



NDAWWA

STRATEGIC PLAN

February 24 & 25, 2017

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ND SECTION MISSION

Support the State's drinking water industry through education, communication, and involvement.

GOALS

- Connect the drinking water community across the state: Regulators, educators, consultants, utilities and manufacturers.
- Offer education to the water industry.
- Advance communication to the public and decision makers.
- Provide volunteering and leadership opportunities to members
- Improve communication to/from members

AWWA MISSION

Providing solutions to effectively manage water, the world's most important resource.

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MEMBER ENGAGEMENT

Point of Contact: Fred, Chair
Members: Meredith, Jeff, Kellen, and Bryan

GOALS

Recruit and Renew Members

- Grass roots method (make calls) to personal contacts from membership committee members.
- Divide ND into regions. Assign membership committee members to a region. Have them call & ask members to recruit, renew, and engage.
- Make calls to top 10 utilities & key consultant members asking them to recruit, renew, and engage.
- Work with Mike Hemmendinger, AWWA Staff, to get member renewals at the same time annually. Use it as an advertisement/perk to larger utilities. Mike can give utilities a list of their members.
- Send new member information forms that find out why member joined and how to engage them in association.

Engage Members

- Utility members: Create mentoring program for operators with future, water industry professionals. Recruit operators for high school presentations, to help with science fair projects, etc. Provide opportunities for utility members to work beyond the water plant/pipe at training/conferences.
- Student members: Provide them with networking/career development opportunities. Visit each University once a year to talk about opportunities for student involvement and benefits of membership in AWWA. Consider an AWWA booth at career expos. Ask University students to mentor high school students and partner university students with professionals for high school presentations.

Continue all student conference activities

- Consultant members: Contact managers and request support for employees (rising stars or a targeted member) to volunteer. Empower members to ask their manager to get involved.

Other Engagement Ideas

- Mail/email/call communication to members asking if/how they want to get involved
- Find a Public Relations Committee Chair
- Recruit operators to present at conferences. Membership Committee to partner w/Education & Research Committee
- Work with Education & Research to connect small systems for networking/training.
- Provide operator collaboration. Divers, tower inspections, etc.
- Operator socials regionally throughout the year (not just at conf/training).
- Recruitment video at the ND AWWA business luncheon to motivate members, get them to join, and/or give a sales pitch.

Reach Section's yearly membership challenge

Provide YP Member list to Kellen, YP/Student Chair.

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SECTION STAFF AD HOC COMMITTEE

Point of Contact: Dean, Chair
Members: Mike, Adam, Jim, and Dave

GOALS

Develop the Position/Job Description

- Manage member contact info & email list
- Mailings
- Manage annual calendar.
- Manage action items/tasks/to-do list & delegate to members/Board
- Manage budget with Treasurer
- Maintain section strategic goals list and status
- Publish section newsletter
- Social media
- Website updates (Noted as high priority)
 - www.awwa.org/getinvolved
- Meeting prep/reminders. Agenda/minutes with Secretary
- Delegate tasks, awards, etc.
- Maintain files/documents/etc.
- Ask Section Staff at other sections about their role/job description

Develop Where Funds Could Come From

- Talk with SD about potential to partner on staff and how they maintained/recruited staff in the past

How Could We Recruit?

- Gather names of Section Staff from other Sections.
- Talk to Terry Walters, Section Services Staff about other sections
- Gather names of Non-profit directors or staff for other ND organizations. See if they have time for our organization too

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CONFERENCES, EDUCATION, AND RESEARCH COMMITTEE

Point of Contact: Adam, Chair
Members: Joe

GOALS

Provide AWWA Operator Drinking Water Track for NDWPC 2017.

Fill Entire 3 Days of NDWPCC AWWA Track With Options

- Send Survey to AWWA members soliciting topics (Survey Monkey and postcard)
- Consider chemist topics: Bill Gefroh/Hawkins on Phosphate
- Lead & Copper, corrosion control
- Don't be afraid to use the \$500 speaker stipend to get quality speakers

Provide an Alternate Training for SWTW Off-Years

- Send Survey to AWWA members soliciting topics (Survey Monkey and postcard)
- Ground water, drought, utility management, infrastructure/asset management, membranes, conventional treatment, water quality & technology, lead & copper, corrosion control, source water protection, etc.

Consider Regional Trainings

- 4-16 hours across North Dakota
- Not redundant to Rural Water
- How many regions? 2? 5? Reference all science fair regions?

Work With Membership

- Connect out small communication, networking, and training systems providing value of membership

Operator Social/Networking Event at Conferences

- Operators come for the CEU's and the beers

Host Webinars

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IDEAS AND OPPORTUNITIES FOR ENGAGEMENT

ACTION	POINT OF CONTACT
Create a Rural Water Liaison to the AWWA Board	NDAWWA Board and Strategic Planning Committee
Manage a member contact list/email list	?
Quarterly Section Newsletter/Webinar to update members on Section happenings	?
Update Website	?
Mail/email/call communication to members more often	?
Ask members if/how they want to get involved	?
Send out Section information.	?
Solicit comments on Strategic Planning results	Meredith
Send new member information forms	Membership
Membership highlight. Tell members who other members are	Membership
Teach members "Who do you call for.....?"	NDAWWA Board and Strategic Planning Committee
Send chair elect and newest Trustee to Summer Workshop	Mike and Adam
Add an August AWWA Board meeting. Host at alternative City and at a Utility to encourage attendance from local membership. Have those who attended Summer Workshop give update to group. Final prep for conference. Conference call meeting option.	NDAWWA Board
Send a young member (rising star) to RMSO (April/May) or membership summit (Jan/Feb)	?
Change the Water for People (WFP) Committee to a Fundraising/Scholarship Committee.	?
Change WFP raffle to a 50/50 drawing with tickets for simplicity/something new.	Sec/Treasure
ND Science Fair: Send "message in a bottle." 1 page flyer on AWWA to regional high school and junior high winners with AWWA water bottle. Create 1 page flyer.	Adam
Provide true Trustee Training for <60 minutes, 1x per year.	?
Make "What's a Trustee" 1 page doc to recruit new trustees.	?
Kellen will work on Service Project for Fargo conference this fall. Group suggested similar to last Fargo conference or simply partnering to speak to high schools with college students and professionals. This option doesn't require good weather in October.	Kellen

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