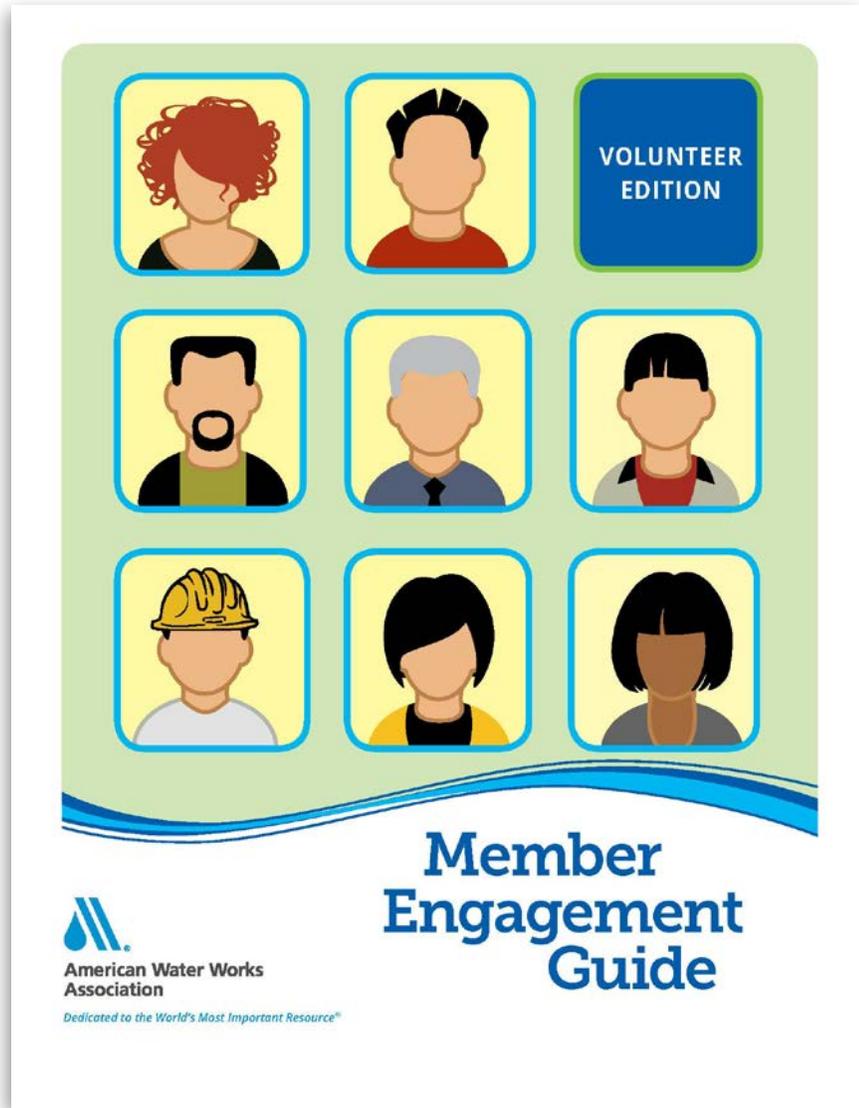


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What Kinds of Things Can Members Do?



The graphic features a 3x3 grid of icons on a light green background. The top row includes a woman's headshot, a man's headshot, and social media icons for Facebook, LinkedIn, YouTube, Twitter, Instagram, and Pinterest. The middle row includes the ACE (Annual Conference & Exposition) logo, a man's headshot, and a woman's headshot. The bottom row includes a man wearing a yellow hard hat, a blue award ribbon, and a woman's headshot. Below the grid is a blue wavy line.

AWWA Opportunities Menu

 American Water Works Association
Dedicated to the World's Most Important Resource®



Menu

Use this menu to help guide your membership experience. You may want to start with an appetizer or skip straight to the main dish. Although there are many choices, these are some of the more popular opportunities for getting involved.

DESSERT

Who says you can't have dessert first? What will getting involved provide you, personally? Current members tell us they receive these rewards:

- Fresh information and perspectives outside of daily work
- Continuing education units
- Sharing knowledge with peers and water-sector leaders
- Experience on which to build your career and refine your leadership skills
- A personal sense of accomplishment in shaping the future of water

APPETIZERS

Learn more about AWWA.

- Visit www.awwa.org to complete your profile in "My Account."
- Connect with your Section online.
- Follow AWWA on social media:

- Download resources.

LIGHTER FARE

Access resources and events.

- Participate in a webinar.
- Nominate a peer for an award.
- Tell others about your membership experience.
- Mentor a new member.
- Network with other water professionals at Section events.
- Buy a manual or technical resource.

MAIN DISHES

Delve more deeply on a team set to tackle an assignment or problem in a specific time frame.

- Regularly attend conferences and member gatherings.
- Join a committee on a topic that interests you.
- Write an article for your Section newsletter.
- Present at a technical session.
- Compete in industry competitions.

MEATY SELECTIONS

Contribute on a regular basis and become a "go-to" person in the water community.

- Help develop a new technical resource.
- Become a committee chair.
- Run for the Board of Directors.
- Reach out to the public about the value of water resources and the water sector.

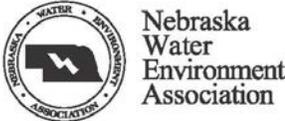
Collaboration with NWEA/NSAWWA/APWA/SWANA



