

Membership Committee	
May 13, 2025	ACWA Spring Conference
3:15 – 4:00 p.m.	Location: Monterey, CA Portola Bonsai 2-3

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| 1. Welcome & Introductions | Chair Joone Lopez |
| 2. Membership Update | Lopez |
| 3. Membership Committee Work Plan Update <ul style="list-style-type: none"> • ACWA's 2025-'29 Strategic Plan & KPIs | Katie Dahl |
| 4. Social Media: A Member Engagement Tool | Ellen Martin |
| 5. Membership Committee at Spring Conference <ul style="list-style-type: none"> • New & Non-Member Attendee List • Member Mixer • LinkedIn Engagement Activity • Conference Program, "Data Revolution – attracting the next generation of leaders" | Lopez & Dahl |
| 6. Additional Discussion | All |

Meeting Materials:

- [Committee Roster](#)
- December Meeting Recap
- Membership Committee Work Plan
- [ACWA's 2025-'29 Strategic Plan & KPIs](#)
- '25 Spring Conference New Member & Non-Member Attendees (printed handout only)
- [ACWA Member Directory](#)

Membership Committee

December 3, 2024 | 3:14-4:00 p.m. | Palm Desert, CA

Chair Joone Lopez called the meeting to order and facilitated self-introductions of attendees.

Vice Chair Carrie Parks provided general updates. ACWA welcomed four new members this year. Committee members were encouraged to reach out to their contacts in potential member cities and agencies, sharing relevant information with Member Services Manager Katie Dahl for further follow-up.

Dahl provided an update on the Membership Committee's Work Plan highlighting new member outreach efforts at conference. She shared the list of new and non-member registrants and discussed the distribution of Member Ambassador buttons.

Lopez provided an overview of key activities the Membership Committee should be aware of during the fall conference. These included the current meeting, the Member Mixer for new and non-member attendees immediately following, and the committee-hosted program titled, "Battle of the Ages."

Lopez urged the committee to submit suggestions for potential panel ideas at future conferences before opening the floor for further discussion on other ideas.

The committee discussed the new strategic plan and key performance indicators (KPIs) related to new member recruitment. The full strategic plan will be available on the ACWA website. Additionally, the committee requested that an updated list of non-members be circulated.

In the area of social media outreach, the committee expressed interest in having Communications Specialist Ellen Martin return to review ACWA's activities and explore how these can be leveraged to boost membership. The idea of featuring a member spotlight on social media was also suggested.

Finally, the committee briefly discussed strategies to attract more private water companies and other businesses as Affiliates or Associates of ACWA.

The meeting adjourned.

Membership Committee Work Plan

2024-'25 Work Plan

Adopted: February 22, 2024

The overall mission of ACWA's Membership Committee is to assist staff in developing membership recruitment and retention programs, make recommendations to the Board of Directors regarding membership policies, eligibility and applications for membership and review, and make recommendations to the Finance Committee regarding an equitable dues structure. **The Membership Committee's Member Recruitment and Retention Plan advises the organization on recruitment goals and strategies, and the programs and tactics deployed in support of them.** The Membership Committee will also assist with advancing the goals and objectives identified in ACWA's Strategic Plan.

2024-'25 Goals & Objectives

Goal	Objective	Tactics & Progress
Maintain high member retention rate that supports ACWA's efforts to maintain a net-positive member growth rate.	Provide members with timely information, updates, and resources on priority issues. Look for opportunities to reinforce value of membership to city members.	Regularly provide updates and information on website, through ACWA News and E-News, social media, alerts and advisories. Targeted outreach to city members on ACWA's advocacy against SB 601 to reinforce value of membership to cities.
	Inform and engage members to participate on committees, workgroups, and region leadership positions throughout the organization, striving to fill at least 90% of available governance seats. Strive to have complete regional representation on the Membership Committee	Missing representation on Membership Committee from Regions 4, 6, 7 New members joining Membership Committee in 2025: - Kevin Phillips, Paradise ID, Region 2 - Brett Miller, San Benito County WD, Region 5
	Enhance the member experience at ACWA Conferences to provide a welcoming experience for all members.	Co-host Member Mixers with Past Presidents at spring and fall conferences. Share new and first-time attendee lists with committee members. Engage regional leadership in new and newer member outreach at conferences.

