

Messaging: Telling the Water Story

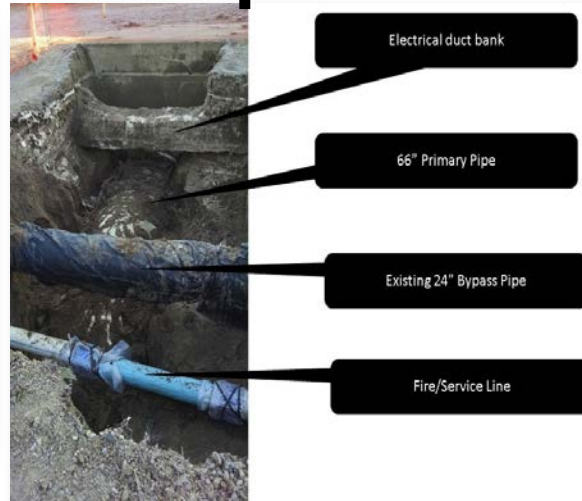
Barriers

Water is...

Typical



Complicated



Political



An ornate, gold-colored frame with intricate carvings of leaves, scrolls, and floral motifs surrounds the central text.

Reframe the Message

Current Frame

Pumps need variable frequency drives to match the water needs and create electrical cost efficiencies.



Reframed

We are saving money over time by installing pumps that keep the water flowing, but at a lower energy cost.



How Do We Get Others Excited About Water?



What Sells?



Water Isn't Sexy

NOT TRUE!!!!!!

Do you know how often you turn me on?



If only the water faucet could talk to us. It might remind us how often we turn to it for safe water to drink, to wash our clothes, to prepare our food, to provide us with the everyday quality of life we enjoy. It might remind us that the water pipes below our streets make so many everyday conveniences possible.

Our water bills pay to keep our community tap water safe, reliable and there for us — 24/7 without fail. For more information about what your tap water delivers, visit *[insert utility web address here]*.



Only Tap WaterSM
Delivers

(Place Utility
Logo Here)

Presented in cooperation with

 American Water Works Association



When showering, make it a

Quickie.

Shorten showers – save 2.5 gallons per minute.



We're in a drought! Hetch Hetchy
water – too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission



Smart Management for
Small Water Systems

www.efcnetwork.org

Shaking the handle won't fix the
leak even if you

Jiggle it.

Repairing home plumbing leaks – can save
hundreds of
gallons a day.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



**San Francisco
Water Power Sewer**
Services of the San Francisco Public Utilities Commission



Smart Management for
Small Water Systems

GARDENS GONE WILD

Use native, water-efficient plants. It's a DROUGHT.

BAWSCA
Bay Area Water Supply & Conservation Agency



Hetch Hetchy
Regional Water System

bawasca.org/DROUGHT



GO FULL FRONTAL

Upgrade your washer. It's a DROUGHT.

sfwater.org/DROUGHT



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

#DROUGHTSF

WATER IS...

























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gettyimages
Huntstock

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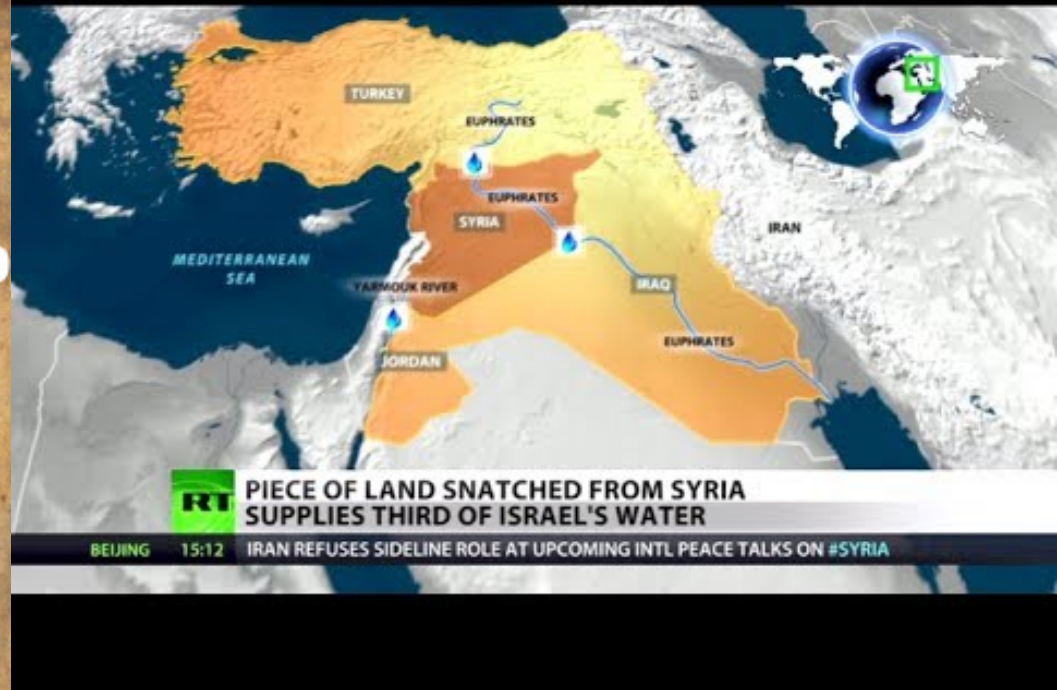
WATER IS THE NEW OIL

MANAGING OUR RESOURCES TO SUSTAIN THE PLANET

Water conflict spots in Africa

Water in Africa is growing less and overall population continues to grow. Many are worried about the current situation, which is projected to worsen. Climate change are not the only factors that have contributed the least to the problem (house gas emissions), but the continent is vulnerable to climate change. In the future, Agriculture is the largest water consumer globally.

Potential Conflict spots





WHERE
SAFE WATER
BEGINS

Storytelling

Workbook
Pg 6



Know Your Audience



Self-reliance

Community

Loyalty

Environmentalism

Patriotism

Visuals



Speak



Use Humor



Fecal coliform bacteria machine

The ingredients of dog waste are harmful to children.

Scoop it, bag it, and put it in
the trash

101 reasons to pick up pet waste: Number 7

This message brought to you by Canines for Clean Water
Sponsored by the Clark County Clean Water Program
www.CleanWaterDogs.com

Graphics courtesy of Snohomish County Surface Water Management

Water Can Be Funny and Sexy







Make it Meaningful

WATERisLIFE

CLEAN WATER → SANITATION & HYGIENE = TRANSFORMATION

ABOUT YOU - WIL MEDIA CONTACT



CHANGE IT! DONATE

663 MILLION PEOPLE LACK ACCESS TO SAFE WATER

Start Your Fundraiser Today

CHANGE IT!

