Items required for the initial proposal are marked with a *. Other information will be due very quickly upon selection of the workshops. If you know it now, please complete it now if at all possible

*I. PROPOSED TITLE:

Use of Information Technology to Successfully Collaborate on the Workforce Sustainability and Development Front
“H2Opportunity! ™ - going beyond the regional boundaries” - a successful case study

*II. NAME OF SPONSORING ORGANIZATION:

- Georgia Association of Water Professionals
  Jack Dozier
  Executive Director
  2121 New Market Pkwy. Suite 144
  Marietta, GA 30067
  Email: jdozier@gawp.org
  Phone: 770-618-8690
  Fax: 770-618-8695

- BAYWORK
  Cheryl Davis
  Chair, Executive Committee of BAYWORK
  C/O SFPUC
  1000 El Camino Real, P.O. Box 730.
  Millbrae, CA 94030
  Email: cdavis@sfwater.org
  Phone: 415-554-1875

- Endorsement from a WEF committee has been requested

*III. WORKSHOP LEADERS:

*WORKSHOP CO-CHAIR
*Name: Catherine Curtis
*Company/Institution: San Francisco Public Utilities Commission (Water), BAYWORK

Workshop Proposal:
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Workshop Proposal:
Use of Information Technology to Successfully Collaborate on the Workforce Sustainability and Development Front

“H2Opportunity!™ - going beyond the regional boundaries” - a successful case study
*E-Mail: ccurtis@sfwater.org

*SPEAKER #3
*Name: Scott Kelly
*Company/Institution: Jacksonville Electrical Authority (JEA)
Department: Water/Wastewater Systems
Mailing Address: 21 West Church St
City, State Zip/Postal Code: Jacksonville, Florida 32202
Country: USA
*Phone: 904-665-6000
FAX:
*E-Mail: KellSD@jea.com

Other Speakers / Participants on the Panel (TBD)

- A Speaker from National Workforce Sustainability Committee (WEF and/or AWWA)
- A Speaker from Regional Workforce Sustainability Committee (GAWP and/or KY/TN WEA)
- A Speaker from a participating Utility on H2Opportunity!™ Program (Marietta Water, EBMUD, Cobb County Marietta Water Authority)
V. DESCRIPTION OF WORKSHOP

This workshop will focus on collaborative approaches using information technology tools for workforce sustainability and development issues. The workforce development challenges facing water utilities today could be accurately described as daunting:

- Getting enough of the right people in mission-critical categories;
- Giving staff the information they need to do quality work; and
- Modifying work processes to optimize use of available staffing

Even in the best of economic times, water utility investment in candidate development, recruitment, documentation, staff training, knowledge management, and methodical modification of work processes has been limited. The need to significantly increase attention to these functions comes, unfortunately, at a time when the revenues of many utilities are in decline. The economic conditions which make it challenging to fund new expenditures do not eliminate the need. The “do more with less” directive often translates into doing the same things you’ve always done, in the same way, with less staff; a new way might be more efficient, but staffing restrictions make it difficult to take time to consider what that new way might be. If budget deficits are met by cutting positions or imposing a hiring freeze, the utility’s level of operational vulnerability as workers retire may be further increased.

In such times, utilities can maximize cost-effectiveness of workforce development investments through collaboration. This workshop will discuss the available information technology tools and how to use them effectively for collaboration. Workshop speakers and participants will discuss not only accomplishments to date, but also options we might investigate for using information technology to help each other. Current activities and future possibilities will be discussed in relation to the following:

Workshop Proposal:
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“H2Opportunity!™ - going beyond the regional boundaries” - a successful case study
• Workforce development-related research;
• Shared web-sites and online collaborative workspaces
• Video-based documentation and training materials;
• Webinars (e.g., Web-Ex Conferencing) and Video-conferencing; and
• Knowledge management systems.

A successful case study of collaboration between H2Opportunity!™, and BAYWORK will be presented and discussed.

