Kachina News Publication

The Kachina News is published quarterly and is the official publication of the AZ Water Association, the Arizona Water Environment Association and the Arizona Section of the American Water Works Association. Send all information to the Executive Manager.

**Publication Submittal Date / Deadline**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>December 10</td>
<td>January 10</td>
</tr>
<tr>
<td>SPRING</td>
<td>March 10</td>
<td>April 10</td>
</tr>
<tr>
<td>SUMMER</td>
<td>June 10</td>
<td>July 10</td>
</tr>
<tr>
<td>FALL</td>
<td>September 10</td>
<td>October 10</td>
</tr>
</tbody>
</table>

**Committee Reports could include:**

- Committee Events
- Event Pictures
- Goals Achieved

**Event Advertisement**

Event flyers help to advertise your events both on the web calendar and in the Kachina News. Distribute your flyers during other AZ Water events, such as the monthly Luncheon Programs, Annual Conference & Exhibition and the Tri-State Seminar. If you need help creating a flyer, contact AZ Water staff.
E-Bulletin & E-Announcements

Purpose of Email Marketing Policy
Because the sending of information by email to a large distribution list is an efficient way to communicate information to large groups of members, email subscribers, and event attendees, the many Committees of the AZ Water Association increasingly seek to utilize this tool. However, when used too frequently, group email becomes ineffective and is unwelcome by members. It is the intent of our mail marketing policy to establish guidelines to ensure that email will be used effectively.

Monthly E-Bulletin
The purpose of the monthly E-Bulletin is to provide timely information to the membership and industry stakeholders
- Submittal date is the 12th of the month for a distribution date of the 15th
- Brief summaries should not exceed 250 word count with a link to the web site information (where appropriate)
- Information should be emailed to the Executive Manager

E-Announcements
The purpose of E-Announcements is to focus on a particular event in an effort to increase attendance and to provide important and timely information to the membership. The Email Marketing Policy has established that not more than four monthly will be distributed.

All announcements proposed for distribution through email lists shall be reviewed and approved by the Executive Manager prior to distribution

2018 Summer Leadership Retreat

Social Media Policy & Good Social Media Content
Shana Schwarz
Staff Assistant

July 20-21, 2018
Flagstaff, Arizona
Intro/Table of Contents

• Bear with me
• This will eventually be interesting
• Just wait, I’m getting there
• The first section is dry, but really important
• Here we go

Policies and Procedures

• When using social media on behalf of the Association; Staff, Members, and Volunteers shall accurately and clearly identify themselves by name and identify their relationship with the Association.
P&P, continued

• All social media communications should be based on current, accurate, complete and relevant information. When possible, site the source of the information or a link to a credible web site corroborating the statement, shall be provided. Anecdotes and personal opinions shall be identified as such so that they are not mistaken as facts asserted by the Association.

P&P, continued

• Representatives of the Association shall maintain ethical conduct when using social media tools and not participate in activities that are illegal or in violation of any other Association policy.
P&P, continued

- Courtesy is expected. Polite communication is required, even when disagreements of opinions occur. No personal attacks, slurs, or insults shall be tolerated.

P&P, continued

- Posting of copyrighted and/or trademarked materials is prohibited. The Association assumes no responsibility for the violation of trademarks or copyrights.
P&P, continued

• Distribution of obscene material is prohibited.
• Solicitations and advertising by users is prohibited.
• The privacy of all users and non-users shall be respected. Sharing of other’s personal information (phone numbers, email addresses, address, employment, etc.) is prohibited.

P&P, continued

• It is the Association’s intent that social media serve as an outlet for discussing activities and as a method for attracting new members.
P&P, continued

• Association representatives or groups wanting to set-up a social media tool related to the Association shall notify Staff and the Board, in writing, if their intention. Board shall grant authority and Staff shall be provided access to the site to monitor communications at all times. Notification shall include:
  • a description of the intended social media tool,
  • purpose of the tool,
  • and plan for monitoring the tool’s compliance with this and other Association policies.

P&P, continued

• As the Association has limited control over what is communicated through social media, it is the responsibility of every representative of the Association to immediately report to Staff any communication that is in violation of this policy.
P&P, continued

- The Association reserves the right to delete any material or comments on any social media tool utilizing the Association’s name and/or logo at any time for any reason.
- The Association reserves the right to terminate use of any social media tool utilizing the Association’s name and/or logo at any time for any reason.
- Violation of this policy may result in disciplinary action by the Board, consistent with the Association’s policy establishing Code of Conduct.

What kind of content to publish/share

- Adjacent content
- Tips and tricks
- Responses
- Non-promotional information
- Job openings
- Jokes
Engagement

• Ask for help
• Monitor and listen
• Keep it simple
• Cross-promote
• Gamify

Consistent branding and voice

• Know your audience
• Be human
• What is our brand voice and personality?
• What do we stand for and what do we represent?
And finally…

This Photo by Unknown Author is licensed under CC BY-NC-SA

July 20-21, 2018
Flagstaff, Arizona

2018 Summer Leadership Retreat

Webpage Responsibilities

Patrick Goodfellow

Water Association
Professionals Dedicated To Arizona’s Water
July 20-21, 2018
Flagstaff, Arizona
# Webpage Expectations

- Keeping current
  - Calendar
  - Committee landing page
  - Group directory

## Special Interest: Stormwater

**Stormwater Committee**

**Update:** June 2018

The Stormwater committee will resume holding a meeting for the month of July. We will have our meeting in July and not in September as usual.