BE THE CHANGE

LEARN HOW YOU CAN GO ON A FIELD TRIP AND MAKE A DIRECT IMPACT

IWillGo

A 4-YEAR-OLD SHOULDN'T NEED A BUCKET LIST

1 in 5 children under the age of 5 die each day from waterborne disease.

Meaningful Work



Make it Meaningful



HOME
ABOUT US
WATER NEEDS YOU
Q&A
TOOLKIT
MERCHANDISE
FEEDBACK
CONTACT US

Welcome to WATER'S WORTH IT, a new campaign from the [Water Environment Federation \(WEF\)](#) that aims to raise awareness about the value and importance of water, water-related issues, and the water profession. We encourage you to learn more about this exciting new effort and how you can help WEF be a voice for water.

BE A VOICE FOR WATER

Tell a friend, tell a neighbor, tell the world what water's worth to you!



WHAT'S IT WORTH TO YOU?

Indispensable to jobs, the economy, our health and our communities, water runs through our lives in many ways. Water can mean different things to different people but it means **LIFE** to everyone. The Water Environment Federation believes that water's worth your respect, your effort, your health, your future, your loyalty, and our passion. Now we want to know what you believe.

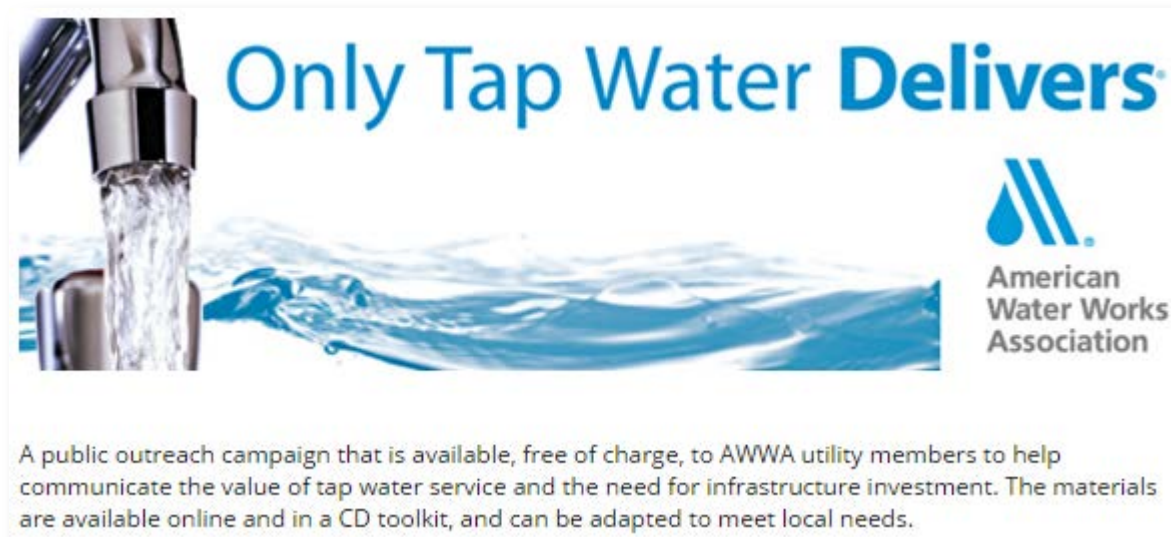
Tell us what water's worth to you!

WHAT'S YOUR "IT"?



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Current Water Sector Campaigns



Only Tap Water Delivers help utilities communicate about the value of water service and the need to reinvest in water infrastructure.

Current Water Sector Campaigns



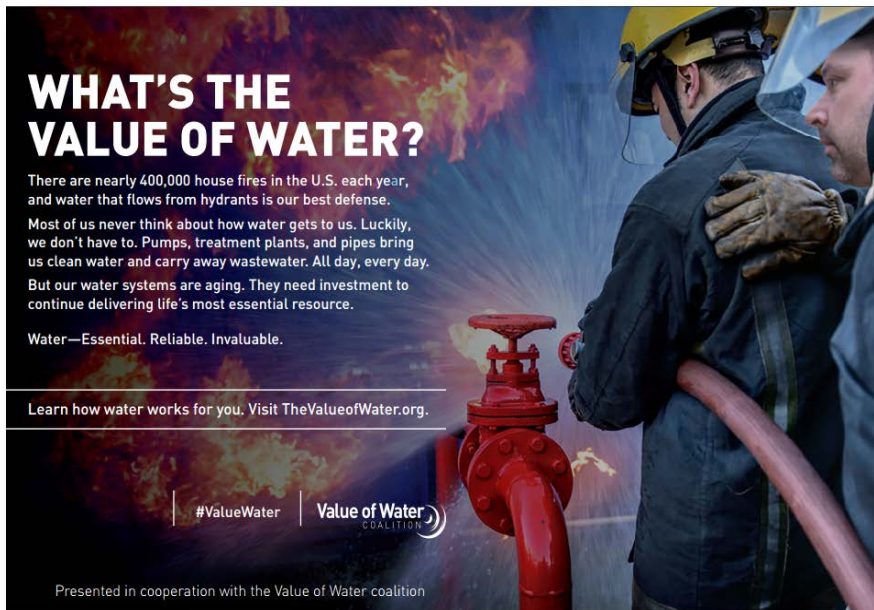
WATER'S WORTH...

 YOUR RESPECT	 YOUR EFFORT	 YOUR HEALTH	 YOUR FUTURE	 OUR PASSION
Communities are Built on Water Unlike people in many parts of the world, Americans have access to safe and clean water and sanitation services. Our water and wastewater treatment systems are world-class. Every community is literally built on top of this infrastructure and wouldn't be possible without it. You may not give it a second thought, but now's the time to stop and think about water and how essential these services are to your life.	Clean Water is Everyone's Responsibility We all consume water and create waste. In fact, the average American uses 176 gallons of water a day ¹ . Every drop that enters your home or business is treated and discharged back into the water cycle. Water is a finite resource; it must be managed well. Everybody uses water. Everybody is responsible for it.	Water IS Life Up to 60% of the human body is water, the brain is 70% water, and the lungs are nearly 90% water. We are made of water and we can't survive without it. But the water we need also must be clean. Water and wastewater treatment has changed the lives of millions of Americans—all but eliminating fatal diseases like cholera, typhoid, dysentery, and hepatitis. America has some of the cleanest, safest drinking water in the world and it must be preserved. Your life depends on it.	Dealing with an Aging Infrastructure Turning on the tap or flushing the toilet is as simple as turning a knob or pushing a handle. What you don't see is the vast infrastructure—800,000 miles of water pipe and 600,000 miles of sewer line ² —that takes over from there. These systems have worked silently for years, in some cases more than a century, without major interruptions, but now they need your attention. Your investment is needed to keep infrastructure functional for current and future generations.	Finding Solutions for the 21st Century The water sector constantly seeks innovative solutions to community and water system challenges. Undertaking efforts, such as reclaiming water for reuse and generating energy from wastewater, enable the sector to adapt to our changing environment and be good caretakers of our water resources. Water professionals have dedicated their careers to providing clean and safe water to protect everyone's health, planet, and quality of life. Water is our passion.



