

**NC Water Resources Association Board of Directors Retreat**  
**MEETING SUMMARY**

July 16, 2018

<b><u>NAME</u></b>	<b><u>ROLE</u></b>	<b><u>ORGANIZATION</u></b>
Julie Coco	President	NCDEQ – DEMLR
Rob Hopper	President-Elect	CDM Smith
Mike Schlegel	Past President	Whiteboard Academy
Jason Doll	Treasurer	Moffat & Nichol
Jen Schmitz	Secretary	TJCOG
Corey Cavalier	Member At-Large	RK&K
Phil May	Member At-Large	Carolina Ecosystems, Inc.
Amy Crowley	Member At-Large	AMEC Foster Wheeler
Daniel Wiebke	Member At-Large	McAdams
Marc Recktenwald	Member At-Large	City of Charlotte
Nicole Wilkinson	Administrator	NC WRRI

*Missing: Crystal Moore, Member At-Large*

Julie Coco opened the meeting at 12:58 pm with an overview of the retreat intentions, agenda, etc., and invites attendees to give updates during their introductions.

Julie introduces Mike Schlegel, Past President, to facilitate the retreat.

**Introductions, led by Mike:**

The attendees shared their name, organization, NCWRA roles and tenure, and water-related interests (both personal and professional) with their neighbor from 1:03-1:09.

The attendees then introduced their neighbor to the group from 1:09-1:17, Mike introduced himself as well.

**Board Updates (1:20 - 1:30) – Julie:**

Julie announces that Wild Apricot will be moving away from PayPal and introducing their own proprietary payment structure. We will try it out and make sure there are no issues at the next forum.

Julie announces that we may need to consider a rate increase for NCWRA membership.

The group gives an update on the Spring Social – good turnout, and good volunteer signups. Discussion on how best to record attendance, get signups, and make sure consistent messaging (time/location) for social announcements.

Mike announces he will have the Past-President report to the group by August. He will also be pursuing the idea of a Past-President’s “club”.

Julie quizzed the participants as part of an activity meant to stimulate their interest and involvement in the organization.

QUIZ Q1: When were the NCWRA bylaws originally adopted? A1: 1983

QUIZ Q2: Full NCWRA members are members of AWRA – NC Chapter (True/False)? A2: True

Quiz Q3: What is our mantra? A3: Join the Conversation!

#### Summary of Strategic Planning Efforts to Date (1:30 – 1:40) – Julie Coco:

Julie provided an overview of the August 18, 2015 Strategic Planning Retreat. For the record, the history was summarized as follows:

A full-day retreat was held in 2011. A Logic Model was developed in 2012 that reiterated the Association's goal, and laid out its resources, activities, outputs, and expected outcomes over time. In 2014, the NCWRA Strategic Plan was developed whereby we reiterated priorities for elements of the logic model and laid out objectives to meet within specific timelines. This was developed for each standing committee.

A half-day retreat was held in the summer of 2015. Out of this, the 2015 Logic Model was developed. It was generally, in agreement with the 2012 model. It clarified that we need to make sure that students and young professionals are aware of the variety of water resource careers available to them. We did add an item providing for the public to be better informed as to the value of water resources in their land use and planning activities. This was listed as a long-term expected outcome.

The August 18, 2015 Retreat Summary document was approved. In this document, we discussed 1) desired outcomes from the retreat, 2) what we had accomplished to date, 3) our current and future paths, and 4) how to proceed forward with priorities discussed at the retreat. We came away with an understanding of what needed to be accomplished and who needed to take charge.

Today the Board will be revisiting what worked/didn't work, as well as other actionable, achievable goals. Mike also adds additional history on the NCWRA logic model, from 2011, through 2015, to now.

