NATIONAL WATER RESOURCES ASSOCIATION
ANNUAL CONFERENCE

Breakout 3: Public Affairs Workgroup
Tuesday, November 15, 2016
2:15 p.m.

Jennifer Persike
ACWA, Deputy Executive Director
External Affairs/Member Services
Inaugural Public Affairs

Workgroup Meeting

August 3, 2016

Sun Valley

✓ Summary of Goals
✓ Feedback on needs & priorities
Public Affairs Goals

• Position NWRA to advance member issues

• Serve as a resource and clearing house for member’s to develop and share best public affairs practices
What’s Working

• Daily email to members
  ▪ Subscription opportunity

• Monday morning update on issues in Congress
  ▪ Timing of update – very helpful
Priorities

• Establish an ongoing Public Affairs Workgroup of Volunteers for NWRA (comprised of members)
• Establish avenues/opportunities to provide improved access to NWRA and member public affair professionals
• Help public understand the value of water
• Share challenges, problems, strategies and solutions
Needed Public Affairs Assistance

- Links to talking points on priority issues and sample letters
- Links to NWRA event presentations and publicize to members
- Explain and defend water use for agricultural uses
- Add public affairs member resources to NWRA website
- Leverage awards to showcase best practices
- Share member statewide communications efforts
- Provide sample letters on priority issues
- Establish a resource library on-line
IDEA 1
Develop Toolkits

IDEA 2
Develop a public affairs blog

IDEA 3
Provide sample letters on priority issues

IDEA 4
Provide links to testimony

IDEA 5
Website public affairs page or portal - state by state

IDEA 6
Share Public Polling

IDEA 7
Customer satisfaction efforts

IDEA 8
Success stories in public affairs
Public Affairs Training Needs

“PROJECT DEDICATION EVENTS – WHY AND HOW TO MAKE THEM HAPPEN” - Set for November 16, 2016

- How to deal with media
- Why and how to use social media
- PR basics for non-PR staff
- How to plan and implement statewide campaigns/programs
- Public Affairs training for board members
- Developing community outreach programs and efforts
- What to do when it is “just you”
- Why and how to establish or refresh a “brand identity”
Public Affairs Rules of Engagement

- Keep message simple when communicating externally
- Move the issue
- Make it relatable
- Message is most important
- Make your story compelling

- Be creative
- Use imagery and visuals
- Public awareness is critical to moving issue forward
- Promote action and changes
Additional Feedback?

✓ What is missing?
✓ How would you prioritize actions?
✓ How would you prioritize training?
✓ Do you want to join effort?
QUESTIONS?

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NWRA Training Capsule

“PROJECT DEDICATION EVENTS – WHY AND HOW TO MAKE THEM HAPPEN”

Jolene Walsh, Sr. Director of Public & Government Affairs, Eastern MWD