Water connects us. Water is a ride on a boat. Water is a sprinkler, making children laugh with joy. Water brings families and friends together in countless ways.
– Value of Water Coalition

Current Water Sector Campaigns



WHAT'S THE VALUE OF WATER?

There are nearly 400,000 house fires in the U.S. each year, and water that flows from hydrants is our best defense.

Most of us never think about how water gets to us. Luckily, we don't have to. Pumps, treatment plants, and pipes bring us clean water and carry away wastewater. All day, every day.

But our water systems are aging. They need investment to continue delivering life's most essential resource.

Water—Essential. Reliable. Invaluable.

Learn how water works for you. Visit TheValueofWater.org.

#ValueWater | Value of Water COALITION

Presented in cooperation with the Value of Water coalition



“The Value of Water Coalition is made up of local and national leaders who have come together at a time when our water infrastructure is at risk. We are united in elevating the importance of water to the economic, environmental and social well-being of America.”

Wastewater Treatment = Resource Recovery



Messaging Exercise

You Local Water Stories

Workbook
Pg 6



Creating Interest in Water Careers

Re-Framing & Outreach



**WE ARE
HIRING**

COME CHANGE THE WORLD WITH US



Creating Interest in Water Careers

Workbook
Pg 7

Re-Framing Benefits of Working in the Water Industry



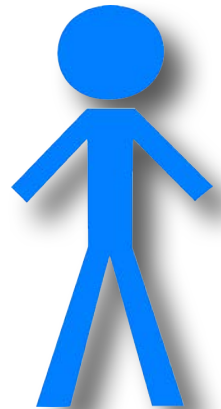
Environmental
Stewardship



High-Tech
Nature



Public
Service



Personal
Benefits

Benefits of Working in Water Industry

Environmental Stewardship



We Are Committed to Sustainable Business Practices

The Middlesex Water family of companies is committed to the support of sustainable business practices that reflect responsible water and wastewater management. As a provider of water and wastewater services, we look to continuously improve our environmental performance through economically sound, ecologically sensitive, and technologically practical processes.



70% of the Earth is water. From seas to lakes, to rivers and creeks, water is everywhere. Valuing water means valuing our future.
– Value of Water Coalition

Benefits of Working in Water Industry

Public Service



- ✓ **22,284** the number of gallons of water used per day by schools based on an evaluation done of schools in the Tampa Bay region
- ✓ **2,000,000** the number of gallons of water user per day the San Antonio Zoo uses to care for animals
- ✓ **300,000,000** the number of gallons the National Hockey League Uses per season – it takes 12,500 gallons to make ice for each rink
- ✓ **61%** of Americans rely on lakes, rivers and streams as their source of drinking water. The other 39% rely on groundwater located underground in aquifers and wells

Water connects us. Water is a ride on a boat. Water is a sprinkler, making children laugh with joy. Water brings families and friends together in countless ways.

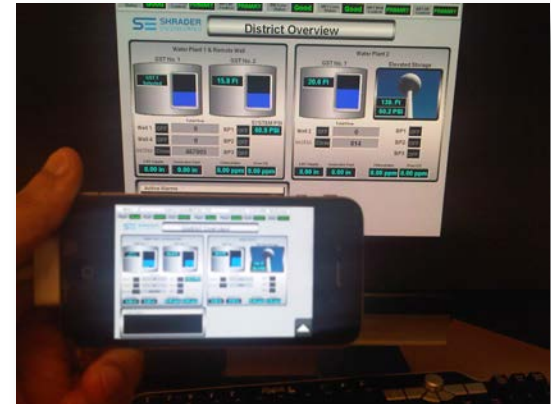
– Value of Water Coalition

Benefits of Working in Water Industry

High Tech Nature



Nano Filtration Membrane System
(Pilot Butte, Saskatchewan, Canada)



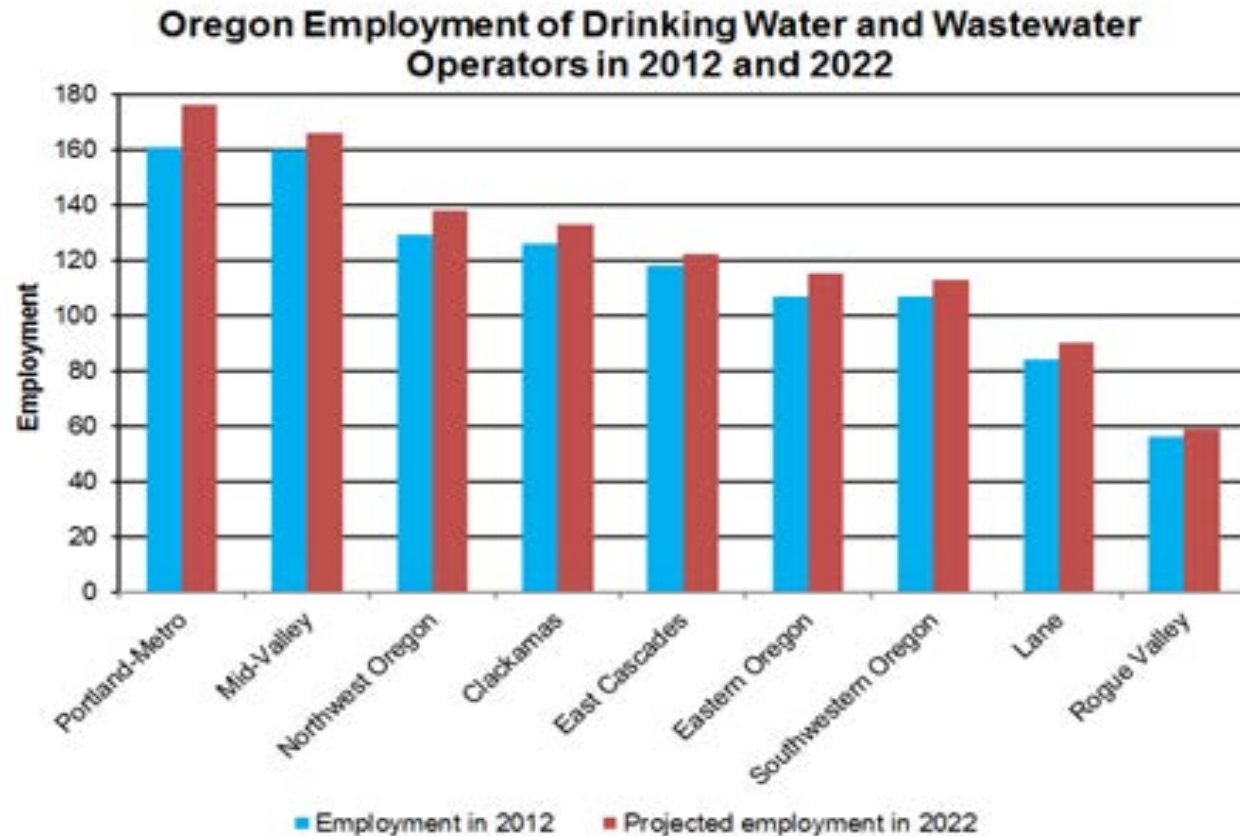
SCADA with remote access
(Shrader Engineering)



