



# CHAIR 101

HOW TO SUCCESSFULLY RUN A COMMITTEE



American Water Works  
Association

**Virginia**Section

# AGENDA



- **Association Overview**

- **Roles and Responsibilities**

- Chairs and Vice Chairs



- **Engaging your Committee**

- Brainstorming/Interactive session



- **Growing your Committee**

- Brainstorming/Interactive session



- **Event Planning**

- In-person vs Virtual

- **How to's of Running a Committee**

- **Who to ask for help**



## ASSOCIATION OVERVIEW



American Water Works  
Association

**Virginia**Section

- Vision and Mission
- Organizational Chart
- Strategic Plan and Business Plan





# VISION AND MISSION

## **AWWA**

- Vision – A better world through better water
- Mission – Providing solutions to effectively manage water, the world's most vital resource

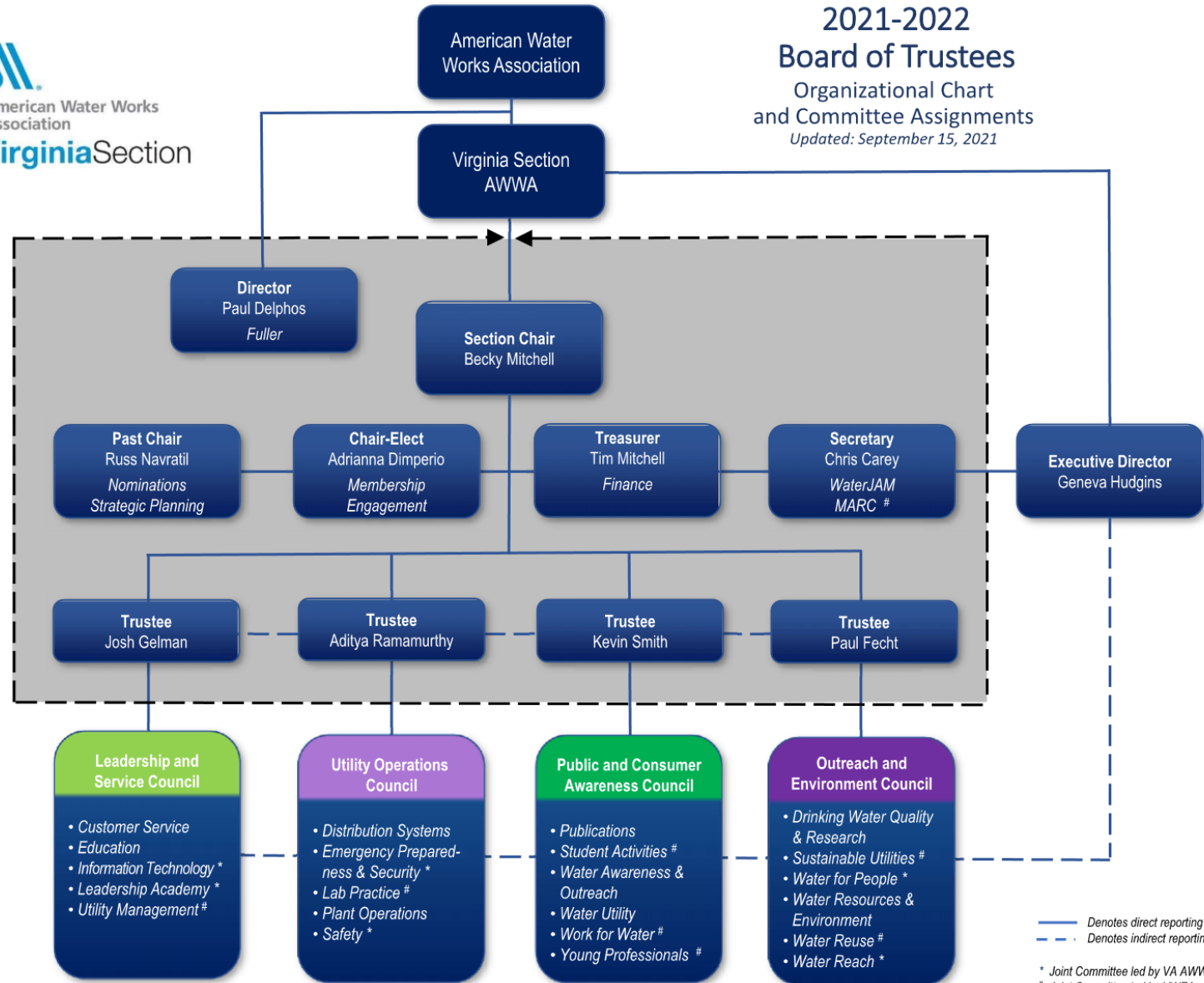
## **Virginia Section AWWA**

- Vision - To be Virginia's leading Association dedicated to the promotion of safe and sustainable water
- Mission - Leading, educating, and assisting Virginia's water community in the advancement of public health, safety, quality of life, and environmental stewardship