2022

Fall Conference

November 1-4, 2022



Younes
CONFERENCE CENTER
Kearney, Nebraska



67th Annual
Great Plains Waste Management Conference
April 12-13, 2023

Sponsored by



Nebraska Water Environment Association



THANK YOU FOR YOUR PARTICIPATION

Marc Rosso, PE
Phone: 531.207.3244
mrosso@lincoln.ne.gov



Gaps in Member Engagement

Hannah Fodor, RMWEA President



Rocky Mountain Water
Environment Association
Elevating Water Professionals

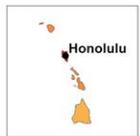
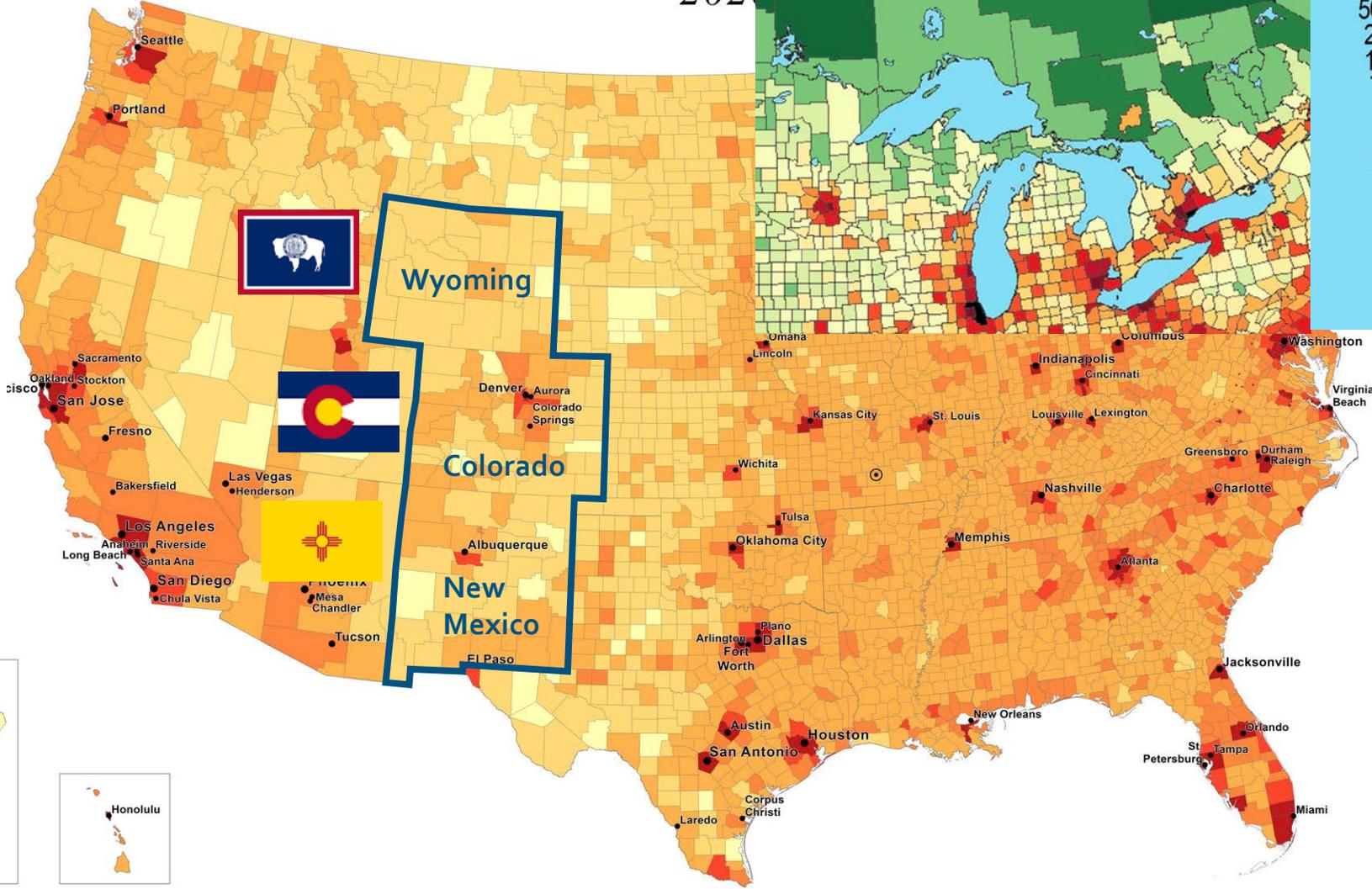
U.S. Population Density 2020

People per Square Mile by County

- ≤1
- ≤10
- ≤100
- ≤500
- ≤1000
- ≤5000
- ≤71563

Number of people per square kilometre	Number of people per square mile.
2000 +	5179.8 +
1000 - 2000	2589.9 - 5179.8
500 - 1000	1295 - 2589.9
200 - 500	518 - 1295
100 - 200	259 - 518
75 - 100	194.2 - 259
50 - 75	129.5 - 194.2
35 - 50	90.6 - 129.5
20 - 35	51.8 - 90.6
10 - 20	25.9 - 51.8
5 - 10	12.9 - 25.9
1 - 5	2.6 - 12.9
0.5 - 1	1.3 - 2.6
<0.5	<1.3

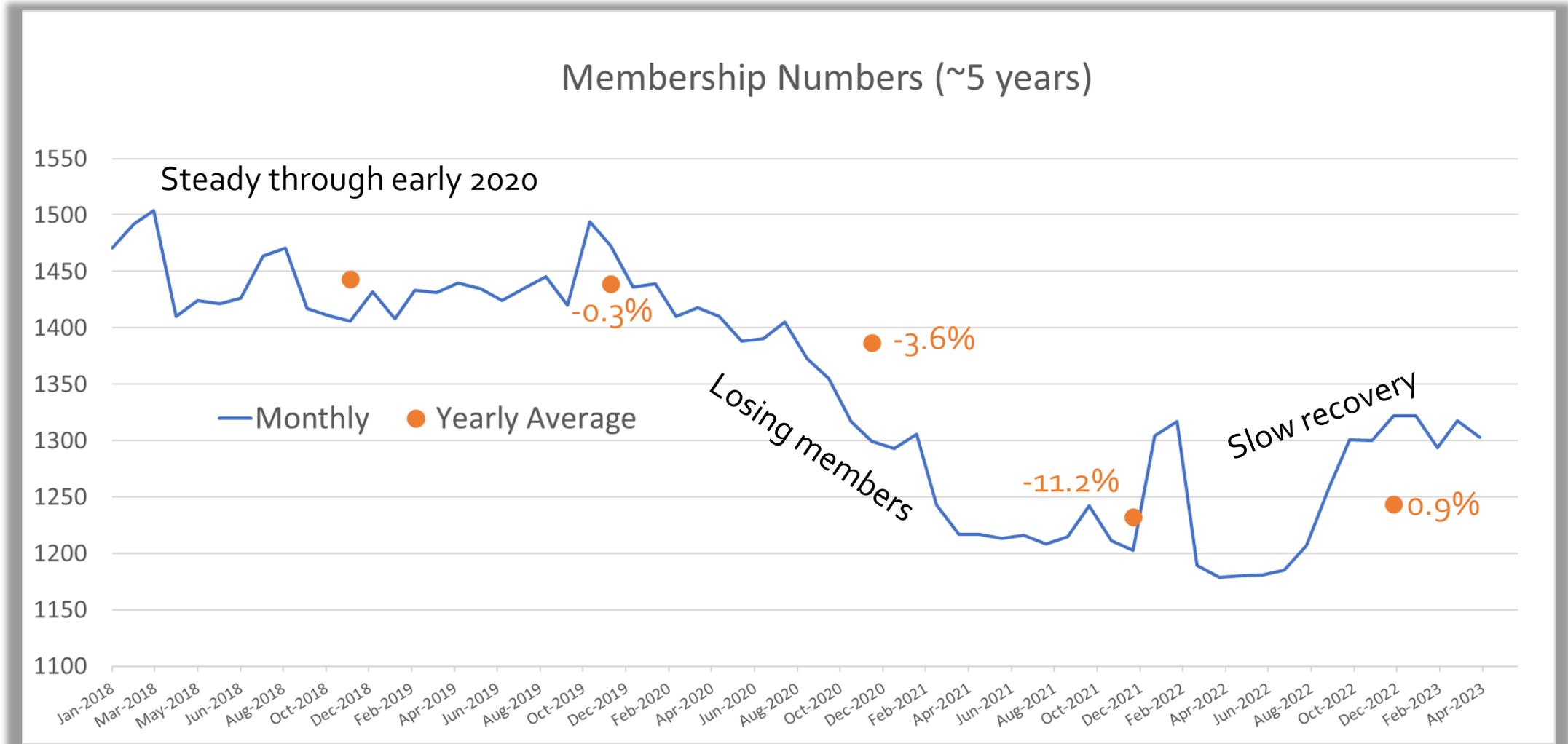
>1,050 miles long
16 hours driving
Over 8 hours flying