The Aqua Drone
(VITO)

Benefits of Working in Water Industry

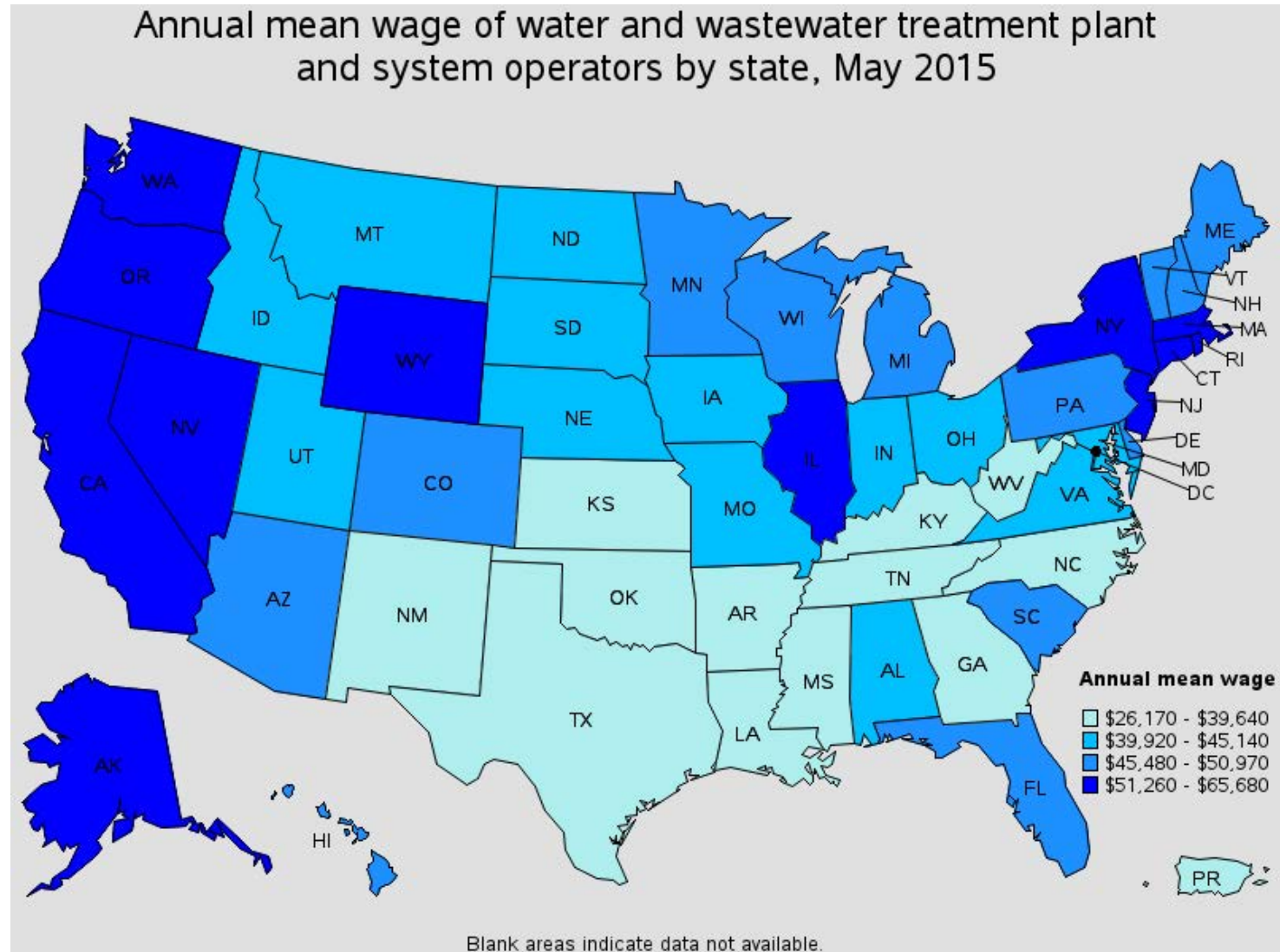
Stable
Employment



State of Oregon Employment Department

Benefits of Working in Water Industry

Good
Salary



Benefits of Working in Water Industry

Professional Organizations



NEWEA
WORKING FOR WATER QUALITY



MWUA
Maine Water Utilities Association
Organized 1925



Benefits of Working in Water Industry

Professional Development & Training



Earn CE Credits!

Spring Water Treatment Operator Courses:

Level 3 | April 25 – May 27

Spring High-Tech Operator Courses:

Level 2 | April 18 – May 7

Level 3 | May 9– May 28

ELEARNING PROGRAM

Welcome to AWWA's eLearning program, offering **self-paced** and **instructor-led** online courses for water industry professionals. We offer quality training and **professional development and continuing education units (CEUs)** with the ability to learn on your own time and at your own pace.

Explore a variety of subjects, methods, and strategies with an **eLearning Subscription or Webinar Bundle**. Available for individuals and organizations!

AWWA members receive discounted pricing on Distance Learning products. Learn more about [membership](#).

FEATURED COURSES

NEW! Total Water Solutions Courses

- **EL206 - Why Are Water Service Lines Important**
- **EL207 - Residential Meters**
- **EL208 - Fire Hydrant Basics for Pressurized Water Systems**

Benefits of Working in Water Industry

Advancement Opportunities



Benefits of Working in Water Industry

Quality
of Life



Messaging Exercise

Workforce Development Campaign



Workbook
Pg 7





Messaging Exercise

Develop a community message campaign for working in the water industry.