H2Opportunity!™, a recruitment and workforce retention initiative by Georgia Association of Water Professionals (GAWP) has been effectively serving GAWP’s more than 500 utility members across the state of Georgia since its inception in 2007. Now, H2Opportunity!™ is partnering with BAYWORK, a similar Bay Area collaborative of water/wastewater agencies working together in the area of workforce development to further the effectiveness of the program. Such collaboration beyond the state or regional boundaries has become possible with the information technology ‘tools’ embedded with the program website such as:

• “H2Opportunity Tool-Box.” – the clearinghouse component utilizing “wiki-space” as an on-line tool for collaboration and information-sharing.
• H2Opportunity! Blog and Videos
• Optimized Candidate Outreach and Dynamic Job Database using dynamic content

BAYWORK will be able to successfully leverage the already developed website and web-infrastructure from the H2Opportunity!™ program and at the same time it will offer the knowledge and industry research. Both programs will jointly work towards developing new public outreach materials, candidate development materials and online training and videos.
VI. SHORT DESCRIPTION

This workshop will focus on workforce development and sustainability aspects for the water environment industry. Discussion will focus on the effective collaboration using the information technology tools. Current activities and future possibilities will be discussed in relation to the following:

- Workforce development-related research;
- Shared web-sites and online collaborative workspaces;
- Video-based documentation and training materials;
- Webinars and Video-conferencing; and
- Knowledge management systems

A successful case study of collaboration between H2Opportunity!™ (Georgia), and BAYWORK (California) will be presented and discussed.

*VII. LEARNING OBJECTIVES

Utilities around the country will be faced with the daunting challenge to fill in the vacancies left by the retiring baby boomers. In this regard they will be competing with other industries to hire the best and the brightest from the ever shrinking talent pool.

Workshop participants will learn how to effectively collaborate and leverage the strengths of other candidate outreach and development programs beyond the regional boundaries rather than spending energy, time and resources to ‘re-invent the wheel’. Attendees will become familiar with the use of available information technology tools to effectively collaborate and learn about the successful outreach programs based on collaborative approach.
In such a climate, water industry as a whole could benefit significantly by collaborating on candidate outreach front and provide a single consistent message about the industry and more effectively use the available resources.

**VIII. ASSESSMENT**

Not Applicable.

**IX. OUTCOME**

Attendees will become familiar with the potential benefits from collaborative efforts and how to successfully implement or participate in a collaborative program beyond the geographical boundaries using information technology.

**X. WHO SHOULD ATTEND**

Utility Managers, Human Resources Personnel, Members of the Workforce Sustainability and Development Committees, Public Education and Outreach Committee Members

**XI. DESCRIBE THE INTERACTIVE COMPONENT OF THE WORKSHOP**

Following the brief presentations, attendees will participate in the discussion concerning their current candidate outreach program, how they can benefit from collaboration and provide their input on how to further the collaborative efforts on the candidate outreach and development front.

**XII. WHAT ARE THE PREREQUISITES FOR THE WORKSHOP?**

Not Applicable
**XIII. AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30-1:45</td>
<td>Welcome &amp; Introductions</td>
<td>Anup Shah</td>
</tr>
<tr>
<td>1:45-2:15</td>
<td>Workforce Sustainability Issues and Need for Immediate Actions</td>
<td>Catherine Curtis</td>
</tr>
<tr>
<td>2:15-3:00</td>
<td>Why Collaborate and what tools are out there?</td>
<td>Anup Shah</td>
</tr>
<tr>
<td>3:00-3:30</td>
<td>Refreshment / Networking Break</td>
<td>(Break)</td>
</tr>
<tr>
<td>3:30-4:00</td>
<td>Case Study: H2Opportunity and BAYWORK collaboration</td>
<td>Anup Shah and Catherine Curtis</td>
</tr>
<tr>
<td>4:00-4:30</td>
<td>Tools and Efforts Required for Developing a Candidate Development Website: Case study from Banner Center (Florida)</td>
<td>Scott Kelly</td>
</tr>
<tr>
<td></td>
<td>Views from the panel members on local, regional and national level efforts:</td>
<td>(TBD)</td>
</tr>
<tr>
<td>4:30-5:00</td>
<td>Group Discussion (Interactive)</td>
<td></td>
</tr>
</tbody>
</table>

**XIV. AUDIO VISUAL /PUBLICATION NEEDS**

**Note:** Select you’re a/v and publications carefully as they impact the cost of your workshop. Once this information is confirmed, you will not be able to order additional equipment. If you have any questions, please call Susan Merther at 1-703-684-2417.

- LCD Projector (for Power Point presentations)
- DVD player with TV Monitor
- Flip Charts with markers Number Requested: 2
- Table top microphone (for panel discussions)
- Microphone for audience participation
- Computer Number Requested _____ (Computers are for demonstrations, exercises, etc. Note that a computer for presentation is already included in the standard set up.)
- Calculator Number Requested _____
- Electrical outlets
- Other (list detailed specifications for equipment rental)

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I would like to include the following WEF publication as a supplement to the proceedings provided by the speakers:

*XV. SPECIAL EQUIPMENT NEEDS*

X I DO NOT need special equipment for this workshop that will need to be shipped or obtained from an exhibitor.