# OUR TEAM



## 2021-2022 Board of Trustees Organizational Chart and Committee Assignments *Updated: September 15, 2021*



# STRATEGIC PLAN





## BUSINESS PLAN - BLUEPRINT FOR ACHIEVING THE STRATEGIC PLAN

### Membership Recruitment & Engagement

Example Objective and Action:

Provide opportunities for networking and mentoring –  
Provide networking opportunities at WaterJAM

### Education & Professional Development

Example Objective and Action:

Structure programs to meet members' educational  
requirements for certification and licensure – Conduct  
Cross Connection Control Training Courses

### Public & Consumer Awareness

Example Objective and Action:

Promote careers in the water industry – Attend 2 career  
fairs throughout the state promoting water industry careers



## ROLES AND RESPONSIBILITIES

- Chairs
- Vice-Chairs







## COMMITTEE CHAIR

- Guide, monitor, and coordinate activities of the Committee.
- Solicit, welcome, and educate new committee members on the goals and mission of the Committee.
- Conduct a monthly or other regularly scheduled Committee meeting to communicate with members to ensure that volunteer obligations are fulfilled.
- Attend Committee meetings and VA Section AWWA's Fall and Summer Leadership Retreats.
- Develop projects/activities (webinar, seminar, legislative, etc.) that will further the goals and objectives of the committee and VA Section AWWA.
- Recruit champions for each of the committee projects and work with champions to help accomplish work items throughout year.
- Build excitement and enthusiasm among committee members towards committee activities.



## COMMITTEE CHAIR

- Respond promptly to correspondence and internal/external information requests.
- Submit an annual Committee budget.
- Encourage committee members to write/locate article(s) pertaining to Committee specialty for *wE-Splash* monthly e-newsletter and *Tap into Virginia* quarterly magazine.
- Keep Committee website page up to date with relevant contact information and upcoming events.
- Submit Committee Report online for the Board prior to each Board meeting.
- Create and maintain an active roster of committee members.
- Provide guidance to the Vice Chair so that he/she will be ready to succeed to the Chair position.
- Maintain current membership in VA Section AWWA during the volunteer term.



## COMMITTEE VICE-CHAIR

- Prepare to succeed to the Chair position, with guidance from the Chair and other members of the Association.
- Fulfill the responsibilities of the Chair at meetings, on projects, etc., when the Chair is unavailable.
- Support the Committee Chair in communicating regularly with members to ensure that volunteer obligations are fulfilled.
- Attend Committee meetings and VA Section AWWA's Fall and Summer Leadership Retreats.
- Build excitement and enthusiasm among committee members towards committee activities.
- Respond promptly to correspondence and internal/external information requests.
- Maintain current membership in VA Section AWWA during the volunteer term.



## ENGAGING YOUR COMMITTEE

- Brainstorming
- Interactive session



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# HOW CAN WE FULFILL/ENGAGE OUR VOLUNTEERS?

## PRACTICAL SOLUTIONS ON YOUR COMMITTEE

Having activities in the western side of the state

Having purely fun activities

Set aside time during the meeting for personal sharing/items outside of the committee

Fun icebreakers

Bringing family when possible

Openly post which committees need help

Setting up some one on one communications with members (phone calls work best)

Rewards/awards

Have council meetings with trustees and leaders

# WHAT MOTIVATES NONPROFIT VOLUNTEERS?

- They want to contribute to a cause in which they believe
- They want to learn new skills
- Their need to fulfill business and/or social expectations
- They want to have a sense of ownership and control that they cannot find in a work situation
- They're motivated by a desire for change
- They want to have fun and enjoy what they are doing
- They want to meet new people



## SHOW YOUR APPRECIATION

- First of all, thank your volunteers. And then thank them again.
- Send handwritten notes of appreciation. Handwritten notes are rare these days, so when it happens, it's noticed and appreciated.
- Share your volunteers' success stories to demonstrate the important difference they make – sounds like a great newsletter article...hint, hint 😊
- Honor all volunteers in big and small ways. Small recognition efforts mean a lot – in print, online and event settings.
- Designate a “Volunteer of the Month” recognition or something that occasionally features volunteers in your newsletter, social media, and other outlets.

## VALUE THEIR TIME

- Volunteers want to make a difference, make sure they understand how their participation helps make a difference in the organization, the committee, the event, etc.
- Tasks need to have clear objectives and deadlines
- Set expectation, define goals
- Make sure they have what they need to be successful
- Don't have a meeting, just to meet – don't hold unnecessary meetings or wander off your agenda. Use online meetings for “report outs” and in-person meetings for strategic planning
- Conversely, make your meetings valuable. Create an agenda that volunteers want to participate in. Make sure to include time for networking in your meetings.





