



**AMERICAN WATER WORKS ASSOCIATION  
PENNSYLVANIA SECTION  
MEMBERSHIP COMMITTEE  
2021 STRATEGIC PLAN**

**Mission Objective:**

Implement actions that are consistent with AWWA vision and mission statement with goal of achieving annual membership growth rate of 2% with a minimum membership overall retention rate of 90% with a first- year retention Rate of 65%.

**Current Action Items:**

1. Promote the 2021 Recruitment Challenge.
2. Promote reduced membership fees for operators and students.
3. Provide “welcome” and “thank you” e-mails to all new and renewing members to promote retention and active involvement.
4. Utilize Section newsletter to promote recruitment and retention strategies.
5. Develop procedures for “targeted” utility and small system utility membership recruitment.
6. Promote availability of Section Membership Fact Sheet, Recruitment Challenge Flier, Operators Membership Flier and membership applications at all Section events.
7. Do mass e-mails to potential AWWA individual members and utility and small system membership.

**Future Action Items:**

1. Provide personal follow-up to targeted utilities/individuals as part of AWWA Membership Mail-out.
2. Coordinate retention follow-ups with AWWA National to promote local follow-up, as needed.
3. Promote AWWA National membership recruitment incentives such as the member-get-a member program, discounted YP membership, etc.
4. Work with Section to secure and promote state and national membership “special” discounts such as insurances, purchases, etc.
5. Develop statement regarding membership recruitment and retention, including promoting active involvement, to be read at all Section and District events.
7. Promote membership recruitment and retention of YPs. We should have YP representation from East, Central and Western PA on the membership committee.
  - Team with YP Committee to promote membership and retention at YP events throughout state (food drive, social events, etc.).
  - Work with YP Committee to organize seminars and conference calls to discuss YP relevant topics.
  - Promote the need for recruitment of YPs to existing management-level members.
8. Promote joint events through PWEA.
9. Implement membership survey to identify needs of membership.
10. Implement “random” survey to non-members.
11. Enhance District-level involvement with membership retention and recruitment.
12. Enhance recruitment of “non-community” water providers.
13. Promote Student Chapters at PA Colleges and Universities. Promote the University of Pennsylvania Student Chapter at Section events, newsletter and the website.
14. Promote Small Utility Membership to small systems in PA.