☐ I DO need special equipment for this workshop that will need to be shipped or obtained from an exhibitor.

☐ I understand that all equipment must be provided by a WEFTEC 2010 exhibiting company.

☐ I understand that moving equipment into and out of the workshop must be coordinated with WEF staff now so that workshop prices can be set accordingly.

☐ I anticipate the following equipment for this workshop (provide name of equipment, anticipated provider, size, weight, crating method, etc.)

   Equipment piece 1:
   Equipment piece 2:
   Etc. as needed

*XVI. WORKSHOP ROOM SETUP*

Attendee Seating:

X Classroom Style (rectangular tables with chairs)

☐ Rounds (round tables with chairs) How many seats per table? __________

☐ Special set. If workshop requires a special set up because of equipment displays, laboratory demonstrations, computers, etc., you must attach a diagram showing exactly how the room is to be set.

Speaker Seating:

☐ Podium Only

X Podium with Speaker Table for ___ speakers (head table on a raised platform with a maximum of 6 speakers). For this option, include the number of speakers.

Note: A speaker table will decrease the seating space in your room.

*XVII. DAY AND TIME OF WORKSHOP*

A. This workshop should be held on:  ☐ Saturday  X Sunday  ☐ Either  ☐ Other

B. Please attempt to avoid conflicts with the following WEFTEC®.10 events:

C. The workshop will last  ☐ a half day (8:30 a.m. – 12:00 p.m.) or

   X a half day (1:30 p.m. – 5:00 p.m.) or

   ☐ a full day (8:30 a.m. – 5:00 p.m.)
**XVIII. ATTENDANCE INFORMATION**

A. Estimate the number of attendees you anticipate for your proposed workshop
   - X 0-25
   - □ 26-50
   - □ 51-100
   - □ 101-150
   - □ > 150

B. Is there a maximum number of people who can attend this workshop?
   - □ Yes How Many? _______ X No.

C. If you answered yes, please explain the reason for the limit.
Title of Workshop:
Use of Information Technology to Successfully Collaborate on the Workforce Sustainability and Development Front
“H2Opportunity! ™ - going beyond the regional boundaries” - a successful case study

Workshop Chair: Anup Shah

Name: Anup Shah
Company/Institution: Brown and Caldwell, GAWP
Department: H2Opportunity! committee
Mailing Address: 990 Hammond Drive, Suite 400
City, State Zip/Postal Code: Atlanta, GA 30328
Country: USA
Phone: 770-673-3698
FAX: 770-396-9495
E-Mail: ashah@brwncald.com

I have been contacted by Anup Shah and I agree to participate in the workshop listed below if it is approved for presentation at WEFTEC 2010, in New Orleans, Louisiana. I also understand that I will be required to prepare items to be included in the proceedings for the workshop and if I don’t meet this requirement I may be removed from the program. I also understand that travel and hotel expenses are my own responsibility, but WEF will waive the registration fee for the workshop (not other WEFTEC fees).

X I have been also been invited to participate as a speaker in the proposed workshop listed below
X I am listed as the chair of the proposed workshop listed below
☐ This is the only workshop proposal I am participating in

Please return this form to: Anup Shah (ashah@brwncald.com)
WEFTEC®.10 WORKSHOP SPEAKER PROPOSAL CONFIRMATION FORM

Chairs – please at least contact each speaker before submitting your proposal! Use this form if you wish to confirm each speaker before submitting your proposal (recommended!).

Each speaker should complete one copy of this form. By completing this form you acknowledge that you have been contacted by the workshop chair and have agreed to participate in the proposed workshop should it be selected. Even if this is provided with the initial proposal, speakers will be asked to reconfirm their participation at a later date.

TITLE OF WORKSHOP:
Use of Information Technology to Successfully Collaborate on the Workforce Sustainability and Development Front
“H2Opportunity!™ - going beyond the regional boundaries” - a successful case study

WORKSHOP CHAIR: Anup Shah

Name: Catherine Curtis
Company/Institution: San Francisco Public Utilities Commission (Water), BAYWORK Department: Workforce Development / Wastewater Enterprise
Mailing Address: 750 Phelps Street
City, State Zip/Postal Code: San Francisco, CA, 94124
Country: USA
Phone: 415-648-6882 ext 1443
FAX:
E-Mail: ccurtis@sfwater.org

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X I have been also been invited to participate as a speaker in the proposed workshop listed below
X I am listed as the co-chair of the proposed workshop listed below
☐ This is the only workshop proposal I am participating in

Please return this form to: Anup Shah (ashah@brwncajd.com)