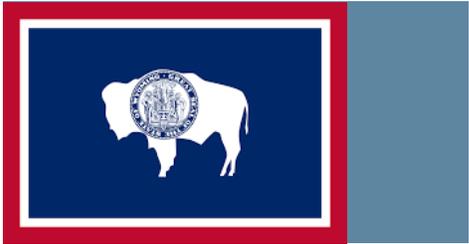
www.vividmaps.com

Data source: The United States Census Bureau

Overall Membership



Membership by State



32 members
2%



85 members
7%

Other

110 members
8%



1076 members
83%

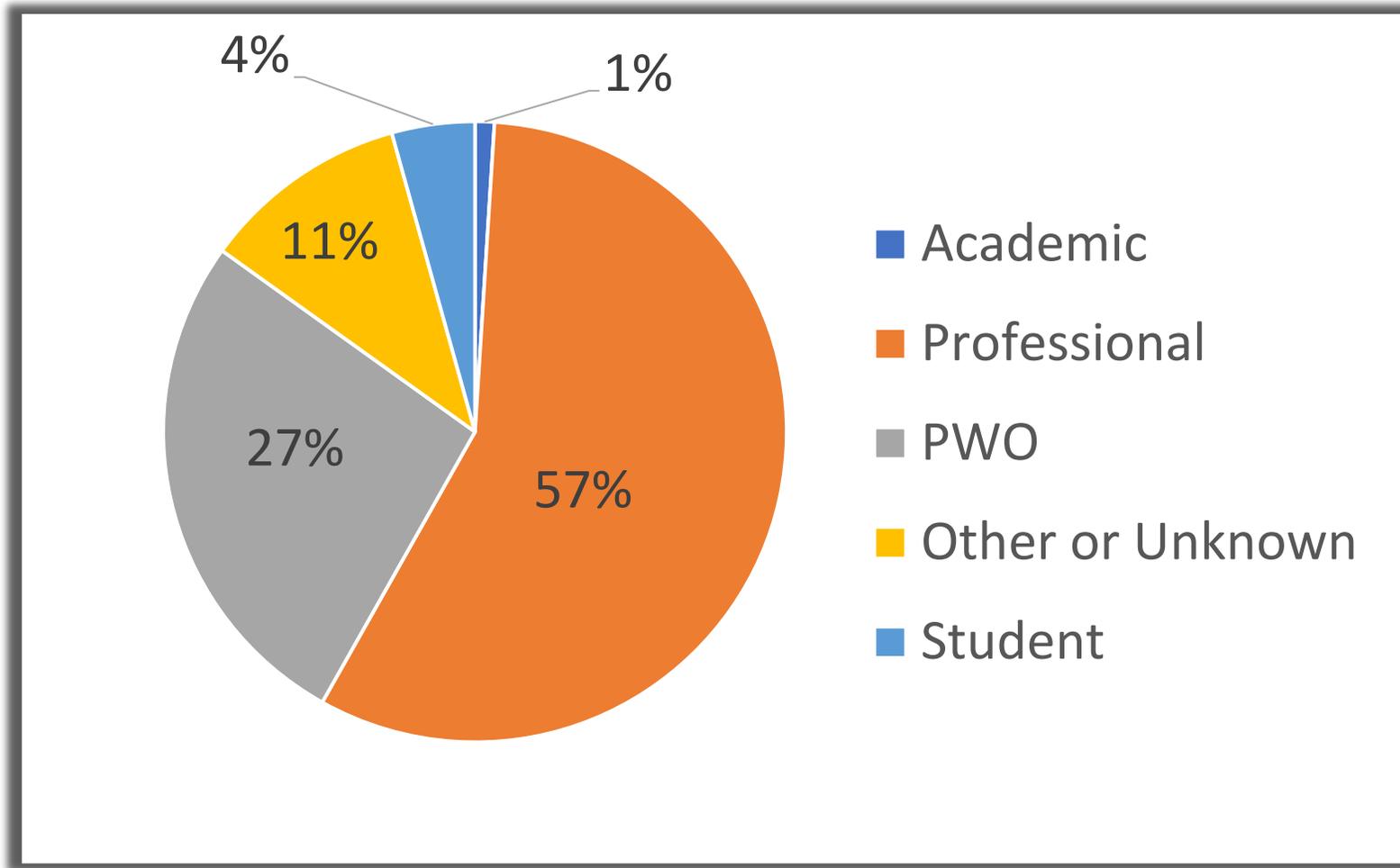
Population by State (2021)

