PURPOSE
The Division exists to promote water education throughout the state of Texas.

OBJECTIVE
"To promote and encourage water education throughout the state of Texas. This is accomplished by connecting people with needed training and information, including:
• Identification, evaluation and prioritization of member training and certification needs.
• Providing utilities expertise, resources and connections to heighten community awareness for the industry and the value of water.
• Providing industry information, expertise and resource support for Texas educators and students
• Promote industry-related competitions for Texas students.
• Partner with like-minded organizations to increase public perception and awareness of TAWWA as a resource."

MISSION
The Division is dedicated to the promotion of water education by providing expertise, resources and connections to membership, utilities, and educators throughout Texas.

VISION
The Division will be known as the leading resource for water education in the state of Texas.

STRATEGY
Connecting future water ambassadors to training, information and people (TIP).

Training
• Promote and expand educational opportunities, including Specialty Workshops & Webcasts
  Co-host the annual Value of Water – Texas Program at the Texas Water Conference
• (future) Water Education Specialist Certification

Information
• Resource content for utility consumer outreach programs and educators
• All Things H2O Blog
• Hands-on-Materials Toolkits
• Physical Resources Library

People
• Oversee a network of regional water industry experts, educators, utility PIOs and volunteers
• Industry experts assist with:
  o Supporting delivery of specific educational programs
  o Utility Outreach to heighten community awareness and support for the industry and the value of water
  o Providing information, expertise and support for Texas educators and students
  o Participating in industry-related educational events and programs
  o Support of industry-related competitions for Texas students, including regional science fairs
TAWWA Education Division Framework
As of September 2018

STRUCTURE
The Division is divided into 5 Committees, each dedicated to the following key initiatives:

1. **Member Education**
   ✓ promote and expand education opportunities for Texas AWWA members

2. **Consumer Outreach**
   ✓ provide utilities expertise, resources and connections to heighten community awareness and support for the industry and the value of water

3. **K-12+ Education**
   ✓ provide industry information, expertise and resource support for Texas educators and students

4. **Competitions (Education related)**
   ✓ promote industry-related competitions for Texas students

5. **Partnership Development**
   ✓ partner with like-minded organizations to increase public perception and awareness of TAWWA by participating in established industry-related educational events and programs
OPERATIONAL GUIDELINES & VALUES

The Division works with other TAWWA Divisions to identify educational needs to promote training as well as liaisons from Workforce and Public Information Committees. Division Chair is appointed by the Section Chair and, together in consultation, Division Committee Chairs are selected.

To ensure a lasting Division that is strong, unified and committed, all Division Chairs will operate within the following guidelines.

- **Regular communications**
  - Division Chair to hold regular monthly meetings to ensure Chairs in sync and informed.
  - Committee Chairs to hold regular monthly meetings to develop and implement strategies that align with Division mission/purpose as well as ensure Committee members are informed of overall Division efforts.

- **Respectful openness**
  The distance between Division members presents a significant challenge to effective communication. Often meetings must be held via conference call and respectful direct discussions are encouraged by all Chairs as a requirement to ensuring full participation and sharing of ideas.

- **Willingness to volunteer leadership**

- **Chairs create a unified, well-informed, drive team**
  Each Committee should strive for representation and participation of respective Chapter Chairs throughout Texas (see Figure 1, Regions and Chapters). Communication and efforts are strengthened by Chapter Education Committees that model the Section Division structure, with each Chapter Chair member participating in the particular individual Committee meeting at the Section level.

- **Chairs identify volunteer member skills, passions and delegate appropriately**

- **Annual strategic plan updates for Division and Committees**
  Strategic plan updates are to be conducted each year.

PHILOSOPHY

The Division, and its individual Committees, shall define needs and end goals based on the overall Division mission, vision and framework prior to adoption and implementation of any particular strategy. Upon development, all strategies must have associated criteria to quantify and evaluate success of the strategy once implemented.