## Consistency

### Education: Luncheon Programs - Tucson

Welcome to the AZ Water Pretreatment Committee

Please welcome our new Chair for 2017-2018:

AZ Water Pretreatment Chair:

- **Kevin Dickey**
- **Email:** kevin.dickey@azwater.com
- **Phone:** 520-573-0000

**School:** Arizona State University

**Click Here for AZ FOG Homepage**

AZ FOG Chair: Susan Kolb
- **Email:** Susan.Kolb@azwater.com

AZ FOG Member: Maria Manczak
- **Email:** Maria.Manczak@azwater.com

## Upcoming Events

- **Wastewater Treatment Committee Meeting**
  - **Wednesday, July 25, 2018**
  - **City of Flagstaff Water Reclamation Plants Tour**
  - **Tuesday, July 31, 2018**

## Operator Training Workshop - Sedona (Big Park, AZ)

**Operator Training Workshop - Sedona (Big Park, AZ)**

**July 25-28, 2018**

**Type:** Operator Training Workshop - Sedona (Big Park, AZ)**

**Dates:** July 25-28, 2018

**Location:** Sedona (Big Park, AZ)

**Website:** [Operator Training Workshop - Sedona (Big Park, AZ)](http://www.water.com)

**Contact:**

- **Name:** John Doe
- **Email:** john.doe@water.com
- **Phone:** 520-573-0000

**Other Information:**

- **Cost:** $500
- **Registration Deadline:** July 10, 2018

### Award Submissions are Now Closed

Thank you for recognizing your fellow professionals and projects.

The annual awards ceremony is comprised of local operators and professionals in the public and private sector.

**Awards:**

- **Outstanding Service Award**
- **Outstanding Contribution Award**
- **Outstanding Leadership Award**
- **Outstanding Manager Award**
- **Outstanding Project Award**
- **Outstanding Publication Award**
- **Outstanding Innovation Award**

**Website:** [Award Submissions](http://www.water.com)

The website lists all the awards and criteria for each category.
Consistency

Construction and Safety Committee

Vision
Improve the entire project delivery experience for local professionals involved in the construction of water and wastewater facilities through education and training.

Mission
The Committee will provide education and training to members and the larger water and wastewater community to improve the project delivery experience for water and wastewater facilities. The committee will help membership develop a better understanding of construction processes and procedures in the preconstruction, construction, and start-up phases of projects.

Water Treatment Committee

Vision
The Water Treatment Committee strives to serve the local water community through outreach and educational opportunities.

Mission
The Water Treatment Committee mission is to:
- Provide information on emerging trends and promote “best practices” for water treatment in the state of Arizona by promoting the exchange of information between the regulatory community, utilities, operators, utilities, academic, engineers, and contractors.
- Identify common goals, challenges, sharing success stories, and providing a forum for the exchange of information.
- Follow the development and implementation of new regulations and technologies.
- Provide opportunities for continuing education of water professionals.

Strategies
- Organize and execute the annual AZ Water Association Water Treatment Committee Seminar.
- Assist water treatment specialty workshops (CE, WSTC, MTC, Engrators Symposiums).
- Solicit papers and presentations for the annual AZ Water Association Conference and AZ Water Association Luncheon Seminar Series.
- Organize Committee focus meetings and water treatment sessions during the annual AZ Water Association Conference.
- Organize water treatment facility tours for Committee members.
- Author AZ Water Association newsletter articles to highlight important issues, events, new technologies, or innovative practices.
- Develop and maintain appropriate information on the AZ Water website.

Branding

Full-Color
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)

Without Tagline or AWWA and WEF Logos
Can appear without the tagline “Professionals Dedicated To Arizona’s Water” or AWWA and WEF Logo. (Note: The area of isolation must be maintained.) Can only be used in areas with limited space.

Greyscale
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)
Branding

Black
Can only appear in black against a high contrast background. (Note: A white background is always preferred.)

Reversed
Can appear in white against a dark color background or photograph. (Notes: Photo must be in high contrast to the logo and must not interfere with the logo. The area of isolation must be maintained.)

Policy

- Avoiding potential conflicts
  - Diverse Association membership
  - Committee publications are speaking for AZ Water and its members
2018 Summer Leadership Retreat

Committee Leader Information

Doug Kobrick

Even More Committee Expectations

Doug Kobrick on behalf of the “Committee Expectations Committee”
Committees are the heart of AZ Water

- Member engagement
- Where the work gets done
- Leader development
- Revenue generation

- Association policies need to be adhered to
- Need a balance
  - Top-down dictates -- bottom-up creativity
  - Need for standards/expectations -- limits of a volunteer organization

- Responsibilities flow in both directions

Association duties to committees

- Provide direction / instruction
- Technical support
- Logistics
- Publicity, communications
- Liaison engagement

We need to maintain balance between:

- defining expectations
- and

- supporting and encouraging our committees
OK, back to expectations of committees…

- Member engagement / management
  - All committee members must be AZ Water members
  - Engage new members
    - Welcome phone call or email
    - Info packet
    - Screen out people who just “expressed interest” but did not intend to join as active member
  - Maintain up-to-date member roster
- Continually recruit new members
  - Throughout state
  - Diversity – all industry roles, levels of experience, etc.