Wyoming: 578,803

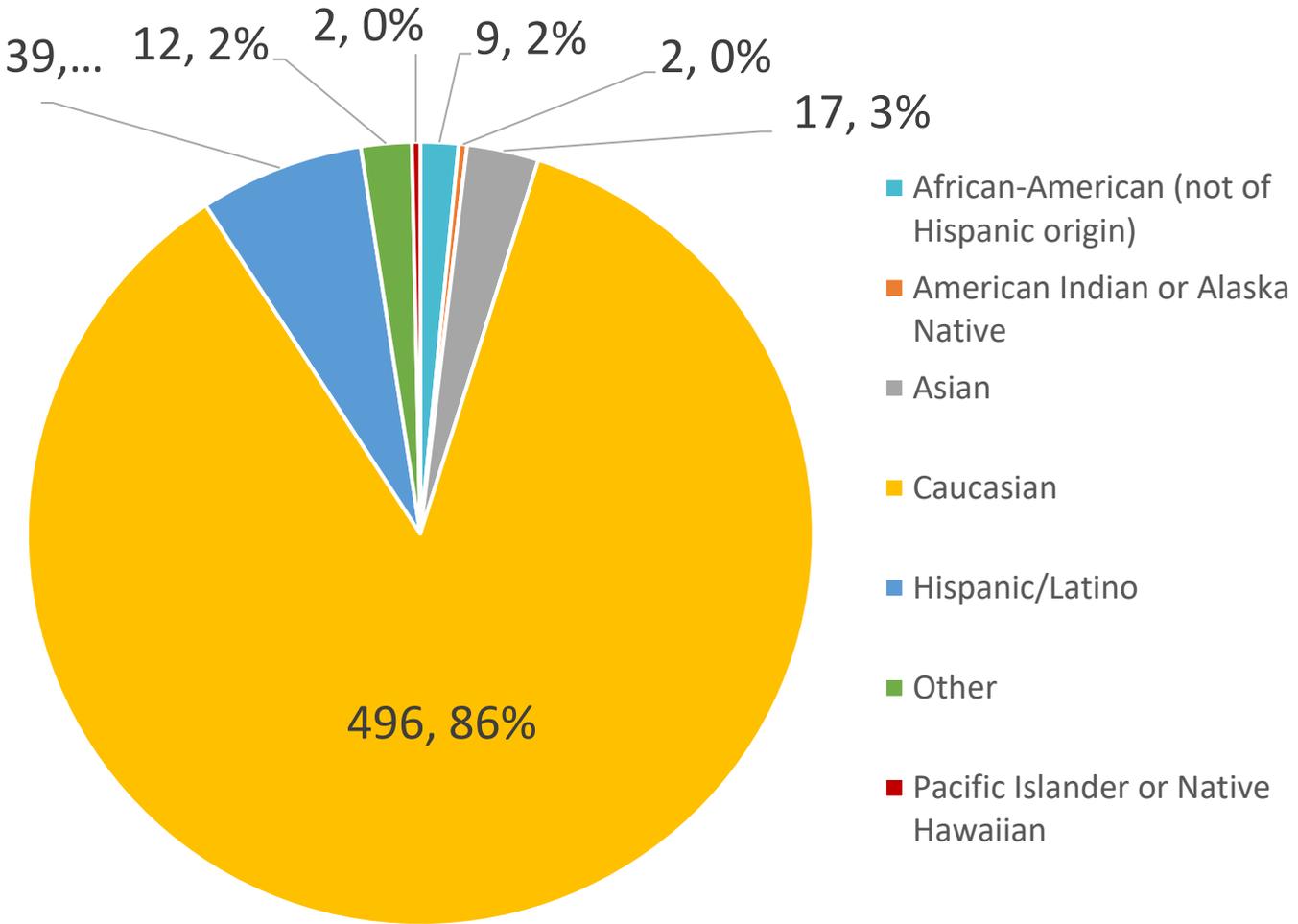
New Mexico: 2,116,000

Colorado: 5,812,000

Membership by Category



Membership by Ethnicity



Ethnicity	Colorado, 2021	New Mexico, 2020	Wyoming, 2020
Caucasian	65.2%	36.3%	81.4%
Hispanic/Latino	22.3%	47.7%	10.2%
African-American	3.7%	2.2%	0.9%
Asian	3.1%	1.8%	0.9%
American Indian or Alaska Native	0.3%	10.0%	2.4%
Native Hawaiian or Pacific Islander	0.1%	0.1%	0.1%
Other	5.2%	1.9%	4.0%

Membership Engagement Gaps

- Industry/Membership category
 - How do we compare with WEF membership?
- What should RMWEA's goals be?
 - Not clear on industry-wide diversity
 - "Gaps" differ by each state
- Challenges
 - Geographical
 - Demographic
 - Population
- What's going well
 - Great active participation by operators and utilities
 - Active YP Committee
 - Active student chapters



Acknowledgements

- **Emilie Abbott**, Trustee & Membership Committee Chair
- <https://www.statista.com/statistics/594284/colorado-population-ethnicity-race/>
- <https://www.census.gov/library/stories/state-by-state/new-mexico-population-change-between-census-decade.html>
- <https://www.census.gov/library/stories/state-by-state/wyoming-population-change-between-census-decade.html>





What Do YPs/Eps/Students Want from a Professional Organization?

Tina Sheikhzeinoddin



AWEA

- About
- Size
- Conference
- Goals
- About WEF grant

Young Professionals

- Learn about the group and the opportunities
- Community
- Networking-why?
- Lunch and Learns- Communication skills, Finance..etc.
- Growth opportunities
- What are you missing out if you don't join? Can if get those things from other places?
- Support
- Legacy

Students

- Career path options
- Connections for internship/jobs
- Scholarships
- MA support
- SWAG

Ideas: Water award given by university, having a cord for graduation..

Increase Student , YP and EP Membership

- Gear your MA conference towards students-job fair, game night social, student poster competition, students presenting, dedicated “meet the boss” event
- Develop relationships with professors—competing with other student organizations and conferences
- “Not only happy hour”- Have YPs hold technical sessions-not just social events
- Figure out what works and doesn't— casual after work events and lunch and learns during the day
- Provide money, time, and resources to the group









HILLIARD N. FLETCHER WATER RESOURCE RECOVERY FACILITY





THANK YOU FOR YOUR PARTICIPATION

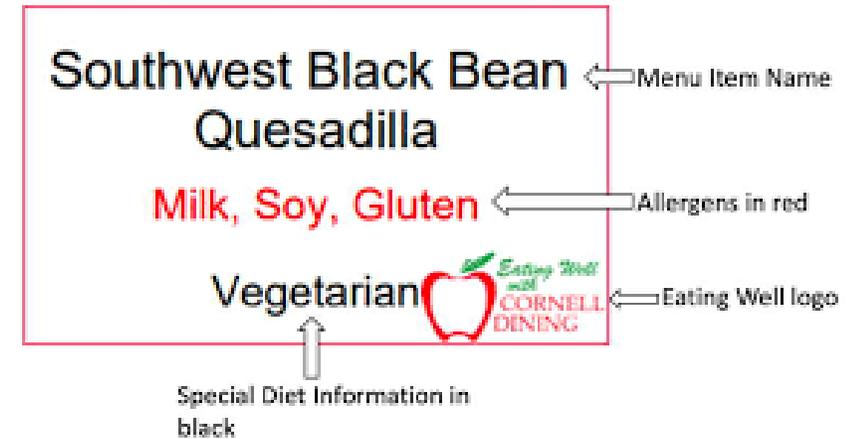
Leigh Blecki







- Continuity/Institutional Knowledge
- Learn from MAs, WEF and other associations
- Staff training



