Membership Council Minutes

February 15, 2023

Attendance: Amy Vail, Barbara Marczak, Frank Williams, Erika Ignace, Matt Parks, Carrie Cox, Maggie Vaulman, Kyle Tryan, Richie Garcia, Zach Hampton, Hillary Caron

National Membership (Marczak/Vaulman): The MEDC met before the Membership Summit. Marczak will be rolling off the committee at ACE in June. The committee is reviewing various awards for members. Overall membership is strong at over 50,000, and the Michigan Section took home a check for $3,615.40.

Membership Challenge (Vail/Williams): The Section ended the year with 2,085 members, and the 2023 Membership Challenge is 1% growth in the Section. If this is achieved, and the Association grows overall, the Section will take home between $400 and $700, depending on the amount of growth in the Association’s membership. The first step in qualifying for this program is submitting a Membership Action Plan, due March 31st, 2023. All committee chairs are encouraged to submit goals/plans for the upcoming year to include in this document. Please send them to Williams by mid-March latest.

Member Engagement (Vail/Williams): New Member Coffee Break was held last month hosted by Parks. Follow-up handwritten notecards with $5 coffee gift card was sent to everyone who signed up, regardless of attendance. Next New Member Coffee Break will be June 30th. Association and Section staff hosted a GLWA-specific webinar on how to access benefits, where to find standards, etc. on February 15th, and Cox is leading the charge for a presentation during the One Water Partnership meeting coming up on March 23rd. Ignace will re-run the dropped members report for Parks and Cox to continue to edit in pursuit of “low-hanging fruit” recruitment.

Diversity Committee (Garcia/Chappell): The next workshop is set for July in Grand Haven.

YP Committee (Tryan): The committee is hosting a variety of events coming up. Full list attached to meeting minutes.

Industrial Recruitment (Cox): Vail provided an overview of Delta College’s WET Program. Details are attached to the meeting minutes.

Youth Ed (Caron): Caron provided an update on activities in and around Grand Rapids. Details are attached to the meeting minutes.

Volunteer Coordinator (Ballard): Registration for the upcoming YP events will open as soon as administrative details are worked out. The GLWA webinar 2/15 went very well. Approximately 50 people were on the call. Cheryl Porter gave opening remarks before Susan Franceschi at the Association welcomed and thanked everyone. The webinar went over how to access standards for utility members and how to navigate envoi at the national site. Ignace then talked about volunteer opportunities for Michigan and specifics about volunteering. Ignace had an influx of emails come through after the webinar.

Section staff have been working on a new website that should be launched before the end of next month. It will be much easier to navigate and should be a much more pleasant experience for members to use. Section staff are also working to improve the volunteer experience when visiting the site. Having the list of committees easy to locate and making sure that it’s clear about what opportunities are available and who to contact. Ignace will hopefully be able to give a brief demo at the next council meeting.

Next Meeting: March 15th, 2023