Goal	Objective	Tactics & Progress
Explore options to partner with other water community organizations to maximize membership services and value (i.e. League of Cities, CASA, CSDA).	Explore partnership opportunities	ACWA is a Platinum Member and participates in Association of Women, Water, Energy & Environment (AWWEE). Coordinating with CSDA on ACWA's A.C.E. pilot program. Find opportunities to educate cities on importance of water management through League of Cities. (WUE webinar partnership) Gov Relations Team regularly partners with CSDA, League of Cities, CASA, etc. on advocacy efforts that benefit our memberships.

Continue recruitment efforts to support ACWA's in maintaining a net-positive member growth rate, including a targeted focus on city memberships	Work to develop relationships with the next generation of water professionals to ensure long-term ACWA members. Encourage their participation in ACWA programs and activities.	Conference programming focused on workforce development, attracting the next generation. Hosted Executive Edge 8/29-30, engaging current and upcoming leadership in CA water. '25 Spr Conf Exe Edge Roundtable
	Develop strategies to involve region leadership and the ACWA Board of Directors.	Ongoing. Developed role for region leadership in Member Recruitment & Retention Plan.
	Share the Committee's Work Plan with the ACWA Board and regularly report membership development at ACWA Board meetings.	'24-'25 Work Plan submitted to Board at June '24 meeting. Membership Report is submitted to the Board at each Board Meeting.
	Utilize ACWA's conferences to recruit new members.	A nonmember attendee report is pulled after each event to assist in generating recruitment leads.
	Develop recruitment material specific to city membership as well as sanitation/wastewater districts.	Surveyed city members for input to value of membership in fall '23. Use information to develop targeted material for cities in '24. ACWA GR Staff working with CalCities staff on opportunities for partnership/collaboration.
	Continue to work with ACWA staff, ACWA Board, and regional leadership on recruitment leads with Committee members striving to engage with two leads per year.	Shared list of non-members with committee at May and Dec meetings, and continue to do so on request. ACWA welcomed six new members in 2024.



Goal	Objective	Tactics & Progress
Enhance Member Experience	Build an inclusive experience and atmosphere at ACWA.	Connect new members with committee members at conferences. Leverage regions to engage new members at the local level.
	Work to continually promote the value of ACWA to members.	Ongoing. Follow the Committee's Member Recruitment & Retention Plan. Leverage regions to engage members at the local level. ACWA News & ENews, Monthly Priority Issues Update, Regulatory Roundup, Advocacy Alerts & Advisories, Vendor Webinar Programs, etc.
	Support the Council of Past Presidents New Member Outreach & Mentorship Program	Co-host Member Mixer at conferences Develop lines of communication and opportunities for past presidents to connect with newer members.

TIPS FOR ENGAGING WITH ACWA ON SOCIAL MEDIA

As active ACWA members and members of the Membership Committee, you are perfectly situated to help ACWA reach other, less engaged, ACWA members (and potential members!) through amplifying our social media. LinkedIn is a great platform for connecting professionals, building networks and sharing professional growth opportunities and events. Below, you can find some tips on how you can use social media, and LinkedIn specifically, to help ACWA reach more individuals interested in California water.

Follow ACWA's LinkedIn Page

→ Stay updated on industry news, events, and policy updates by following ACWA on LinkedIn at <https://www.linkedin.com/company/acwa/>.

Like, Comment & Share Posts

 Show support by liking posts.

 Engage by commenting—share insights or ask questions.

 Spread the word by sharing posts with your network.

Tag ACWA & Use Hashtags

 Mention @ACWA in your posts when talking about water issues, ACWA events, or industry news.

 Use hashtags like #CAWater #ACWACConf to increase visibility.

Post About Events & Conferences

 Let your network know what ACWA events you will be attending by sharing them ahead of the event.

 Share photos and key takeaways from ACWA events.

 Tag speakers and fellow attendees to expand the conversation.

Every interaction strengthens ACWA's presence and impact on LinkedIn!