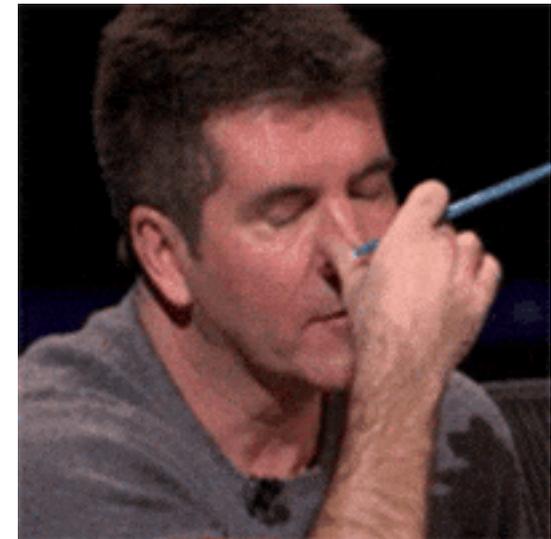


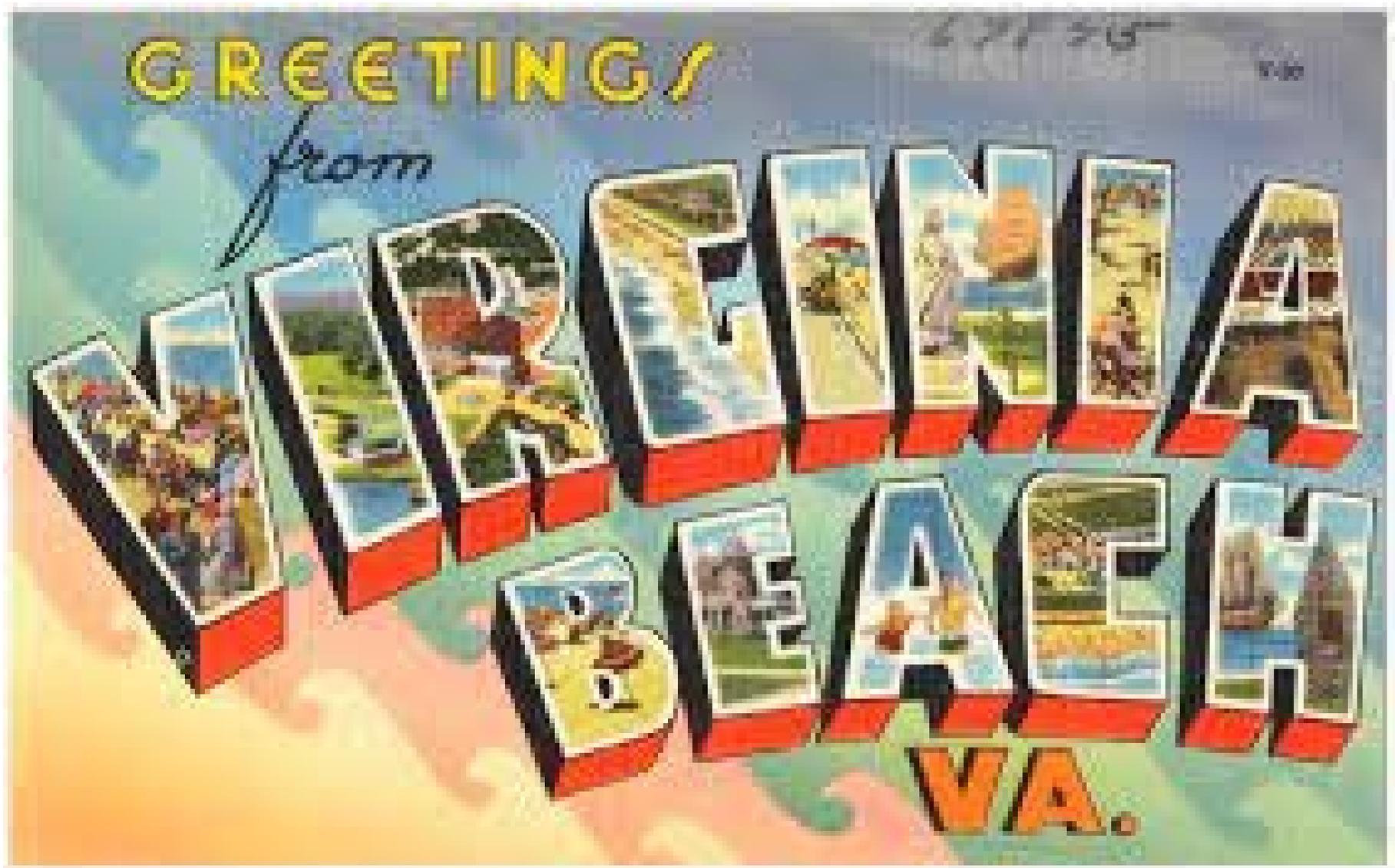
What keeps our members/volunteers engaged?

- Events that provide value by growing member knowledge and network
- Feeling like they contributed
- Accessible events

And why they leave...

- Lack of support or communication
- Not clear what they signed up for
- Feel there is no value





THANK YOU FOR YOUR PARTICIPATION

HOD Nominating Committee Update

Scott Aurit



HOD Nominating Committee

Nominating Committee Responsibilities

- Speaker Elect
- Delegate-at-Large (4)
- 4 Committees / 1 Subcommittee
 - Diversity, Equity, and Inclusion (DE&I)
 - Budget
 - WEFMAX
 - Nominating
 - WEF Nominating Subcommittee



Speaker-Elect

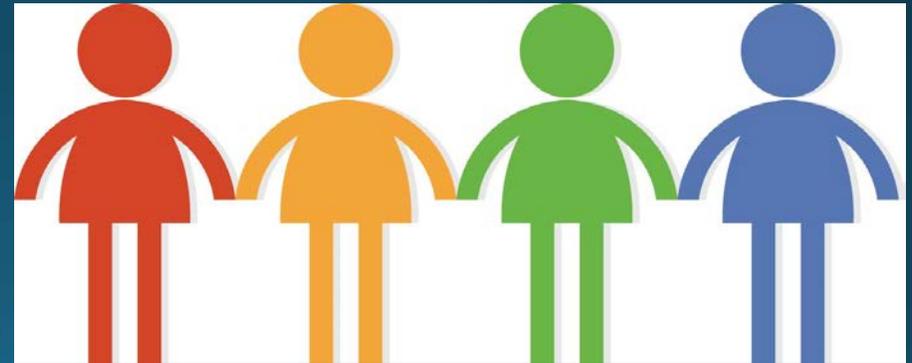
- Entering or completing at least 2 years serving as a Delegate
- One year term
- Duties
 - Assist the Speaker of the House
 - Member of HOD Steering Committee, Nominating Committee, and Budget Committee
 - Attend 1 WEFMAX meeting
 - Serve as the House liaison to the Committee Leadership Council

Delegate-at-Large

- 4 selected each year
- 3-year term
- Represent an underrepresented demographic group in the HOD

Examples include:

- Age
- Profession
- Race
- Ethnicity
- Gender



HOD Committees

- Budget (7)
- Nominating (7)
- Diversity, Equity, and Inclusion (8)
- Steering (15)
- WEFMAX (7)



HOD Budget Committee

- Comprised of Speaker-Elect and 6 Delegates
- Review the budget development process with the WEF Treasurer, finance staff, and CLC Leadership
- Manage the MA Grant Program



HOD Nominating Committee

- Comprised of Speaker –Elect and 6 Delegates
- Receive and review nominations for each of the 4 HOD Committees
- Receive and review nominations for WEF Nominating Subcommittee (1 each year; 2-year staggered term)
- Assist with appointments of BOT Audit Committees (Chair & Vice Chair of HOD Budget Committee)

HOD Diversity, Equity, and Inclusion Committee

- Comprised of Speaker –Elect and 7 Delegates
- Provide DE&I messaging to MA leadership
- Foster a sense of belonging among all members of the water sector
- Develop social media guidance targeted towards underrepresented and underserved populations to create interest in water profession careers.
- Facilitate quarterly DE&I networking calls with MAs



HOD Steering Committee

- Comprised of Speaker of the House, Speaker-Elect, Immediate Past Speaker, HOD Workgroup chairs and HOD Committee chairs
- Advise the BOT on issues of strategic direction and public policy development
- Review and provide input on information received from committees and workgroups



WEFMAX Committee

- Comprised of the Speaker of the House, Speaker-Elect, and 5 Delegates
- Plan at least 3 years beyond the current year to identify MAs to host WEFMAX meetings
- Consider schedule, format, and content of WEFMAX meetings