Committee member development

- Look for tasks for them to perform
- Delegate and mean it
- Tactful encouragement to all to be involved
- RECOGNITION
  - ALWAYS be sure to thank everyone for a good idea, job well-done
- Recruit / groom your successor
  - Succession plan
  - Vice chair
  - Defined term of office
Committees generate technical content

• “Special interest” committees are technical entities that should create educational content for AZ Water members
• Facility tours
• Webinars
• Technical seminars
• Operator training
• *Kachina News* articles
• Generate papers for Conference, assist in program development
• Committee webpage

Financial responsibilities of committees

• Committee operations do create “overhead”
• Most committees have reasonable expectations of generating some revenue
• There is a balance between offering “benefits of membership” and charging for events / services
• Consistency in pricing for events between committees

• Cultivate a network of sponsors
  • Many are willing, but all have limits and preferences
  • Be respectful of limits on “asks”
  • Give recognition
  • ALWAYS say thank you
Know and make use of AZ Water resources

- Strategic Plan
- Business Plan
- Budget
- Leadership Manual
- Policies and Procedures

- Your many helpful AZ Water friends
  - Liaison
  - Board / officers
  - Staff

---

2018 Summer Leadership Retreat

Overall Budgeting

Asia Philbin

July 20-21, 2018
Flagstaff, Arizona
Trending Financial Statement

Annual Operating Budget Approach

- Calendar-Year (Jan thru Dec)

- Zero-based, Incremental, Income-based
  - Surplus or deficit

- Budget and reporting structure related to 501(c)(3) organized and operated exclusively for exempt purposes set forth in section 501(c)(3) of IRC, with no earnings inuring to any private shareholder or individual.
  - Classes – Conference, Management and General (including affiliates), Program (including most committees), Specialties
  - Accounts – Income / Expense line items
Non-Profit Revenue Categories

- Contributions (dues and fundraising events)
- Program Services
- Other – investments, sales of assets, advertising
- Related or exempt function
- Unrelated business revenue
- Qualified convention activities
Non-Profit Expenses

- Expense “Types”
  - Services
  - Travel
  - Supplies
  - Location rental, Food, etc.

- Expense “Functions”
  - Program
  - Management and general
  - Fundraising

Non-Profit Expenses - Types cont’d

- Program: the direct and indirect costs that result in delivering on the purpose and mission of the organization (i.e., the activities forming the basis for exemption).

- Management and general: activities include oversight, business management, general recordkeeping, budgeting, financing, and related administrative activities, and all management and administration except for direct conduct of program services or fund-raising activities.

- Fundraising: publicizing and conducting fund-raising campaigns; maintaining donor mailing lists; conducting special fund-raising events; preparing and distributing fund-raising manuals, instructions, and other materials; and conducting other activities involved with soliciting contributions from individuals, foundations, government agencies, and others.
Expenses – nonprofit restrictions

- Political campaigns
  - 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office

- Lobbying (legislation)
  - 501(c)(3) organizations may engage in some lobbying, too much lobbying activity risks loss of tax-exempt status.

- Organizations may conduct educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner without jeopardizing their tax-exempt status

Annual Budget (and Actuals) Trending

AZ Water Association

- Mem & General
- Annual Conference
- Program Committees
Unrestricted

Conference
Board Actions (Retooling)

- Cut spending and consolidate staff support (M&G, Communications, IT)
- Increase revenue (Dues, Conference)
- Ad hoc committees
  - Program and overhead, work with Committees
  - Expenses
- Longer-term:
  - Future staffing needs
  - Continued strategic and business planning efforts

2018 Budget Overview

(review pdf if time)
## Scholarships and Scholarship Reserve

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Expenses</th>
<th>SubTotal</th>
<th>Running Balance</th>
<th>Notes</th>
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<tbody>
<tr>
<td>2009</td>
<td>$ 6,295.00</td>
<td>$ 2,067.50</td>
<td>$ 4,227.50</td>
<td>$ 4,227.50</td>
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<tr>
<td>2010</td>
<td>$ 23,393.75</td>
<td>$ 12,241.65</td>
<td>$ 11,152.10</td>
<td>$ 15,379.60</td>
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<tr>
<td>2011</td>
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<td>$ 10,253.20</td>
<td>$ 4,902.19</td>
<td>$ 20,281.79</td>
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<td>2011 Board Transfer</td>
<td>$ 44,504.27</td>
<td>$ 64,786.06</td>
<td>(Conf + M&amp;G + Prog)/2</td>
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<tr>
<td>2012</td>
<td>$ 15,029.25</td>
<td>$ 12,200.00</td>
<td>$ 2,829.25</td>
<td>$ 67,615.31</td>
<td>to achieve targeted balance of $115,000</td>
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<tr>
<td>2012 Board Transfer</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ 47,384.69</td>
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<td>2013</td>
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<td>-</td>
<td>$ 100.00</td>
<td>$ 115,100.00</td>
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<td>2013 Board Transfer</td>
<td>$ 24,900.00</td>
<td>-</td>
<td>$ 24,900.00</td>
<td>$ 140,000.00</td>
<td>(Conf + M&amp;G + Prog)/2 in round numbers</td>
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<tr>
<td>2014</td>
<td>$ 1,000.00</td>
<td>-</td>
<td>$ 1,000.00</td>
<td>$ 141,000.00</td>
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<tr>
<td>2015</td>
<td>$ 1,000.00</td>
<td>-</td>
<td>$ 1,000.00</td>
<td>$ 142,000.00</td>
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<tr>
<td>2016</td>
<td>$ 1,500.00</td>
<td>-</td>
<td>$ 1,500.00</td>
<td>$ 143,500.00</td>
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<tr>
<td>2017</td>
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<td>-</td>
<td>$ 19,574.32</td>
<td>$ 163,074.32</td>
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<td>2018</td>
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<td>$ 1,012.24</td>
<td>$ 164,086.56</td>
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### 2019 Process