#### Committee Updates (1:40 – 1:55):

##### Programs Committee –

- September 24<sup>th</sup> Forum will be "Dam Removal".
- Will also plan to do a Coastal workshop led by Jason Doll in October.
- December Forum will be NCDOT Hydraulics Unit

##### Communications Committee –

- Jen met with Julie to transfer administrative rights for Wild Apricot/website
- Got the word out for spring social
- Jen is hoping to discuss more Committee engagement

Treasurer's Update –

- PayPal Balance: \$2556.84, Regence Bank Balance: \$3789.03 = \$6,345.87 total cash on hand
- One outstanding balance of \$1,300 for WRRRI in addition to above balance
- Board goal was to carry over \$5,000 year to year; this exceeds that goal.

Group discusses outreach and membership recruitment success.

Other Committees will update throughout the session.

Group Exercise – NCWRA “Memories” – Nicole (1:55 – 2:30)

*This exercise was designed to engage participants by asking them to recall their favorite memory or accomplishment while involved with the NCWRA.*

Nicole – NCWRA Social in Durham, Jason and Nicole discussed relationship building at Tyler's afterward.

Nicole – Working on student engagement activities with Amy and Phil

Phil – Collaboration and success of the workshops with the NCAEP

Corey – Impressed with number of spring social volunteers/students. Enjoyed tying that in with the mentoring program (Marc provides idea of having a student Board member to represent that group).

Marc – Nancy (with EEP) got him more involved as an active member; also sent conference information to his daughter who inspired additional students to attend.

Amy – Enjoyed helping plan the WRRRI conferences and Sessions, especially the River Stories session; the Nile Project conference was one of the most memorable of any in her career.

Jason – Proud that the goal was to be larger and louder; NCWRA has achieved that and recognition. Glad that outreach brought new members and even new Board members.

Rob – Excited to be part of the strategic planning for the next few years

Daniel – Enjoyed adding the mentor breakfast to the WRRRI conference, as well as the value brought to students

Jen – Mentor matchup still going strong; also found out about NCWRA through the emerging contaminants luncheon last fall

Julie – Very rewarding being part of the Communications committee and overhauling the website; LinkedIn very useful for outreach. Also enjoyed designing and using new banners.

Mike – Great to hear all of the accomplishments of NCWRA from this perspective. Enjoys the ability to have quality conversations with folks at the socials. Developed a Presidential Transition Checklist with previous Past-Presidents.

Nicole will be summarizing these points and assessing our strengths for consideration of expansion. Mike provides an overview of comments, and sets up the group for strategic discussions after break.

Break (2:30-2:45)

### Facilitated Discussion on Communication and Outreach (2:45 - ) - Mike

The group brainstorms and writes down all the ways NCWRA currently communicates with its members and the water resources community on Post-It Notes. Then attendees grouped into categories, and ranked the top three CURRENT most effective methods (\*\*).

- Website
- Socials
- Board Meetings
- Board/Committee Communications
- ListServes\*\*
- Forums\*\*
- Workshops
- Mentoring Program
- Social Media
- Word of Mouth
- WRRRI Conference\*\*
- Other Events/Booth presence
- *Miscellaneous*: Presidents Report, AWRA Section Bulletins

The group then brainstormed and wrote down their ideas for where to focus communication and outreach efforts in order to achieve short, mid, and long-term goals from the logic model.

Targeted engagement with students/young professionals/mentees

- 1) NCWRA chapters at universities
- 2) socials just for students
- 3) student representative on Board
- 4) student-focused training, etc.
- 5) Better involvement with local unis, including HBCUs
- 6) Year-round mentorship program
- 7) Nurturing and fostering relationships
- 8) Continuing to plan high-quality events (and broadcast/webinar them as possible)

We also need to have better accountability for who is doing what task (Committees, intra-Board communication, etc.). We should also be providing quality water resource engagement to both members and the public community (newsletter?, follow-ups from forums).

The meeting concluded with specific activities to accomplish within the next 1 – 2 years:

- Develop a formal communication strategy
- Look into providing face-to-face activities for our members, especially younger ones
- Explore additional social media outlets, like InstaFace or Instagram
- Reach out to members of the Duke Water Network
- Develop a year-round mentoring program
- Create ways to better engage young professionals

The meeting adjourned at 4:35 pm.

*Minutes drafted by Jen Schmitz, NCWRA Secretary and edited by Julie Coco, NCWRA President*