Lunch

- Change tables
- Find your assigned mentor/mentee

WEF Topics

WEF Panel

- **What Does Member Engagement Mean to WEF** – Aimee' Killeen (WEF)
- **How Can 5S Engage Members** – Scott Aurit (NWEA)
- **DE&I Network Call** – Haley Goddard (PNCWA)
- **WEF Awards Engagement** – Carol Martinson (RMWEA)



connecting ideas | inspiring leaders



Member
ENGAGEMENT



IMPACT

by

PARTNERSHIP



Water Environment Federation
40,204 followers
1d · 🌐

Happy #EarthDay! Today, and every day, we encourage you to demonstrate ...see more

B I N G O

SAY NO TO STYROFOAM	SEND A THANK YOU NOTE TO A WATER WORKER	5-MINUTE (OR SHORTER) SHOWER	BUY SUSTAINABLE COFFEE AND TEA	REMINO FAMILY AND FRIENDS NOT TO FLUSH WIPES
PICK UP PET WASTE	RESEARCH YOUR LOCAL RECYCLING GUIDELINES	ADJUST YOUR THERMOSTAT BY ONE DEGREE	COMPOST	PARTICIPATE IN AN ONLINE EARTH DAY EVENT
TELL SOMEONE ABOUT ECO FRIENDLY PRACTICES	TURN OFF AND UNPLUG TECHNOLOGY APPLIANCES	MAKE A CHANGE!	SUPPORT LOCAL WILDLIFE	DITCH PLASTIC DRINK BOTTLE AND STRAWS
CHECK YOUR TIRE PRESSURE	WATCH A DOCUMENTARY OR READ A BOOK ABOUT AN ENVIRONMENTAL ISSUE	SWAP TO AN ENERGY EFFICIENT PRODUCT	REUSABLE GROCERY BAG	HANG DRY YOUR CLOTHES
SAFELY DISPOSE OF EXPIRED MEDICATION	RESEARCH YOUR CARBON FOOTPRINT AND PLAN WAYS TO REDUCE IT	TAKE A FREE ONLINE ENVIRONMENTAL STUDIES CLASS	WALK OR BIKE TO THE GROCERY STORE, PHARMACY, OR TO OTHER ESSENTIAL BUSINESSES	MEATLESS MEALS

Water Environment Federation
40,204 followers
3d · 🌐

Be an active change agent for the #watersector! Start ...see more

NATIONAL STORMWATER POLICY FORUM
April 24, 2023

REGISTER TODAY!

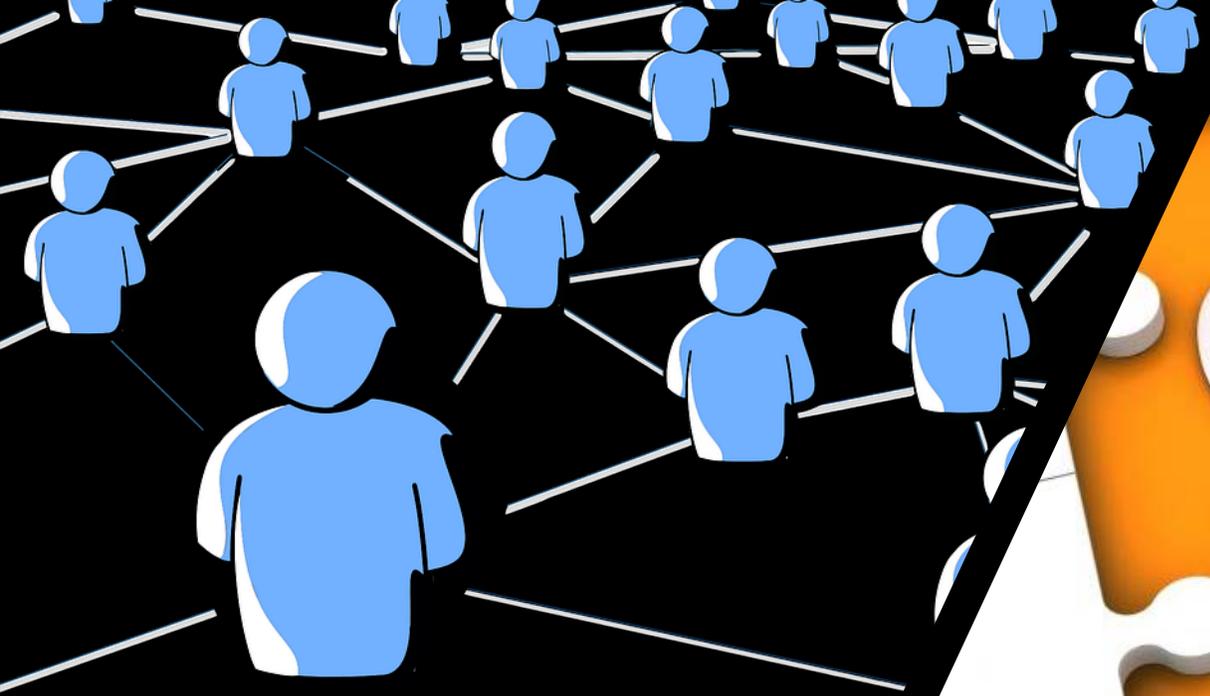
Water Marlowe and 5 others 1 comment

Like Comment Retweet Send

Water Environment Federation
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What are the advantages of using #iron coagulants in #wastewater ...see more

CREATE
VALUE



A close-up photograph of several white puzzle pieces on an orange surface. The word "SKILL" is prominently displayed in large, white, 3D block letters across the center of the image.



“
My WATER fam
is my jam!”

#wefwaterstories

Water Environment Fede... - 1/11/23
Sanjiv Joshi, Director of Customer Engagement and Business Development at @IFCnl, is passionate about solving the issues facing the #watercommunity and will continue to work to protect this valuable resource.
ow.ly/Hgiu50MnVsW



#WEFwaterstories

Water Environmen... - 10/26/22
Watch @Better_Ops, Director and Head Trainer at @ETCMorrisville, explain why we need to better express the value of having a diverse #waterworkforce and why inclusive work environments are important for retention in the water sector. #WEFwaterstories



#WEFwaterstories

Amber Lefers · 2nd
I help you prepare for the wrong amount of...
4mo · 🗨️

+ Follow



50

4 comments

Jackie Jarrell @JackieJa... · 12/5/22
Thank you @WEForG Trustee Janet Cann for your remarks this morning @nconewater OGS sharing the WEF Strategic Plan and working to amplify the stories of water.
#WEFwaterstories #tellyourstory #wearmakingthewaterfuturetogether

Shellie Chard · 1st
Water Quality Division Director...
Reshared from Kelly King · 2w · 🗨️

Wow! This is definitely a skill the water sector needs to perfect and expand.
#Wefwaterstories

"Storytelling is not talent.
It's a skill."



80/20

Shannon L. · 2nd
Harty, P.E.
Commissioner of Water Environment...
Reshared from Water E...

