



**New England Water Environment Association
Executive Committee Meeting
June 2, 2020**

ACTION ITEM: Membership Committee, new Associate Member Category

By vote of the Membership Committee, I Peter Frick submit the following Action Item for approval to the Executive Committee at the NEWEA Executive Committee Meeting on June 2, 2020:

**Develop a new membership category under a three-year pilot program:
Associate Member, a NEWEA-only, individual membership, with annual dues of \$45.00.**

Why create an Associate Member category?

The premise for creating the Associate Member category is to provide membership opportunities to the following:

- Someone who has retired from the water quality profession but doesn't qualify for WEF Life Member (i.e., doesn't have 35 consecutive years of membership and is 65 years of age)
- Someone who is employed in an area not directly in the water quality profession (e.g., teachers) but who has an interest in water quality/environmental issues and/or wants to participate in NEWEA
- Members of the general public who are interested in participating in NEWEA's activities and events

The Associate Member category is *not* intended for anyone currently employed in the water profession or any related field (e.g., lawyers, contractors).

What are the benefits, pros and cons?

Associate members would receive the following benefits:

- Member registration rates for Annual conference, Spring meeting, specialty conferences, etc.
- Monthly NEWEA newsletter (online only)
- Online version of quarterly NEWEA *Journal* (online only)
- Timely updates about NEWEA activities and water quality initiatives throughout New England
- Associate Members may join and participate in NEWEA's committees (they may not become officers)

Associate Members would **not** receive any WEF or WE&T publications, nor would they receive a print version of the NEWEA *Journal*.





Pilot program

The NEWEA office will manage and facilitate the marketing; application, payment and tracking of Associate Members (new members and renewals) and will provide routine updates to the Membership Committee and ECM.

We expect that membership in this new category will be slow and somewhat grass roots, in that promotion of it may be primarily through targeted audience campaigns (e.g., former members who don't qualify for WEF or NEWEA Life Membership; participants in community service projects or teacher training workshops, etc.). In addition, enrollment may occur primarily at in-person events and activities (e.g., Annual Conference, Spring Meeting, specialty conferences, teacher training, community service programs). We therefore propose a three-year pilot program. Details are included in the Rollout Plan (to be developed further).

By the end of 2023, the Membership Committee will have evaluated the pilot program and will recommend to the ECM to adopt the NEWEA-only Associate Member Category, continue the program for further evaluation, or cancel the program entirely.

Background information is included below.

Respectfully Submitted to the NEWEA Executive Committee on **June 2, 2020** by the NEWEA Membership Committee

Chair Peter Frick

ACTION ITEM

The NEWEA Membership Committee recommends that the Executive Committee accept this action.

Action:

_____ Approved

_____ Approved as Amended

_____ Denied



BACKGROUND

During Fall 2019/Winter 2020, the NEWEA Membership Committee has been considering the creation of an “Associate Member” category. Specific points recently discussed by the Committee have included the following:

- Discussed the value of establishing a category for non-water quality professionals or the public. There was agreement that this is a gap in the current membership structure.
- The name of the category would be “Associate Member” rather than “Friend of NEWEA.” The Associate Member would not be a WEF member, eliminating that cost. These members would therefore not help in obtaining more WEF delegates.
- The Associate Member would receive only the online version of the NEWEA Journal again to lower cost. However, they would be able to attend NEWEA events at member rates, join committees, and have the same privileges as any other member.
- More definition is required to ensure that these individuals are not currently employed as water quality professionals. This was discussed further during the March 31, 2020 conference call; more information is included below.

ASSOCIATE MEMBER CATEGORY

The premise for creating the Associate Member category is to provide membership (and volunteer) opportunities to the following:

- Someone who is employed in an area not directly in the water quality profession (e.g., teachers) but who have an interest in water quality/environmental issues and/or want to participate in NEWEA
- Someone who has retired from the water quality profession but doesn't qualify for WEF Life Member (i.e., doesn't have 35 consecutive years of membership and is 65 years of age)
- Members of the general public who are interested in participating in NEWEA's activities and events

The Associate Member category is a NEWEA-only membership. It is intended for those who are not currently employed by an organization, agency or company involved in the water quality profession or a related professional/technical field (e.g., lawyers, contractors). It also is intended to attract someone who doesn't fit in one of our existing membership categories – we want them to see there is a place for them in the organization.

(If someone works for an organization in or associated with the water quality field – e.g., attorney, contractor – they should choose a different, more appropriate category of membership. However, in their retirement, we hope the attorney or contractor would want to stay involved as an Associate Member)

Annual dues:



(Student dues are \$15, Regulator dues are \$50). On May 20, 2020, additional discussion resulted in a recommendation of \$45.00.

Benefits of joining as an Associate Member:

- Member registration rates for NEWEA Annual conference, Spring meeting, specialty conferences, etc.
- Monthly NEWEA newsletter (online only)
- Online version of quarterly NEWEA *Journal* (online only)
- Timely updates about NEWEA activities and water quality initiatives throughout New England
- Associate Members may join and participate in NEWEA's committees (they may not become officers)

Associate Members do **not** receive any WEF or WE&T publications, nor do they receive a print version of the NEWEA *Journal*

Pros

As a NEWEA-only membership, without WEF affiliation, 100% of dues goes to NEWEA.

This is an opportunity to reach out beyond our traditional member base, to attract and retain people associated with/interested in the water quality field but not actively employed in it.

It complements initiatives we have underway to retain and grow our established member base as well as reach out to new circles of partners and supporters, ranging from corporate and other nonprofit organizations, to teachers, parents and the general public.

It's relatively affordable and gives these potential members "a place at the table."

Cons

We may find that some new or current members will try to save money by joining as an Associate Member rather than Full Member; hopefully this would be rare. The NEWEA office will track this to the extent possible, to see if there is a trend.

Members in this category aren't included in the WEF delegate count but people who qualify for Associate Membership would not join otherwise.