- End July – templates to committees
- End August – proposals submitted
- September & October – review (webinar? Suggestions?)
- November – final recommendations
- December – board vote / adoption
2018 Summer Leadership Retreat
Managing Your Committee Webpage
Clayton Freed

AKA:
Recruit new members
Keep members engaged
Be an accessible resource
Record keeping

Managing Your Committee Webpage

• Who maintains your committee webpage?
Managing Your Committee Webpage

• Who maintains your committee webpage?

<table>
<thead>
<tr>
<th>Task</th>
<th>Chair</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respond to New Member Requests</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Add Photos</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Post in Forums</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Upload Files</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Create Events</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Update Page Content</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Update Officer Roles</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Promote major events on main webpage</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Managing Your Committee Webpage

• Who maintains your committee webpage?

<table>
<thead>
<tr>
<th>Task</th>
<th>Chair</th>
<th>Members</th>
<th>Webmaster(s)</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respond to New Member Requests</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add Photos</td>
<td></td>
<td>X</td>
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<tr>
<td>Post in Forums</td>
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<tr>
<td>Upload Files</td>
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<td>Update Page Content</td>
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<td>Update Officer Roles</td>
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<tr>
<td>Promote major events on main webpage</td>
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<td>X</td>
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</table>
Managing Your Committee Webpage

Recruit New Members

Table 3: AZ Water Association Committees – Registered Members (*As Of 7/11/2018)

<table>
<thead>
<tr>
<th>Type</th>
<th>Name</th>
<th>Email Address</th>
<th>2018 Members</th>
<th>2017 Members</th>
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<tbody>
<tr>
<td>Administrative</td>
<td>Board Members</td>
<td><a href="mailto:boardmembers@azwater.org">boardmembers@azwater.org</a></td>
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<tr>
<td></td>
<td>Information Technology</td>
<td><a href="mailto:info@azwater.org">info@azwater.org</a></td>
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<tr>
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<td><a href="mailto:leadership@azwater.org">leadership@azwater.org</a></td>
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<td>239</td>
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</tbody>
</table>

900 new committee webpage members
(56% growth in one year)

Managing Your Committee Webpage
Recruit New Members – User

Special Interest: Wastewater Treatment

Vision

Wastewater Treatment Committee

Strategy

Strategies:

- Enhanced awareness through targeted outreach and engagement initiatives.
- Develop an annual report to track progress and measure success.
- Foster collaboration with other organizations and industries.
- Establish a committee website with updated information and resources.
- Conduct workshops and seminars on wastewater treatment topics.
- Engage with stakeholders to build support and advocate for policy changes.
Managing Your Committee Webpage

Recruit New Members – Chair

Chairs are responsible to approve and respond to new member requests
Every ignored request is a potential loss of a future leader, volunteer or valued member
Managing Your Committee Webpage

Recruit New Members – Chair

- Who is Administration and why are they adding members to my Committee?
- New AZ Water Members are added automatically – the Chair still needs to reach out to them!

Managing Your Committee Webpage

Recruit New Members – Chair

Activity: Member Request Approval
Managing Your Committee Webpage

Keep Members Engaged - User

Strategies

- Maintain an active, diverse and engaged Committee membership.
- Solicit papers and presentations for the Annual AZ Water Association Conference and AZ Water Association lunchtime seminar series.
- Coordinate with national organizations e.g. Water Environment Federation on wastewater treatment specialty conferences.
- Develop and prepare articles on wastewater treatment topics for the Arizona AEM.
- Develop and maintain an active and dynamic site on the AZ Water Association website.
- Provide tours of facilities to enhance education on and information about basic and innovative approaches to treating various types of wastewater.
- Utilize information technology to advance the educational and outreach responsibilities of the organization, including on-line meetings, webinars and webcasts.
- Coordinate with other AZ Water Association Committees e.g. Pretreatment, Biosolids and Residuals, and Reuse, as necessary.
- Identify cutting edge wastewater treatment technologies and to meet the diversity of needs of Arizona water services providers.
- Work with the ADOQ to identify operations in rural communities to initiate an outreach program to develop means of increasing the value of the association to our members, and receive feedback.
- Work with the lobbying board and the licensed operators to understand the standards and requirements, and offer training and education to operators in-state to assist in their preparation for the exams.
- Provide wastewater treatment in a new light, one that views wastewater not as a waste, but as a resource, and the wastewater collection as providing value not just by preventing pollution but also by reclaiming resources and producing beneficial products.