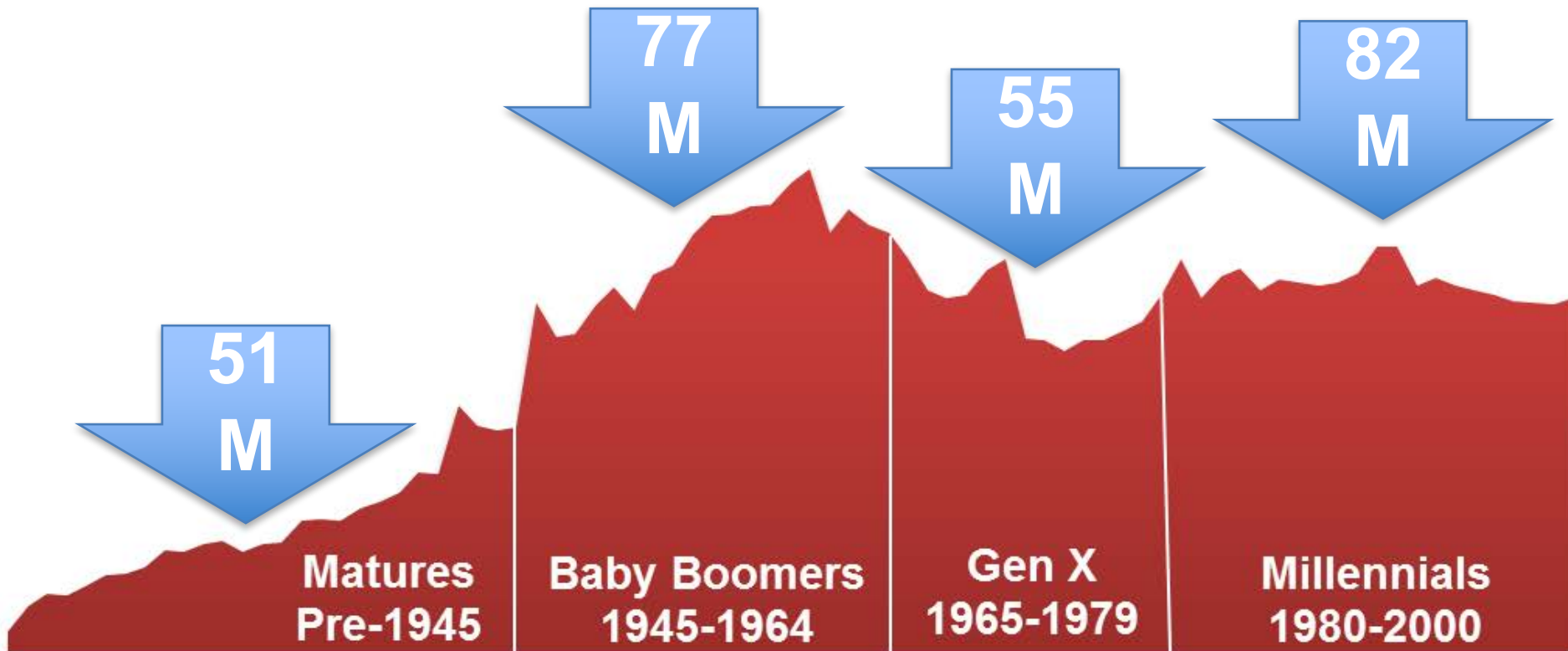


Recruiting



Workbook
Pg 8

The US Population Today



Recruitment

- How effective are your current practices?
- What changes will you have to make to recruit the talent you need?
- What can you do in the short-term?
- Long-term?



Knowledge, Skills and Abilities Needed by the Operator of the Future

Based on the observations by both managers and operators, it is clear there are a set of predominant KSAs that are needed in future operators.

Technical Background

- Science, engineering, technology, and math (STEM)
- Ability to use computers and software programs as a tool

Personal Characteristics

- Dedication and reliability
- Drive, ambition and initiative

Soft Skills

- Critical thinking, problem solving and decision making
- Planning, organizing, directing and controlling

Recruiting the Next Generation

You might need:

- Technology
- Flexibility
- Marketing
- Compensation
- Rethinking retention



WHO ARE MILLENNIALS?



"GEN Y"

80
MILLION
IN THE U.S



2.5 BILLION
WORLDWIDE

& MOST
ETHNICALLY
RACIALLY
DIVERSE

LARGEST GENERATION YET

DO THEY MATTER?

