

PUBLIC AWARENESS COMMITTEE (Standing)

Overall Charge

1. The committee will expand the public awareness of our profession and promote the Association as a regional water environment resource by publicizing our name, our accomplishments, our members' achievements and other activities.

Membership

1. The Committee shall have a goal of 8 members, including a chair appointed by the President. Participation from a member of each state association is strongly encouraged.
2. The Chair of the Public Awareness Committee shall report to the Communications Council Director and the committee is part of the Communications Council.

Specific Duties

1. To define and develop a NEWEA Public Awareness Campaign ~ The NEWEA Public Awareness Campaign will support ongoing/evolving NEWEA goals and will serve to strengthen our presence in the community in response to our Mission. The Public Awareness Campaign will require the support of State Directors and other committee liaisons. It will incorporate some current initiatives such as:
 - a. **Op ed pieces** - Provide articles for distribution to NEWEA membership for their use in promoting the industry as needed. State Directors and other NEWEA leaders will be asked to convey articles to State Association Govt. Affairs and other leaders for local publication in newspapers, all media outlets, local town boards, etc. as appropriate under the signatures of local leaders such as State Association officers and local treatment plant operators/superintendents.
 - b. **Develop formatted presentations (using PowerPoint, et al.) for Use at Public Meetings** - To gain support for funding and to use in discussions with local government such as selectmen, city council, senators and state representatives to inform the public in general on water infrastructure financing needs with additional emphasis on industry campaigns to make the message more compelling.
 - c. **Webpage** – Continue to update the NEWEA Water For Life webpage to educate citizens, members and local government about programs and local stories.
 - d. **Water Champions** - Develop partnerships with local celebrities and have them 'endorse' the NEWEA public awareness campaign.
 - e. **Local Heroes** - Create a series of brief feature/profile articles about individual NEWEA members where they explain their job roles in our profession and discuss their passion for our industry. These may be featured in the NEWEA Journal, the newsletter, website, or in local press outlets.
 - f. **Outreach Materials** - Provide a repository of outreach materials for all NEWEA members to use in engaging members of the community. Develop materials to reach other like-minded citizens who identify with the NEWEA mission, specifically reaching out to others in related industries and outside the current NEWEA membership grouping.
 - g. **Motivate NEWEA Membership** - through promoting outreach efforts toward inspiring and empowering every NEWEA committee to conduct one public awareness activity per year.
 - h. **Provide Training Sessions** - Provide updated training sessions for NEWEA membership (for example: Presentations, panels, etc.).
 - i. **Public Outreach Activity** - participate in a least one existing or new student (of any age group) and/or public outreach activity (e.g., a presentation at a school classroom, a participating visit

at a student chapter meeting, presenting before a community service club meeting) each year to promote academic and public awareness of technical challenges and occupational opportunities in the water and wastewater community

2. Be a resource to New England citizens, local government, NEWEA members and any other affiliated associations. Provide resources to assist in promoting local accomplishments and activities through efforts including the following:
 - a. Utilize social media and website to broadcast water champion campaign resources and coordinate with state associations, NEWEA staff, and the newsletter and website committees to ensure timely preparation posting of articles and blogs for publication.
 - b. Develop links to other industry related sites to improve NEWEA's search index.

Liaison with others

1. NEWEA staff & Media/Funding Specialist
2. Communications Council
3. Public Education Committee
4. Government Affairs Committee
5. Journal Committee
6. Website Committee
7. Newsletter Committee
8. Membership Committee
9. All State Directors

Committee Goals

1. Strive to enable citizens in the New England states to understand and personalize the value and functions of the water environment profession, and to elevate the importance in the public consciousness of the value of water including funding of infrastructure projects.
2. Encourage development and distribution of publicity regarding NEWEA, its activities, its members, and the New England Affiliated State Associations and their members for publication in professional and non-professional journals as well as in the public media.

Tasks/Activities

1. Develop a Public Awareness Campaign plan
2. Work with a media outreach consultant, as necessary, to develop strategies and materials for the organization.
3. Inspire and empower our membership and citizens of New England to talk about our profession and the value of water.
4. Develop, receive, and distribute publicity materials regarding our profession, its activities, and its value to the public at large throughout New England, through activities including:
 - a. Identifying opportunities for publicizing NEWEA activities (for example: meetings, specialty seminars, award recipients, keynote speakers, etc.).
5. Develop a budget for annual operations.
6. Seek funding, sponsorships, and partnership opportunities.
7. Participate in a minimum of one existing or new student (of any age group) and/or public outreach activity (e.g., a presentation at a school classroom, a participating visit at a student chapter meeting, presenting before a community service club meeting) each year to promote academic and public awareness of technical challenges and occupational opportunities in the water and wastewater community.