Managing Your Committee Webpage

Keep Members Engaged - Chair

Special Interest: Wastewater Treatment

Information on wastewater treatment and advanced knowledge of education and outreach to new members, utility customers and the public through education, training and increased regulatory and pesticide tools that impact water quality to protect ecosystems and the community, utilities, operators, end-users, academics and engineers.

Strategies

- Maintain an active, diverse and engaged committee membership.
- Solicit papers and presentations for the Annual AZ Water Association Conference and AZ Water Association lunchtime seminar series.
- Coordinate with national organizations e.g. Water Environment Federation on wastewater treatment specialty conferences.
- Develop and maintain an active and dynamic site on the AZ Water Association website.
- Provide tours of facilities to enhance education on and information about basic and innovative approaches to treating various types of wastewater.
- Utilize information technology to advance the educational and outreach responsibilities of the organization, including on-line meetings, webinars and webcasts.
# Managing Your Committee Webpage

## Keep Members Engaged - Chair

### Dates & Events For Special Interest: Wastewater Treatment

<table>
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<th>Event Description</th>
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### Edit Event

- **Name**
- **Short Description**
- **Date**
- **Time**
- **Location**
- **Organizer**
- **Categories**
- **Tags**
- **Event Notes**
- **Event URL**
- **Emails**
- **Screening**
- **Comments**
- **Announcement**
- **Share Links**
- **Related Events**
- **Welcome Page**
- **Podcast**
- **Webinar**
- **Registration**
- **Contact**
- **Ticketing**
- **Sponsorship**
- **Advisory Board**
- **Partners**
- **Vendor**
- **Sponsorship Information**
- **Miscellaneous**

### Attachment Policy

- **Attachment Limit**
- **Attachment Types**
- **Attachment Size**
- **Attachment Count**

### Event Listing

- **Title**
- **Description**
- **Category**
- **Date**
- **Time**
- **Location**
- **Organizer**
- **Contact**
- **Ticketing**
- **Sponsorship**
- **Advisory Board**
- **Partners**
- **Vendor**
- **Sponsorship Information**
- **Miscellaneous**

### Event Summary

- **Event Summary**
- **Event Notes**
- **Event URL**
- **Emails**
- **Screening**
- **Comments**
- **Announcement**
- **Share Links**
- **Related Events**
- **Welcome Page**
- **Podcast**
- **Webinar**
- **Registration**
- **Contact**
- **Ticketing**
- **Sponsorship**
- **Advisory Board**
- **Partners**
- **Vendor**
- **Sponsorship Information**
- **Miscellaneous**
Managing Your Committee Webpage

Keep Members Engaged - Chair

Activity: Basic Event Creation Demonstration

Managing Your Committee Webpage

Keep Members Engaged - User

Special Interest: Wastewater Treatment

Wastewater Treatment Committee

Vision

The Wastewater Treatment Committee is the recognized source of information on wastewater treatment and establishes knowledge for wastewater treatment professionals by education and outreach to our members, utility customers, and the general public.

Mission

The Wastewater Treatment Committee will provide valuable knowledge and the public through education, training, and increased awareness of wastewater treatment technology and the associated regulations and policies that impact our ability to protect water quality and public health.

Goals

The Wastewater Treatment Committee has established the following goals:

- Provide education for community education stakeholders on wastewater treatment technology and the associated regulations and policies that impact our ability to protect water quality and public health.
- Increase awareness of the benefits of water reuse as a reliable and sustainable source of water supply.
- Foster collaboration with other AZ Water Association Committees, e.g., Permitting, Biosolids, and Reclaimed, to ensure a consistent and cohesive approach to water reuse.
- Identify and avoid conflicting or overlapping wastewater treatment technologies that may be misused or need additional regulation.
- Develop and maintain an accessible and user-friendly website.
- Contribute to the development of practical and innovative solutions to water reuse challenges and assist with the implementation of water reuse projects.
Managing Your Committee Webpage

Keep Members Engaged - User

Special Interest: Wastewater Treatment Photos

Managing Your Committee Webpage

Keep Members Engaged - Chair

Special Interest: Wastewater Treatment Photo Album (Image Approval)
Managing Your Committee Webpage

Be an Accessible Resource - Chair

Wastewater Treatment Committee

Vision
The Wastewater Treatment Committee is the recognized source of information on wastewater treatment, and advances knowledge of wastewater treatment and the wastewater treatment profession by education and outreach to our members, utility customers and the general public.

Mission
The Wastewater Treatment Committee will provide value to our colleagues and the public through education, training and increased awareness of wastewater treatment technology, and the associated regulations and policies that impact them in order to protect water quality, public health and the environment.

Goals
The Wastewater Treatment Committee has established the following goals:
• Provide opportunities for continuing education and technical advancement of water professionals.
• Promote the exchange of information between the regulatory community, utilities, operators, end-users, academic, engineers and consultants.