What's your water story?!? Here's the 45 second section of mine! #wefwaterstories #wastewater #ilovemyjob

Alexander Kraemer · 1st
Product Manager at Thermal Pr...
3d · 🗨️

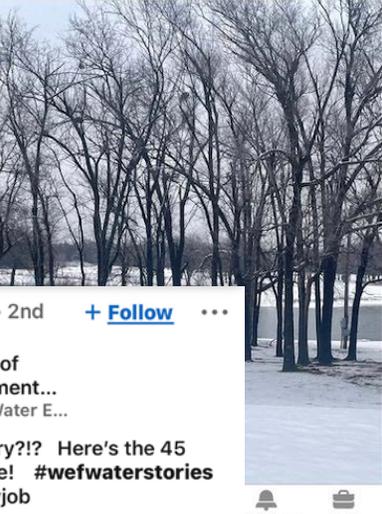
...advocate. #wef #waterstewardship #onewater #wefwaterstories



Gently schoolkids learn about water conservation, infrastructure through fun and...
wwltv.com · 1 min read

Shellie Chard · 1st
Water Quality Division Director...
3w · 🗨️

...especially beautiful today. Share your favorite water body #wefwaterstories



Walter Marlowe · 1st
Executive Director at Water Env...
Reshared from Water Environment F...

Sharing our water stories with our next generations is essential! #wefwaterstories



Jamie Eichenberger · 1st
Vice President at HDR
1mo · 🗨️

...them together. So please get out there and share your water story! #wefwaterstories

Alexandria Andrew · 1st
Kindrick, PE
Senior Project Manager at Tetra...
Reshared from Donnell Duncan, P.E.,...

...with the Fast Five. Be sure to watch and listen to his water story - it's fantastic!
#wefwaterstories #hodofthefuture



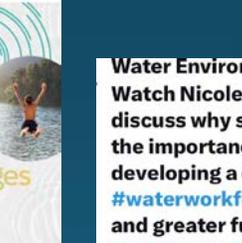
House of Delegates February 2023 Video
youtube.com

Water Environment Fede... · 2/8/23
Growing up, James Clarke received "boil water alerts," which was a #waterquality concern for him. Watch to hear about his journey into the #waterworkforce and the progress made to address #water issues in his community. See more #WEFwaterstories here: ow.ly/qBNL50MNGB4



118 views

Life Free of Water Challenges



Nicole Cohen
Florida Water Environment Association
Transforming Water Together
#WEFwaterstories



57 views

Aimee' Killeen · You
Chief Operations Officer at Providence - An Engineering and E...
1mo · Edited · 🗨️

When your Water Environment Federation board assigned accountability buddy is struggling with their ...see more



Learn more about WEF's new horizons: ow.ly/2RMF50MTgpW



57 views

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39K followers
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...story today: http://ow.ly/1zww50FMtI #WEFwaterstories #WeAreWater #stormwater #waterscarcity



5 comments

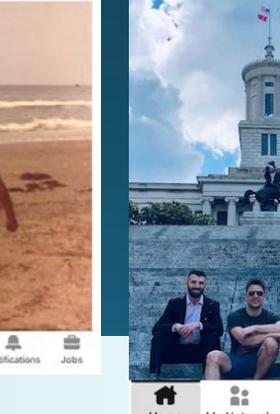
Janet Hurley Cann · 1st
Asset Engineering Department...
1w · 🗨️

Water Environment Federation
OUR MISSION: Inspiring the water community in pursuit of human and environ...see more



Aimee' Killeen · You
Chief Operations Officer at Providence - An Engineering and E...
1w · Edited · 🗨️

Inspired by my fellow Water Environment Federation board member Janet Hurley Cann and her inspiring water ...see more



72 comments

Ifetayo Venner · (She/Her) · 1st
President - Water Environment Federation; Se...
1h · Edited · 🗨️

I was honored to receive this shovel from the first member association New ...see more



en · You
ns Officer at Pro...
...that my #waterjourney with so many people on protect their water environment. #waterfamily #wefwaterstories



Home My Network Post Notifications Jobs

You get out what you put in.
If you want more, give more.

Jeanette Jenkins

“ quote fancy

THANK YOU FOR YOUR PARTICIPATION

How Can 5S Engage Members?

Scott Aurit – Nebraska WEA Delegate
scott.aurit@hdrinc.com



SELECT SOCIETY OF SANITARY SLUDGE SHOVELERS



The honor of induction into the "5 S" society is bestowed on members who contribute outstanding service to the success and progress of their associations by a vote of current members of the NWEA Select Society of Sanitary Sludge Shovelers



New members receive the accolade of "elevation on the official shovel to the highest ridge on the sludge bed, with the title of Select Sludge Shoveler and all the honor, atmosphere, prerequisites, and dignity pertaining thereto.

SO, WHAT DOES THAT MEAN? REALLY?

- Chuck Plummer - HDR
- 5S on the Tie Clip
- Advocate for WEF and NWEA
- Mentoring the next generation



SO, WHAT DOES THAT MEAN? REALLY?

- Steve Crisler – City of Lincoln
- Jim Condon – Olsson
 - Search Jim Condon and WEF
 - Read the story of his volunteering



5S AMBASSADORS

- To remember our mentors and honor them, we need to pay it forward.
- Conference symbol for engagement.
- Encourage new/young members to engage those “wearing a shovel”
- Discuss opportunities for personal/professional development.
- Tell stories of the life-long friendships.
- Encourage 5S members to seek out YPs as well and start the conversation



5S CEREMONY – HAVE FUN, BUT KEEP IT CLASSY AND RESPECTIVE OF THE HONOR



THANK YOU FOR YOUR PARTICIPATION



MA DE&I Network Call

WEF House of Delegates



What Is It?

An initiative of the HOD DE&I Committee in response to feedback received from Member Associations during the 2022 DE&I focused WEFMAX in Fargo, ND.

Who's Invited?

