

MWWA PUBLIC RELATIONS/MEMBERSHIP COMMITTEE JOB DESCRIPTION

NAME OF THE COMMITTEE: PR/Membership Committee

PURPOSE:

- Promote Water Works Pride
- Convey Membership opportunities/benefits
- Enhance the image of the association

ORGANIZATIONAL STRUCTURE:

- Co-Chairs
- Rotating Secretary (Minutes/Action Items on per meeting basis)
- A committee “Bulldog” is a person with no assignment to be responsible to check in on progress of Action Items of other committee members on per meeting basis
- Members

MEETING SCHEDULE:

- Bi-monthly Committee Meetings on Teams (currently Third Tuesday of every other month at 1 PM)
- 1 in-person meeting at the NEWWA Spring Conference at the DCU Center

GENERAL TIME COMMITMENT:

- 1 hour, 15-minute meetings every other month
- 30-minute block of time in off-meeting months for action items

COMMITTEE TASKS/DELIVERABLES DURING A YEAR:

- Organize Roundtable Topics
- Provide Newsletter Content
- Membership Outreach
- Staff the MWWA Booth at the Summer Expo
- Help execute the annual committee goals

COMMITTEE MEMBER RESPONSIBILITIES:

- Secretary takes meeting minutes
- “Bulldog” Assigned each meeting to follow up on Action Items
- Commit to 30-minute block of time to focus on completing action items in the off-month
 - Examples of Action Items
 - Write a social media post
 - Write a newsletter article
 - follow up with new members
 - Social Media Calendar
 - Organize panelists for roundtable

CHAIR(S) RESPONSIBILITIES:

- Schedule meetings
- Develop Committee Meeting Agenda
- Set Vision for the Year
- Coordinate with executive director
- Attend Board of Directors/Committee Chairs meetings and provide an update on the Committee's activities (four times per year)
- Attend Annual Planning Session
- Prepare Committee's Annual Report

MINIMUM EXPECTATIONS FOR PARTICIPATION:

- Attend Committee Meetings (at least 4 of 6 requested)
- Attend at least 1 of 4 New Member Roundtables
- Must take on 1 assignment during the year
- Encouraged to attend Membership Meetings
- Encouraged to attend Annual Planning Session

2023 Committee Goals:

Develop a social media plan

- Define audience,
- Develop messaging,
- Establish timeline / schedule
- Provide content resources

Student Engagement

- Promote water works careers
- Increase student memberships
- Increase student engagement on committees