% OF WORKFORCE
IN THE COMING YEARS

50%
▲ BY 2020

75%
BY 2030



ASPIRE
TO

**MAKE A
DIFFERENCE
W/ THEIR WORK**

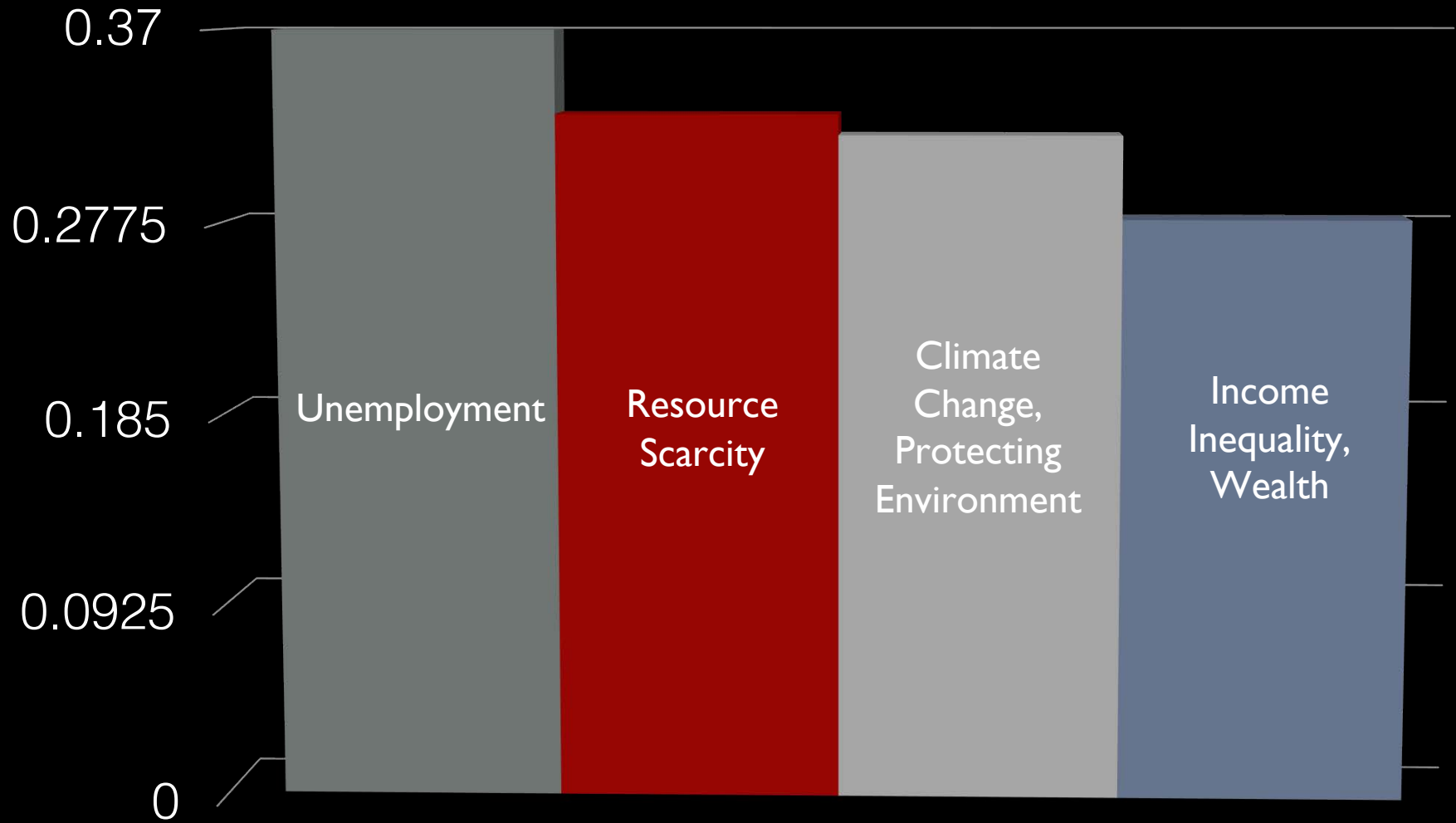


**CONFIDENT
HAVE HIGH
EXPECTATIONS
ACHIEVEMENT
ORIENTED**

**DOMINANCE OF
SOCIAL NETWORKS**



Top Challenges in 5-10 Years



Source: Deloitte Millennial Survey

Recruitment

Appealing to the Millennial Generation

by 2020, **Millennials** will comprise at least

50% of the workforce



Baby Boomers & Generation X

Millennials

Source: Pew Research Center

Recruitment

What interests the Millennial Generation?



Collaboration



Role in the "Big Picture"

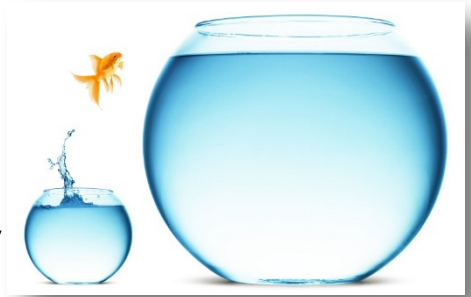


Opportunity



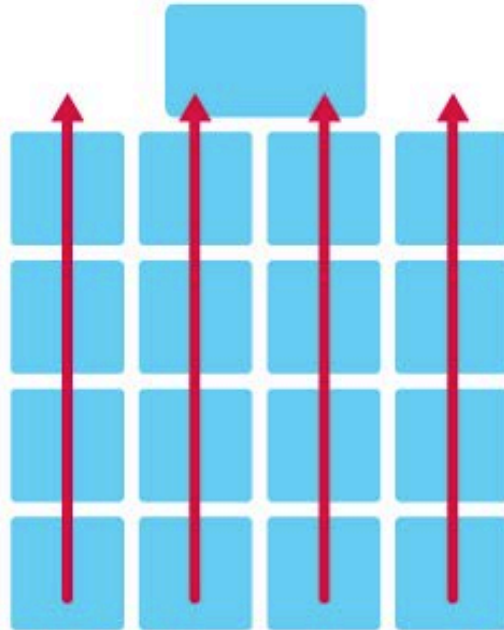
Role in the “Big Picture”

Opportunity



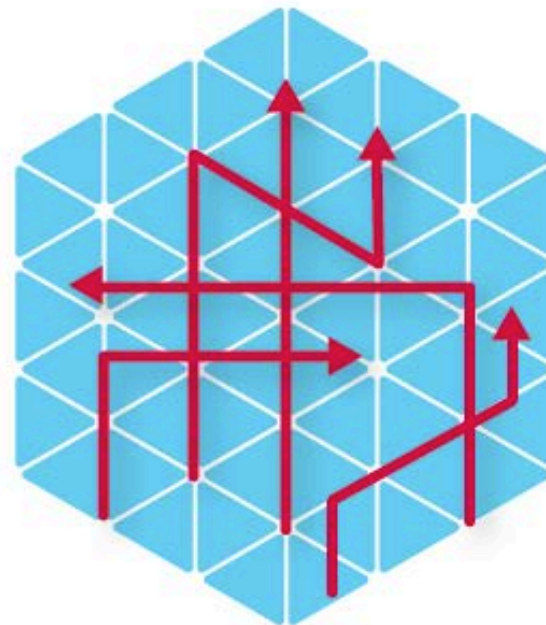
Career Pathways...

Ladder progression



Examples of linear career paths

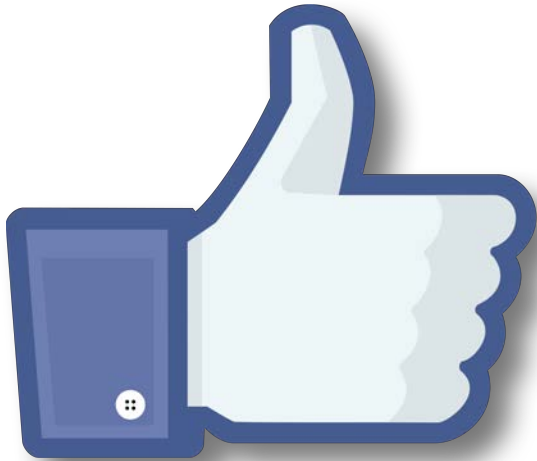
Lattice pathways



Examples of more varied paths for growth and development

Recruitment

What interests the Millennial Generation?



Positive Feedback



Work-Life Integration



Dedicated to Larger Purpose



Dedicated to Larger
Purpose

Operators Say...

*The most satisfying
aspect of their work is
contributing to the
environment and public
health*



2015 New York Water Environment
Association Survey

Recruitment

Outreach/Internships



K-12



Veterans



Post-Secondary



Mid-Career/Professional

Outreach Opportunities

Where to Look for Current & Future Talent



Where to Find Good Employees



Where to Find Good Employees

Cast a Wide but Targeted Net



**Professional
Organizations**



Where to Find Good Employees

Employee Referral Program

Incentivize your current employees to find your next hire.