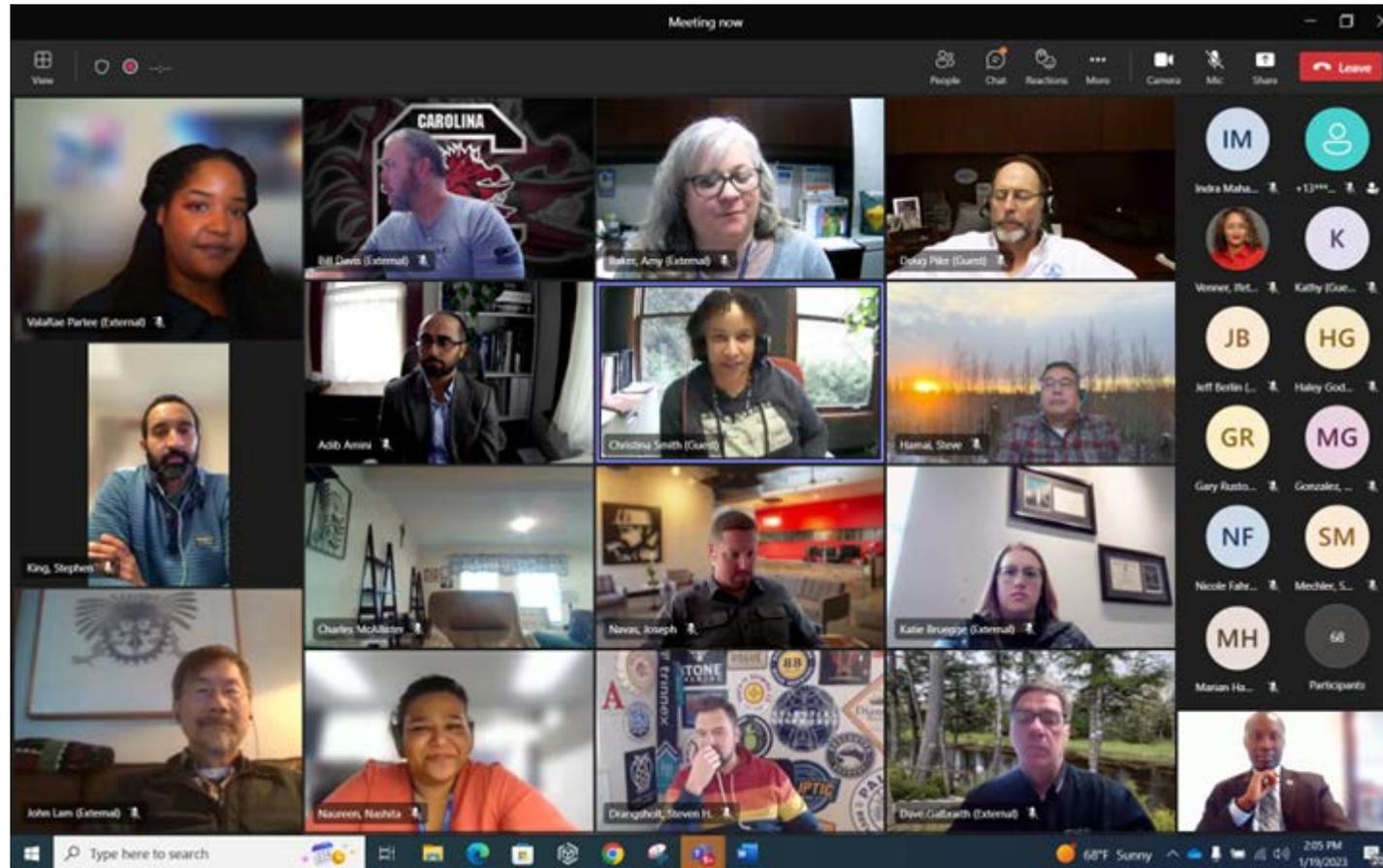
DE&I leaders, representatives and interested parties from WEF MAs.

Goals

Connect DE&I leaders, representatives and interested parties from WEF MAs to:

1. Share best practices
2. Share resources
3. Crowdsource solutions
4. Provide peer support

50-90+ Participants



Live Polls/Discussion

Meeting now

Request control Pop out People Chat Reactions More Camera Mic Share Leave

Respond at PollEv.com/valarae

What roadblocks have you faced trying to have conversations on DE&I?

Top

- 1 | 1 | Finding a champion
- 1 | 1 | Folks staying in comfort zone
- Hide | 0 | ☆ | Member involvement
- 0 | Some pushback from the status quo
- 0 | lack of interest
- 0 | Lack of diversity in our membership
- 0 | Time

Valarae Parlee (External)

67°F Sunny 2:00 PM 1/19/2023

MA Sharing

Diversity, Equity, and Inclusion (DE&I) are integral to the mission and vision of the WEASC. The DE&I Committee works to create an expanding, inclusive, and equitable environment within the Association and its districts. Creating an inclusive and equitable environment is vital to ensuring that the diverse perspectives of our members are valued, respected, and considered.

The DE&I committee works with the membership committee to actively recruit and engage members who reflect the demographic makeup of the various communities we serve across South Carolina. By doing so, the Association will be better equipped to serve our members and build the diverse water workforce we are trying to attract.

Diversity, equity, and inclusion are not mutually exclusive and the success of one is dependent on the other two. Therefore, these three are intentionally connected and further described as follows:

Diversity

Diversity encompasses the varying experiences, strengths, skills, perspectives, personal characteristics, cultures, and backgrounds represented by our members and the communities they represent.

Equity

A commitment to equity means to strive to create an environment where everyone has the opportunity and access to realize their full potential, and no-one is disadvantaged because

MA DE&I Toolkit

The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "MA DE&I Toolkit" with the following sections:

- TAKE THE JOURNEY**
- SPEAK WITH SOMEONE IN THE FIELD**
The first step to take is to speak with someone who has taken the journey. Contact the Water Environment Federation (WEF) Community Equity and Inclusion (CEI) team. They have knowledge and experience that will help you to address your goals, needs, and wish-listed outcomes.
- UNDERSTANDING YOUR NEEDS**
Not all MAOs are alike. Some are large and some are small. Some have staff and others do not. The diversity needs of each MAO will depend on size, geography, and other factors. Equity and inclusion may be defined as well. Tool No. 1 and No. 2 (pages are attached) are attached to each website step.
- DESIGN AND IMPLEMENT YOUR PROGRAM**
Follow the checklist to cover each step.

Follow this checklist to cover each step:

- Conduct a SW analysis (needed for discussion with your Board/Committee).
- Conduct the SW analysis (needed for discussion with your Board/Committee).
- Identify your need and a champion.
- Secure leadership for implementation.
- Create a RFP/contract with owner and team.
- Start a regional office program.
- Leverage communications (Email, social media, and website).
- Reach out to other communities and contacts.
- Host a focused conference/roundtable.
- Share back to WEF on progress.

THE TOOLS

- Tool No. 1: Exploring and Defining CEI for your Member Association**
A tool to help you understand and define CEI for your Member Association. The tool provides a framework for understanding CEI and a checklist for implementation. For more information, visit [www.wef.org/cei](#).
- Tool No. 2: Regional Office for Defining CEI for your Member Association**
A tool to help you understand and define CEI for your Member Association. The tool provides a framework for understanding CEI and a checklist for implementation. For more information, visit [www.wef.org/cei](#).
- Tool No. 3: Start a Subscribers' Group (Water and Wastewater)**
A tool to help you understand and define CEI for your Member Association. The tool provides a framework for understanding CEI and a checklist for implementation. For more information, visit [www.wef.org/cei](#).
- Tool No. 4: Best Practices**
- Tool No. 5: Water Program Business**

[Click to Learn More](#)

Get Involved

- Next call: July (TBD)
- Join the CommUNITY: “MA DE&I Networking Group”



MA DE&I Network Call

WEF House of Delegates





Carol Martinson, Awards Chair

**Over 30 Focus Groups
(Awards / Scholarships)**

Over 180 active members



Over 30 Focus Groups (Awards / Scholarships)

Over 180 active members



Engagement in Awards

- Many opportunities to lead a focus group
- Variety of award genres (industrial, stormwater, YPs, etc)
- Short 'season' of work
- Positive energy
- DE&I



BREAK

Brainstorming Solutions

Call to Action :

- 1. How can you promote membership using your water story?*
- 2. How does it feel to be invited into the water community?*
- 3. How do you make someone feel invited into the water community?*
- 4. How can you be a more approachable member?*

Next Steps – Action Plan



Day 1

Wrap - Up