# COMMUNICATE AND LISTEN



- Listen to what your volunteers say
- Ask for their opinions, listen to their suggestions, and follow up
- Do your best to put their ideas into practice
- If their ideas can't be accomplished, explain why
- Make sure meetings are open to new ideas and suggestions and your members are comfortable speaking up
- Feel free to ask for new ideas via email/online so they can provide their suggestions discreetly

## WHY DO VOLUNTEERS LEAVE?

1. They were underutilized
2. Their company did not support their efforts
3. The atmosphere was impersonal, tense, or cold
4. They made a suggestion that was not acted on or responded to
5. They did not see the connection between their daily work and their volunteer time
6. Veteran long-term volunteers wouldn't let them into their "insider" group
7. They weren't asked to stay/continue on the committee
8. Leaders didn't welcome them
9. The reality of their experience was not what they expected when they signed on



## GROWING YOUR COMMITTEE

- Brainstorming
- Interactive session





# HOW HAVE YOU RECRUITED VOLUNTEERS?

## PRACTICAL SOLUTIONS ON YOUR COMMITTEE

Pick up the phone and call

Go to the office/Ask the people you know already

ASK people to join

Voluntold

Use “competitive” angle with consultants (no of volunteer comparison)

Identifying strengths and plugging people into those areas/committees

Networking between committees

As a young professional, not sure where to go... need to change the perception of the association and committees

Make presentations to YP, Leadership Academy, and Student Activities committees about what we have

Rebrand and market ourselves

# HOW TO ATTRACT THE BEST VOLUNTEERS TO YOUR COMMITTEE

## Recruitment Message

Explain your committee

Why you need help

Share what the volunteer will get out of it and how it will benefit the industry at large

## Use your OWN social network

Simply ask friends and people you know if they might want to volunteer

Ask past event attendees

Have other committee members ask their social networks

## Offer some Virtual Opportunities

Create some tasks that can be handled exclusively online or without travel

Examples: Creating graphics, flyers, social media posts, managing the committee web page, and/or writing articles

## Make it FUN

Create an environment that is enjoyable and where people want to belong

Cultivate personal connections amongst the committee members

Create a sense of community





## EVENT PLANNING

- In-person
- Virtual





# WHEN TO USE EACH FORMAT

## In-Person

- More than 2 hours in length
- Multiple speakers/presentation (3 or more)
- Networking/interactive sessions

## Virtual

- Less than 2 hours in length
- 1 – 2 speakers/presentations
- Mainly knowledge transfer only
- Limited interaction

# EVENT ROADMAP – IN-PERSON

## 6-12 months

- Set date
- Determine location
- Negotiate/sign contracts
- Pick theme and begin selecting speakers

## 2-3 Months

- Finalize registration
- Begin full promotion
- Receive CPE approval

## 2 Weeks

- Print agendas/handout
- Acquire speaker presentations and bios
- Final marketing push

## 3-6 months

- Prepare draft flyer/registration
- Apply for CPE credits
- Begin early promotion “Save the Date”

## 1-2 Months

- Reconfirm local arrangements
- Assign committee members for on-site tasks
- Confirm AV needs/equipment

## 1 week

- Submit final headcount to caterer
- Reconfirm attending committee members





# EVENT ROADMAP – VIRTUAL





## HOW TO

- Complete a Budget
- Committee Leadership Resources
  - Complete a Board Report
  - Submit Invoice Payment Requests
  - Submit your information to the magazine/newsletter
  - Continuing Education Credits
  - Event Planning Resources
  - Organizational Information/Resources
  - Miscellaneous Resources



COMMITTEE  
BUDGET





## HOW TO

- Complete a Budget
- Committee Leadership Resources
  - Complete a Board Report
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## WHO TO ASK FOR HELP



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# YOU DON'T HAVE TO DO IT ALONE

1

## TRUSTEE

Contact your trustee at any time if you have any questions or need assistance

2

## STAFF

Staff is always available to assist you with anything you might need.

3

## PAST CHAIRS

Many past chairs stay on the committee after their term is complete. They are a wealth of information.

4

## BOARD

Each board member has served on/lead a committee at some point. They are all available to you as a resource.



## NEXT STEPS

1. Create an action plan for your committee based on today's training
2. Turn in your 3<sup>rd</sup> quarter board report (if you haven't already)
3. Attend Joint Leadership Retreat  
November 5<sup>th</sup>, Omni Charlottesville
4. Turn in your 2022 Budget  
Due November 5<sup>th</sup>
5. Turn in any 2022 Business Plan suggestions  
Due by November 19<sup>th</sup>

THANK YOU



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