POWERED BY
CENTER PARTNERS

REFERRALS

THEY REALLY PAY OFF



\$150 THAT'S RIGHT, YOU CAN MAKE UP TO \$150 FOR EVERY PERSON YOU REFER!

BONUS DETAILS

Applicants must put your FULL NAME on their application when they apply. For each of your referrals who are hired you will receive a \$150 bonus. Once



Every individual has a network.
Every network has a sea of prospects.

Who do you know?

- ▶ You know great people.
- ▶ We're looking for *great people*.
- ▶ You *refer* them to us.
- ▶ We *hire* them.
- ▶ You *earn cash or extra PTO for every referral hired* and *gift opportunities for every referral interviewed!*

*** 1 = \$750**
*** 2 = \$1,500**
*** 3 = \$2,250**

Get the idea?
Now there's...

Even **More** to **Think** about

Get more details about the program at:

Scan to see how referring works!

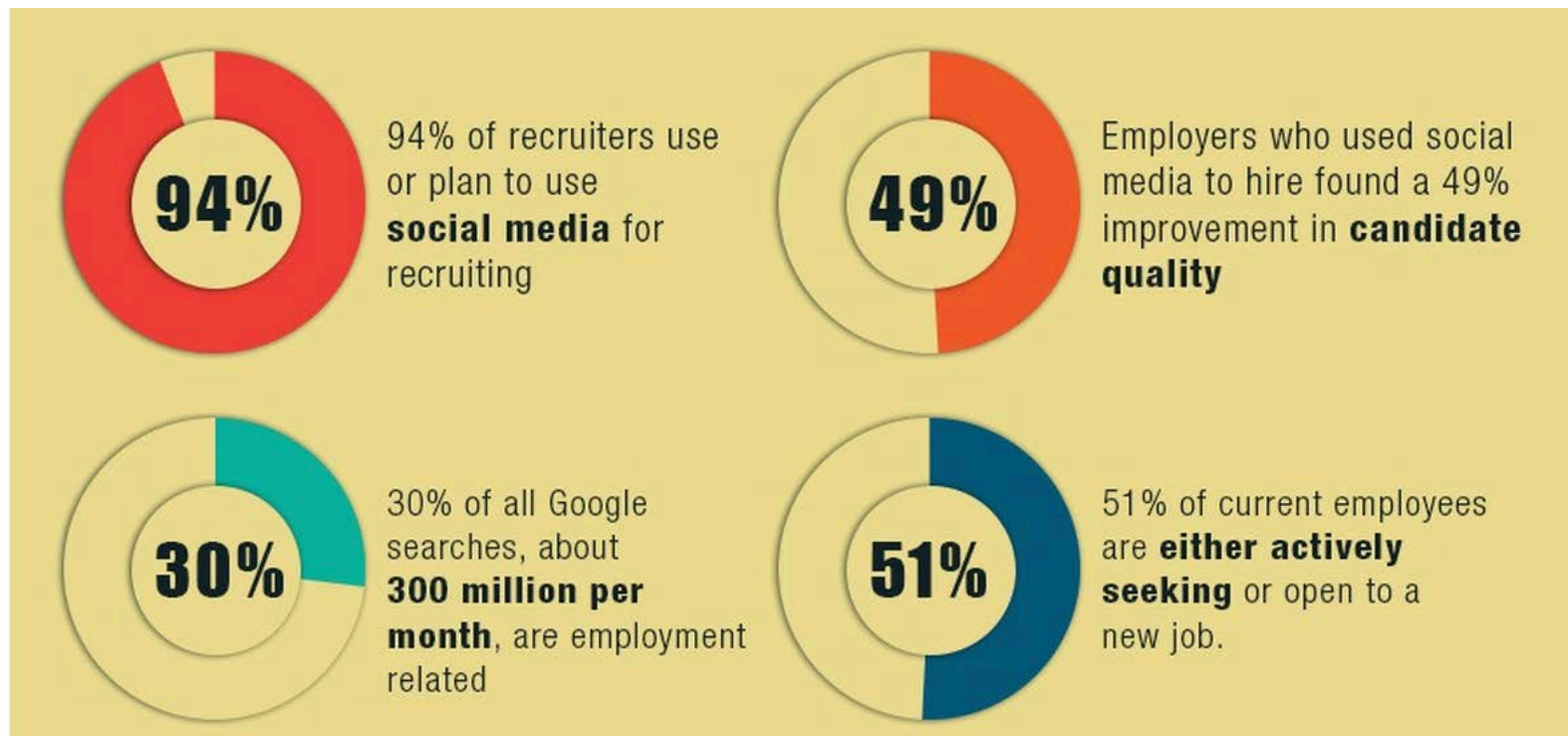


www.drivetime-erp.com

Drivetime is an equal opportunity employer.

Where to Find Good Employees

Be Visible Where Your Future Employees
Spend Time... Social Media



Where to Find Good Employees

Update Job Descriptions

Communicate knowledge, skills and abilities that align with industry re-branding



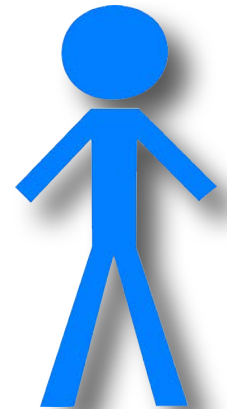
Environmental
Stewardship



High-Tech
Nature



Public
Service



Personal
Benefits

Outreach Opportunities

K-12 Outreach Opportunities

- Develop and deliver in-school educational programming
- Offer field trip opportunities
- Host camps
- Develop and conduct internship/employment program for high school students
- Participate in career fairs/days
- Create and market industry career pathways



High school internship
(King County, WA)