![Diagram](image-url)
COMMITTEE CHAIR ROLES & RESPONSIBILITIES

1. Adhere to Operations Guidelines & Values (prior page).
   a. Hold regularly scheduled monthly Committee meetings and engage individual Committee members in pursuit of established initiatives/goals.
   b. Attend regularly scheduled monthly Division meetings to share progress reports statewide with all Committee Chairs and local Chapter Chairs.
   c. Attend annual Division Strategic Planning in-person meeting.
   d. Bi-annual update progress reports for TAWWA Board.
   e. Attend TAWWA bi-annual Board meetings, if available.

Current Chairs & Committee Members as noted in Figure 2.
Figure 2. Current Division Chairs & Contributors
TAWWA Education Division: Creating Water Ambassadors for the State of Texas

It is no secret that Texas is growing and many of our communities are feeling the increased pressure to make sure water resources keep up with growing demand. Since water resource issues play the most vital role in the growth, development and economy of our state, it is equally important that Texas AWWA provides an effective strategy to educate our citizens on surface water, ground water, wastewater treatment and drinking water issues for students from “cradle to grave”. In fact, knowledgeable, skilled, and active water ambassadors are key to resolving the water issues that promise to become increasingly important into the future.

The process of creating Water Ambassadors involves connecting them to the TAWWA Education Division, a resource made up of five multi-faceted strategies (Utility/Consumer Outreach, Partnership Development, Competitions, K-12 Education and Membership Education). Here individuals within the water industry are connected to Training, Information and People (the T.I.P. Process) with the goal of turning these water industry professionals (our entry level pupils) into full fledged Water Ambassadors (our finished product).
CURRENT DIVISION GOALS

1. **LONG-TERM (5-year outlook)**
   - Division is known by most Texas utilities.
   - Division has formal partnerships with other water education organizations.
     - Evaluate by tracking number of contacts made to Division for participation requests
   - Division is known by Texas utilities and educators as source for water education resources and network connections.
     - K-12+ Educator Associations
     - Water Competitions
     - Strong Utility Network requesting volunteers for community involvement
     - Evaluate by tracking requests for resources, participation and connections made
   - Provider of Water Education Specialist “Water Ambassador” Certification
     - Grow network of “Water Ambassadors”

2. **SHORT-TERM (1-year outlook)**
   - Strengthen statewide network of Members, Volunteers, Partnership Contacts and Water Ambassadors

**K-12 Education Committee:**
Focus on Informal Educators, K-12 classroom teachers and students. Current initiatives include:
- Continue to build a network of informal educators across the state
  - Work with Partnership Development
- Catalyst for informal water educators, June 19-21, 2018
- K-12 Water Educator of the Year Award
- Continue Water Geek -2 additional stories for 2019
- Continue to support CAST initiative.

**Consumer Outreach Committee:**
- Continue All Things H2O Blog (quarterly)
- Continue memes (3-4 times per month)
- Utility Needs Survey – Analyze, Extend to more utilities
- Facebook page
- Enhance utilization of Water Ambassadors to share water story at public and academic events (i.e. plant tours, STEM teacher connections, related organizations on college campuses, high school tech training programs, public VOW info programs, TAWWA social media enhancement)

**Partnership Development Committee:**
- Identify like-minded organizations
- Rank organizations based on relevancy, then prioritize 2019 connections.
- Identify commonly attended conferences and point of contact.
- Identify communications to non-members
  - Sending info/knowledge; Revamp Resources List
- Update of the Contact and Resources Lists (Coordinate continual updates with all Committees)
Competitions Committee:
- Document and share within Division and amongst local chapters identified competitions (where, when, leading entity contact), then connect TAWWA local Chapter/Division leaders
- Collaborate with K-12+ Committee to help identify a Water Teacher of the Year Award
  - Opportunity to connect with teachers to find out what competitions students participate in (put on application) & educate teachers about local TAWWA chapter and volunteer resources
- Look into the TAWWA Poster Competition and increasing participation

Membership Education Committee:
- Continue development and obtaining TCEQ approval of technical courses.
- Assist getting a system set up to facilitate coursework grading and completion tracking.
- Continue work on FFA Certification Program

Value of Water Committee:
- Continue current setup for different presentation formats
- Extend concept to all year with each presenter providing a blog post and/or other contribution (webcast, etc.)
- Look into separate networking opportunity after VOW
- Request for all Committee Chairs to commit to finding at least 1 presenter to submit abstract prior to deadline (request within summer timeframe)