Custom Pages For Special Interest: Wastewater Treatment

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<tr>
<th>Title</th>
<th>Appears in Menu?</th>
<th>Sort Order</th>
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Managing Your Committee Webpage
Be an Accessible Resource - Chair

Resources

The Wastewater Treatment Committee has assembled the following resources to assist A2 Water Association members:

- Continuing Education Resources
- Design Resources
- General Resources
- Operations and Maintenance Resources
- Regulatory Resources

Continuing Education Resources - Resources to assist in obtaining Professional Development Hours (PDH) and Continuing Education Units (CEUs) for licensed professionals, certified operators, and registered technicians.

Design Resources - Resources to assist in the design of new and existing wastewater treatment facilities and systems.

General Resources - Resources to assist in understanding wastewater treatment facilities, treatment methods, and technologies.

Operations and Maintenance Resources - Resources to assist in the operation and maintenance of wastewater treatment facilities.

Regulatory Resources - Resources to assist in the understanding of the rules, regulations, operating, and compliance requirements governing wastewater treatment facilities.

To submit a request to add, modify, delete a resource or to report broken links for a resource please contact the Wastewater Treatment Committee chair, Jason Ayres, via telephone at (602) 264-2416 or via email at jason.ayres@azwater.org.
Managing Your Committee Webpage
Be an Accessible Resource - Chair

[Image of a webpage editing tool showing a link being set up.]
Managing Your Committee Webpage

Be an Accessible Resource - Chair

[Image of a webpage management interface with highlighted areas showing file upload and link creation options.]
Managing Your Committee Webpage

Keep Members Engaged - Chair

Activity: Create a link to a document

Managing Your Committee Webpage

Keeping it Fresh and Useful

- A Picture is worth 1000 words
- Links, pictures & contacts need to be up to date
- Always have at least one upcoming event posted
- Who is your audience?
Managing Your Committee Webpage
Keeping it Fresh and Useful

Who maintains your committee webpage?

<table>
<thead>
<tr>
<th>Response</th>
<th>Chair</th>
<th>Members</th>
<th>Webmaster(s)</th>
<th>Staff</th>
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<tr>
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</table>

*staff@azwater.org* is the NEW *it-help@azwater.org*
AZ Water Association Webinars

- The AZ Water Association has an account with LogMeIn, Inc. (formerly Citrix, Inc.) for online webinars (GoToMeeting.com) and meetings (GoToWebinar.com).
- GoToMeeting.com can be used by the Committees and/or the Board to host online meetings for up to 25 Registrants.
- GoToWebinar.com can be used by the Committees and/or the Board to host online webinars for up to 100 Registrants.

A meeting is usually a small group interactive event whereas a webinar is a broadcast event with speakers talking to an large audience.

*Please note that this presentation is a only brief introduction to the basics of how to do a webinar*

*Also, this presentation will primarily focus on how the AZ Water Association’s Committees can use webinars (rather than meetings).*
Some Caveats and Limitations

A major limitation with hosting webinars and meetings is that the AZ Water Association’s LogMeIn account does **not** support simultaneous broadcasting of webinars and/or meetings (i.e. you can only run one at a time).

Webinars and meetings support live video (e.g. webcams) and audio, sharing applications and white boards. But there are some practical limitations to consider when using these ‘features’:

- Video is limited by the Internet connection's upload speed. So, it is unlikely that it can be used live effectively.
- Audio is usually very good but may be affected by a slow/busy Internet connection or loud/excessive background noise.
- Webinars are typically shared PowerPoint presentations. But, other types of applications can also be shared. Sharing a very complex or a cloud resident application may be limited by the Internet connection’s speed. Also, sharing a proprietary application or data set may trigger security concerns.

Why Webinars?

Webinars:

- Require minimal resources and effort by Committees to execute.
- Can reach a tremendous number of people (members and non-members) and locales (metro and rural communities).
- Allow the dissemination of education and/or training information by experts to interested parties via the Internet.
- Supports real-time feedback and live participation by the audience.
- Can be recorded, converted to an .mp4 video file, edited (optional) and then added to the AZ Water Association’s YouTube account for later play-back via the YouTube website or using an YouTube player embedded within an AZ Water Association web page.
- Facilitate awarding Professional Development Hours (PDHs) to participants.
Webinar Fundamentals

- **Registrant** signs up to attend a webinar. A Registrant can be more than one person. Think of a conference room setting with multiple people watching a webinar.

- **Speaker(s)** provide one or more presentations during the webinar.

- **Panelists** can be part of a webinar, discussing various topics as a panel discussion group.

- **Moderator**, usually a Committee member, controls the flow (speaker introductions and Q&A session) and execution (microphone and screen sharing management) of the webinar broadcast.

- **Organizer**, which can also be the Moderator, usually handles the behind the scenes ‘logistics’ for the webinar. This typically includes:
  - Speaker/Panelist Recruitment
  - Event Configuration
  - Publicizing the Webinar
  - Generating PDH Certificates After the Webinar

A Typical Webinar’s Broadcast Participants
Preparing for a Webinar

1. Determine a presentation topic that will be of interest to your ‘constituents’.
2. Recruit the speaker(s) to provide the presentation(s).
3. Recruit panelists if your webinar is going to have a panel discussion.
4. Pick a title for and develop a short description of the webinar.
5. Pick a date and time for the webinar ensuring there is no conflict with another webinar or meeting.