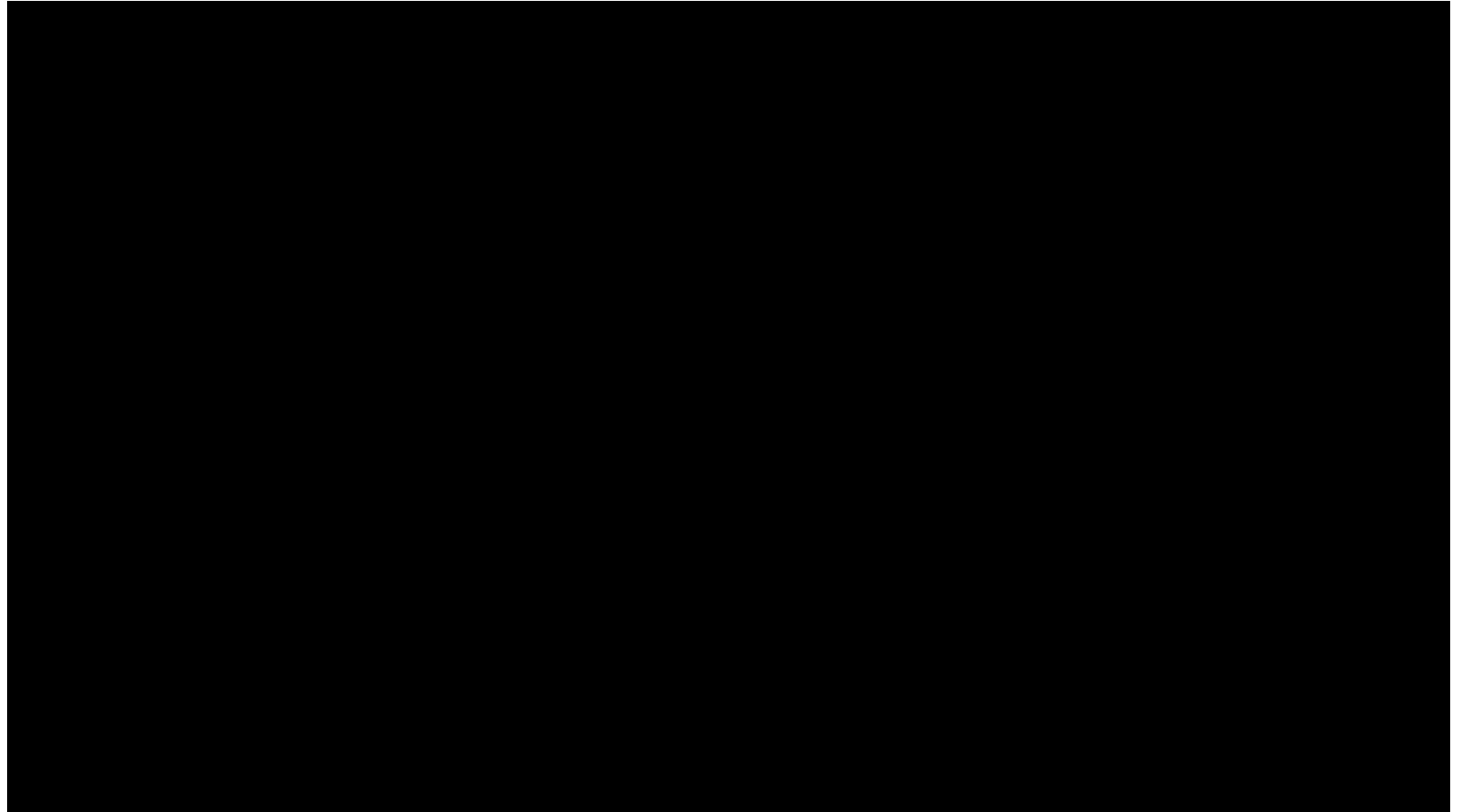
Kid's Camp
(City of Fresno Water Division)



In school programming
(Jacksonville Electric Authority)

Outreach Opportunities

Field Trip Example



San Francisco Water Power Sewer

Outreach Opportunities

Post-Secondary

- Design and implement post-secondary internship programs (technical schools, community colleges, universities)
- Visit classrooms or give tours
- Participate in career fairs/days



INTERN PROGRAM

Inland Empire Utilities Agency provides college students (undergraduate or graduate level) or an individual who has graduated from an accredited college or university the opportunity to explore a wide range of career paths within a regional wastewater treatment agency. Interns are assigned to an Agency department for a specific period of time to learn the administration and operation of the Agency. Assignments may include general administrative duties as well as working on special projects.

Outreach Opportunities

Professional/Mid-Career

- Design and implement an employee referral program
- Host an open house at your water treatment facility
- Design and implement a 'Citizens Academy' to expose current professionals to municipal potential careers

What Is The Citizens' Academy?

The City of Richmond Department of Public Utilities (DPU) Citizens' Academy is a four-week program that provides Richmond citizens an inside look at the operations of DPU. Participants will be introduced to the five utilities DPU operates: natural gas, water, wastewater, stormwater, and electric streetlighting. Tours of various DPU facilities and demonstrations of equipment will be conducted. This program will provide citizens an opportunity to ask questions about the department's operations.



Outreach Opportunities

Veterans



- Explore funding/career placement services (federal and state)
- Partner with Veterans Upward Bound at local universities (if applicable)



Employing Veterans: Programs & Funding



U.S. Department
of Veterans Affairs

On-The-Job Training & Apprenticeship Program

Recruiting Tool

Employers can combine MHA from Post-9/11 GI Bill plus wages to attract Veteran candidates.

Training Period	Stipend Received
First 6 months of training	110% of the applicable Monthly Housing Allowance (MHA)
Second 6 months of training	80% of the applicable MHA
Every 6 months after year 1	Reduced by 20%



Employing Veterans: Programs & Funding



U.S. Department
of Veterans Affairs

Vocational Rehabilitation & Employment On-The-Job Training & Apprenticeships

Employers who hire using this program receive:

Reimbursement of up to 50% of the Veteran's salary

VA provided tools, equipment, uniforms and other supplies

Supplies and equipment necessary to complete training

Appropriate accommodations based on individual needs of the Veteran

VA support during training and placement



Employing Veterans: Programs & Funding

State/Regional Specific Contacts

For specific program information and program approval



[National Association of State Approving Agencies \(NASAA\)](#)



[U.S. Department of Labor Veterans' Employment and Training Service \(VETS\)](#)

Maine State Approving Agency

Maine State Approving Agency for Veterans Education Programs

147 Water Street, Suite 2

Randolph, ME 04346

Phone: (207) 582-2100

robert.haley@maine.edu

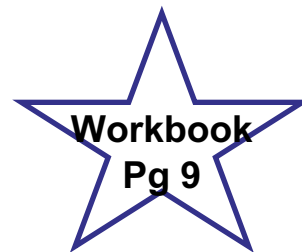
<http://www.msaa.maine.edu>

Director, Robert B. Haley

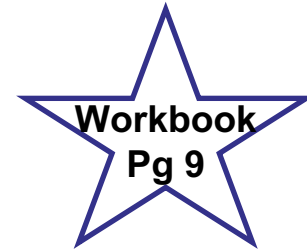
Office Manager, Mary Patterson

Recruitment Exercise

Hot Topics Cool Ideas



Recruitment Exercise



- ✓ Who will you target for recruitment?
(K-12, Veterans, post-Secondary, mid-career)
- ✓ How will you target them?
(camps, at school, open houses, veterans program, career fair, referral program, citizens academy)
- ✓ Who do you need to partner with to get this going? And, what do you need?

