

CWEA

Membership Highlights 2021-2022

MEMBERSHIP & ADVOCACY

FY 2021-22 HIGHLIGHTS

INTRODUCED

- 17 new Local Section Websites
- CWEA's **strategic plan**, "A Vision that Holds Water"
- CWEA'S **Trainers Academy**
- 7 JEDI Openers — Justice, Equity, Diversity, and Inclusion, short diversity moments

AWARD WINNERS



awards and honors given to members and agencies



Cal Poly Pomona team won WEFTEC's Student Design Competition, Water Environment Category

SOCIAL MEDIA GROWTH

LinkedIn followers up

+24%

to 4,900 (a record)

Twitter up

+18%

Instagram up

+14%



DID YOU KNOW?

74%

of members agree CWEA builds awareness of the wastewater industry and raises the profile of wastewater overall, including recognition of individuals.

72%

of members agree CWEA is an important source of continuing education.

+17%

CWEA's NPS is 34, a 17% increase over last year. Net promoter score is a measurement or recommendation for your brand's product or service on a scale between -100 to 100

WHAT'S AHEAD?

- New **diversity** strategic plan
- Launch **mentoring program**
- Increase events for new professionals
- Launch new **AWTO certification outreach**
- Support public outreach and positive media coverage of wastewater professionals
- Hire a **Marketing Coordinator** to assist local sections

PROFESSIONAL DEVELOPMENT

CONNECTING IN PERSON

336

NSD21 Attendees

330

P3S Attendees

1,314

Annual Conference attendees

30

Attendees at CWEA's new
Leadership Retreat

PLUS...

56

On demand classes were
added to OWEN

955

Members participated
in leadership training
in person and virtual



WHAT'S AHEAD?

10+

Specialty workshops, topics include: Laboratory;
Electrical; Leadership; Collection Systems; and
Engineering & Research

- **Oct. 19:**

Northern Safety Day,
Alameda County Fairgrounds

- **Oct. 26:**

New* Southern Safety Day,
Carson Event Center

- **Jan. 30-Feb. 1:**

2023 Pretreatment,
Pollution Prevention and
Stormwater Conference,
Embassy Suites, **Monterey**

- **April 18-21:**

2023 Annual Conference
& Expo, Town and Country,
San Diego

- Add new members to the
Educational Team

Want to get more involved in CWEA?
View opportunities at volunteer.cwea.org

TECHNICAL CERTIFICATION PROGRAM

FY 2021-22 HIGHLIGHTS

- Revalidate **Electrical and Instrumentation Technologist** (EIT) exams
- Launch **Mechanical Technologist** (MT) exam
- **159** professionals now hold the new **Advanced Water Treatment Operator** (AWTO®)
- Delivered **370** online exams

FY 2022-23 PROJECTS

- Launch new **Electrical and Instrumentation Technologist** exams
- Revalidate **Laboratory Certification** exam