Important Note:
The Staff Assistant (staff@azwater.org) can assist by checking GoToWebinar.com and GoToMeeting.com to verify there is no conflict with other webinars and/or meetings. If there are no conflicts then the Staff Assistant can create a placeholder webinar to reserve your webinar’s date/time slot.

Assemble the Speaker(s)/Panelist Information

Speaker and Panelist information is used to configure the AZ Water Association’s webinar event web page and within GoToWebinar (e.g. the registration page, the waiting room page, notification emails, etc.).

So, in advance of configuring a webinar, assemble the following information:

- For each speaker and panelist assemble:
  - Their name, title, organization name, telephone number and email address.
  - A short (one paragraph) biography.
  - A headshot image file (a .jpg or .png file).

- For each presentation get the title and optionally a short description of the presentation from the speaker(s). Also, get a PDF copy of the presentation for posting to the website.

- For each discussion panel develop a title and optionally a short description.
Example of Speaker and Panel Information

Example Speaker/Panelist and Presentation Information:

Name: Andrew Chastain-Howley, PG, MCSM
Title: Director of Water Solutions
Organization: Black & Veatch Corporation
Telephone: (817) 271-4273
Email: chastain-howleya@bv.com

Title: "Water Auditing and Leak Detection Seminar"
Description: This presentation will be a review of the upcoming North American Water Loss Conference and AWWA's M36 Manual of Practice Water Audits and Loss Control Programs.

Example of Discussion Panel Information:

Title: "Managing and Controlling Water Loss"
Description: The panel will discuss strategies, methods and tools for managing and controlling water loss in a utility setting.

Configuring a Webinar Event

1. Configure the event within the AZ Water Association website as you normally do for an event but do not enable registration.

2. Designate an event contact person (usually the Committee Chair) to answer any questions about the event and list their name, telephone number and email address on the event web page.

3. Develop a PDF flyer for the webinar containing all the pertinent details (who, what, when, why, cost, PDH's, etc.) and make the flyer downloadable from the event web page.

4. Contact and request the Staff Assistant (staff@azwater.org) to:
   - Configure the webinar within GoToWebinar.com.
   - Manually register the speaker(s) and panelists within GoToWebinar.com and the website and to create their sign-in notification email and avoid charging them any registration fee.
   - Add any tickets (e.g. members/non-members pricing).
   - Enable registration in the event web page.
Example of a Webinar Event Web Page’s Content

This webinar will discuss strategies, methods and tools for managing and controlling water loss in a utility setting. Please refer to the event flyer for details about the topics to be discussed.

Presentation 1:
Speaker: Briton Baker, Public Utilities Manager, Arizona Corporation Commission
Title: "Overview of ACC Collaborative Commission Approach to Water Loss"

Presentation 2:
Speaker: Susan Craig, Communications Director, Water Infrastructure Finance Authority of Arizona
Title: "WIFA-ADWR Water Loss Pilot Project"

Presentation 3:
Speaker: Andrew Chastain-Houley, PG, MCSM, Director of Water Solutions, Black & Veatch
Title: "Water Auditing and Leakage Detection Seminar"

Moderator: Noah Mundt, PE, CEM, CDSM, Chair Energy Management and Sustainability Committee
Sponsors: Sponsored by the Energy and Sustainability Committee
Flyer: Click Here
Cost: $30.00 Member or Student / $50.00 Non-Member
Questions: Contact Noah Mundt via telephone at (602) 284-0276 or via e-mail at noah.mundt@semis.com.
Two PDHs will be awarded for attending this event.
Attendance is limited to the first 100 registrants. Please note that multiple users can share a single registration if the webinar is to be displayed on a large format screen at your site.

Special Notes About Signing Into GoToWebinar

- The Organizer, which may also be the Moderator, will need the username and password for the AZ Water Association’s GoToWebinar.com account.
  Contact the Staff Assistant (staff@azwater.org) to obtain the username and password information.

- Prior to configuring a webinar or starting a practice or actual webinar, the Organizer must sign-in to GoToWebinar.com using the AZ Water Association’s account.
  The Organizer must not sign-in to a webinar using a registration link as he needs to be able to control audio, video and sharing of screens during the webinar via the Organizer’s Control Panel.

- Speakers, Panelists and Attendees must sign-in to a webinar using the registration link contained in the notification email that was sent to the email address that was used when they were registered for the webinar.
  Registration links should not be shared as they are unique!
Preparations in Advance of Executing a Webinar

- **Publicize!** Publish your webinar’s flyer in the *Kachina News* if possible. Contact the Staff Assistant ([staff@azwater.org](mailto:staff@azwater.org)) to make sure your event is included in an E-Blast email.

- First time Organizers/Moderators should study GoToWebinar’s “Organizer Quick Start Guide” to get familiar with how the Organizer’s Control Panel works.

- Prepare a Webinar Script. An example script is available on the IT Committee’s ‘Resources’ webpage via the “*Setting Up Online Webinars Using GoToWebinar*” link.

- **Practice!** Hold some practice webinars with your speakers and panelists before your actual webinar. Practice webinars let you debug any sound issues and familiarizes speakers with how things work!

Executing a Webinar

- The Moderator signs in to the [GoToWebinar.com](http://www.gotowebinar.com) website using the AZ Water Association’s username and password.

