MEMBER ENGAGEMENT COMMITTEE DESCRIPTION

Purpose
The purpose of the Member Engagement Committee is to support the Intermountain Section in the engagement and retention of members. The Committee will also identify the reasons that the Intermountain Section attracts and maintains members and promote the value of AWWA Membership.

Reporting, Staffing and Roles
The Member Engagement Committee is advisory in nature and reports to the Communications and Member Services Council. Written reports on recent activities of the committee will be provided to the Council Chair one month before each Intermountain Section Board Meeting (First week of February, April, July, and November). Any formal policy recommendations from the committee are advanced to the Intermountain Section Board by the Council Chair for the discussion and consideration by the full board.

Annually, the Committee Chair, with the assistance of the full committee, will update the goals of the committee and prepare a budget. These documents will be submitted to the Council Chair in October for consideration by the Intermountain Section Board.

This committee has liaisons with the Social Media Committee, Annual Conference Committee, and the Midyear Conference Committee.

Section Staff will be represented by the Communications and Member Services Coordinator. The staff person’s responsibility is to assist the committee in ways that increase the effectiveness of the committee. These tasks may include:

- Work with the committee to set annual goals and prepare budget
- Assist with the committee’s clerical work
- Provide event planning assistance including facilities and food/beverage coordination
- Assist with the member database
- Prepare marketing tools (brochures, flyers, etc...)
- Coordinate the printing of materials
- Assure that the Committee Page on the Section’s website is kept up to date.
- Provide orientation and training on the Section and its member benefits/services
Responsibilities
Specifically, the Member Engagement Committee performs the following functions:

Welcome New Members
- During the first month of membership contact members by phone (a personal phone call will produce the best results):
  a. Find out why they joined AWWA and the Intermountain Section.
  b. Listen for interests that will move the individual to become involved in a Section activity or committee
  c. Introduce them to www.IMS-AWWA.org and have them update their profile.
  d. Inform them of upcoming events to meet their professional needs
  e. Suggest ways for the new member to get involved and volunteer
  f. Let them know of the New Member discount (10% off registration for first educational program or conference)

First Year of Membership
- Recognize members on the website within the first three months. Prepare short bios for each using their profile. Coordinate with the Social Media Committee Liaison to get information posted. This information will then be included in the Monthly E-Journal published by the Social Media Committee.
- Host the New Member and First Time Attendee Breakfast at the annual conference
- Identify new members at the Annual and Midyear Conferences with special badges, ribbons, or through public introduction.
- Monitor 1st-year member participation in the Section and consider additional outreach to inactive members. Prepare reports to the Board on 1st-year retention and participation.

Promote Member Value to Keep Members Engaged
- Host the Membership Booth at the Midyear and Annual Conferences. The activity at the booth should focus on the benefits of being a member of AWWA and the Intermountain Section, as well as deepen and broaden the relationship between the Section and its members.
- Develop Member Appreciation activity for Member Appreciation Week (November of each year). This should be accomplished through using the Social Networking opportunities available through the Section’s website.

Recognize Engaged Members
- Prepare Thank You cards for various volunteers. Send cards with small thank you gift where appropriate.

Composition, Selection, and Terms
- The committee consists of a chairperson, vice chair, and 5 to 7 additional people.
- The chair and vice chair are appointed and approved by the Intermountain Section Board.
• The committee chair serves a three-year term and is eligible to serve an additional term.

**Meetings**
The Membership Engagement Committee is recommended to meet at least three times per year, generally February, June, September. These are times prior to the conferences and Member Appreciation Week.