- The Moderator, per the webinar script, starts the webinar and:
  1. Performs audio checks and screen sharing tests with the Speakers and/or Panelists.
  2. Starts video recording of the webinar (optional) and starts the webinar broadcast.
  3. Introduces each of the Speaker(s)/Presentation(s) and/or Panelists/Panel Topics during the broadcast.
  4. Controls the audio and shared presentation screen hand-offs between Speakers and Panelists during the broadcast.
  5. Compiles questions submitted by the attendees during the broadcast via the Chat Pane for the Q&A session.
  6. Manages the Q&A session at the end of the broadcast.
  7. Concludes the broadcast with a closing statement.
  8. Stops video recording of the webinar (optional) and ends the webinar broadcast.
Example of a Webinar Waiting Room Screen

After the Organizer signs-in to GoToWebinar.com and starts the webinar, but prior to starting the webinar’s broadcast, a waiting room screen is displayed to signed-in attendees.

Post Webinar Activities

- If the webinar was recorded then convert the recording to an .mp4 video file using the Control Panel’s built-in video conversion utility.
  
  **Note:** Store the .mp4 video file on your local hard drive as a webinar recording will generate an very large .mp4 video file. The file size can be estimated as about 80 GB/hour of recording time.

- Process registrant’s emails requesting Professional Development Hours (PDHs), generate the PDH certificates as PDF files and email them to the registrants.

- Download webinar reports (e.g. Attendees, Performance, Analytics, etc.) from the GoToWebinar.com website.

- Use the event registrations data and the webinar Attendees Report to recruit non-member webinar attendees to the AZ Water Association.

- Create a web page for the webinar’s downloads that contains the speaker(s) names, downloadable PDF files for the presentation(s) and optionally an embedded YouTube video recording of the webinar.
Creating a YouTube Video of the Webinar (Optional)

An .mp4 video recording file of a webinar is too large to be stored on the AZ Water Association’s website. So, the video file must be uploaded to the AZ Water Association’s YouTube account for viewing.

Contact the Staff Assistant (staff@azwater.org) to request uploading of the .mp4 file to YouTube. You will need to provide a copy of the .mp4 file and information about the video. For example:

- **Filename:** Water Loss and Leak Detection for Utilities.mp4
- **Playlist Name:** Energy Management and Sustainability
- **Publication Date:** 11/21/2017
- **Title:** Water Loss and Leak Detection for Utilities Webinar
- **Description:** This webinar discusses strategies, methods and tools for managing and controlling water loss in a utility setting.

The Staff Assistant will determine the best way (e.g. FTP, GoogleDocs, Dropbox, a flash drive, etc.) for you to send the .mp4 file to the Staff Assistant for uploading to YouTube.

After uploading the file the Staff Assistant will email a YouTube link (e.g. https://youtu.be/bBYWm-F2DwE) to you.

Creating a Web Page for the Webinar’s Downloads

After a webinar is completed the Committee’s Webmaster should create a custom web page for the webinar’s downloads.

The webinar’s downloads web page should be listed on the Committee’s ‘Downloads’ web page with a link to the webinar’s downloads web page provided.

The webinar’s downloads web page should list all of the speakers and presentations provided as part of the webinar and have a link to download a PDF file of each presentation.

If a YouTube video recording of the webinar was created then this web page should also include an embedded YouTube video player for the webinar.

Refer to the IT Committee’s ‘Resources’ web page for instructions and additional details on how to create this web page.
Example of a Webinar’s Downloads Web Page

Tips for a Successful Webinar

- Pick a Relevant Topic with Broad Appeal.
- Recruit Interesting Speakers and Presentations.
- Schedule your Webinar a Minimum of 60 – 90 days in Advance.
- Make your Committee’s Webmaster Responsible for:
  - Configuring the Webinar’s Event Web Page.
  - Working with the Staff Assistant to Setup the Webinar.
  - Creating the Webinar’s Downloads Custom Web Page.
- Work with the Staff Assistant to:
  - Avoid Webinar/Meeting Date/Time Conflicts.
  - Add Tickets For Fee Based Webinars.
  - Configure the Webinar within GoToWebinar.com.
  - Manually Register your Webinar’s Speakers, Panelists and Moderator (if the Moderator is not the Organizer).
- Publicize Your Webinar Early and Often!
- Develop and Use a Webinar Script.
- Use a Computer USB Headset rather than a Telephone for Audio.
- Practice Your Webinar!
Need Help? Here are Some Resources…

- Download and Study the Information in this Presentation.

- Visit the IT Committee’s ‘Resources’ web page for articles, references, tutorials, guidance manuals, etc.

- Click on the “Setting Up Online Webinars Using GoToWebinar®” link on the IT Committee’s ‘Resources’ web page for webinar specific information such as example webinar scripts and GoToWebinar.com tutorials and manuals.

- Look at the events and the downloads web pages for the following past webinars:
  - 2018-02-27 – “Wastewater Treatment Plant Air Quality Permitting”
  - 2017-11-09 – “PFOA and PFOS in Arizona Drinking Water: Occurrence, Research, Treatment and Operation”

- Talk to the Staff Assistant.
Wrap-up

2018 Summer Leadership Retreat

“Statements of fact and opinion expressed are those of the author(s) / presenter(s).
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