Engaging Young Professionals & Public Outreach

Khris Dodson, Associate Director
Environmental Finance Center
Disclaimer #1
Disclaimer #2
Disclaimer #2
So, what are we talking about?!
How do you communicate with others about ideas, services or products?

Source: Goldman Sachs
“When a brand uses social media I like that brand”

Source: Association of National Advertisers
55% of millennials watch video several times a day
WHO ARE MILLENNIALS?

BORN BETWEEN 1980 & 2000

GREW UP ALONGSIDE TECHNOLOGY

LARGEST GENERATION YET

80 MILLION IN THE U.S

2.5 BILLION WORLDWIDE

MOST ETHNICALLY & RACIALLY DIVERSE

DOMINANCE OF SOCIAL NETWORKS

DO THEY MATTER?

50% OF WORKFORCE IN THE COMING YEARS

50% BY 2020

75% BY 2030

ASPIRE TO MAKE A DIFFERENCE W/ THEIR WORK

CONFIDENT

HAVE HIGH EXPECTATIONS

ACHIEVEMENT ORIENTED

Horizon Resources, Inc.
Workforce in 2025

Source: Dept of Labor
New York Water Environment Association - NYWEA

ClearWaters

There's Trash in the Water! What Are We Doing About It?

Also Included:
- Highlight at Joint Spring Meeting
- Upcoming Events

Like · Comment · Share

Lauren Crocker Livermore and 8 others

1 share

Write a comment...
NYWEA New York Water Environment Association
Water Environment at NYWEA
Syracuse, New York Area | Environmental Services

Send a message

https://www.linkedin.com/in/nywea

Relationship

Note | Reminder | Tag
Connected
3/20/2013

3 years ago

Posts

Published by NYWEA

NEWA&NYWEA Joint Spring Meeting Technical Conference & Exhibition
June 5-8, 2016

Please consider this an invitation to attend the...
May 3, 2016

Water Infrastructure Funding in the News Today!
December 8, 2015

87th NYWEA Annual Meeting
January 9, 2015

People Also VIEWED

Patricia Cerro-Reehil
Executive Director at NY Water Environment Association

Jason Chase
Inside Sales at Harper-Haines Fluid Control, Inc.

Donna Boo
Senior WWTP Operator at Village of Northport

Josh Palombo
Assistant Wastewater Program Manager at CMCMUA

Thomas Schoettle, PE, BCEE
North East Area Manager at CDM Smith

John Sheridan
Partner at Iron Horse Environmental LLC

Thomas G. Meholio
Superintendent at Township of Ocean Sewerage Authority

Frank Russo
Senior Vice President at H2M architects + engineers

James Yannotta
Assistant Director of Water Resources at LADWP
NY Water Environment
@NYwaterEnviro
New York Water Environment Association, Inc. NYWEA was founded in 1929 by professionals in the field of water quality as a non-profit, educational organization.

NYWEA representatives proudly accept WEF’s Outstanding Member Achievement Award at WEFTEC in New Orleans!

NY Water Environment @NYwaterEnviro · Oct 20

Heather Goldstone, keynote speaker @NEWaterEnv @NYwaterEnviro
Joint Spring Meeting inspires attendees!

NY Water Environment @NYwaterEnviro · Jun 6
MAINTAINING THE PIPELINE
K-12 Outreach Opportunities

- Develop and deliver in-school educational programming
- Offer field trip opportunities
- Host camps
- Develop and conduct internship/employment program for high school students
- Participate in career fairs/days
- Create and market industry career pathways
- STANYS teacher trainings or in-class engagement

High school internship

Kid’s Camp

In school programming
2015 K-12 Poster Contest and NYWEA Member Calendar
Teaching about watersheds and stormwater
Community events and festivals
ENVIROED NEWSLETTER
THE SCHOLARSHIP ISSUE
PUBLISHED BY THE NEW YORK WATER ENVIRONMENT ASSOCIATION - PUBLIC OUTREACH COMMITTEE
FALL 2015

A MESSAGE FROM THE CHAIR

What did you do this summer? Did you take any service learning trips, internships, explore ideas for potential careers, work, prepare for college? Whether you are in 7th grade or 10th, it’s never too early to think about your future. When I was young I wanted to be a Marine Biologist, a mechanic, or a catcher. I loved animals or someone who worked to save the earth. While I never envisioned myself doing what I do in the day to day, I know that I am doing something my part to save the earth, and that makes it all worth it. That leads to the question, how would you help the environment? Would you or have you:
- Volunteered for an environmental organization
- Started a recycling program
- Created a student chapter at your school or
- Tricked your own water use?

This issue is jam-packed with scholarship opportunities, just waiting for you to take advantage of them. Not sure of what career path, or internship opportunity, is right for you? Take a look at our website of interest sections to do some reading and research and see what sparks your interest. Good luck and get to it!

Kris Dodson

2016 NYWEA SCHOLARSHIPS

NYWEA OFFERS >$30,000 IN SCHOLARSHIPS
The New York Water Environment Association will be offering a total of six (6) $2,000 scholarships, one (1) $10,000 scholarship, and one (1) $5,000 scholarship in 2016.

ATTENTION PARENTS OF HIGH SCHOOL SENIORS
Did you know that NYWEA has a Child of Member Scholarship? Do you have a son or daughter following in your environmental footsteps? If so, you may want to encourage them to submit a scholarship application in the Child of Member category. For more information visit the NYWEA website, www.nywea.org.

NYWEA CHAPTERS HAVE SCHOLARSHIPS, TOO!
- Central Chapter: www.nywea.org/central
group
- Genesee Valley Chapter: www.gvnywea.org/WCVNYWEA/Welcome.html
- Long Island Chapter: www.nywea.org
- Lower Hudson Chapter: www.lhnywea.org
- Metropolitan Chapter: nywea.metro.org
- Western Chapter: www.nywea.org

CHAPTER SCHOLARSHIP SPOTLIGHT: 2016 $1,500 NYWEA MET CHAPTER SCHOLARSHIP
The NYWEA Metropolitan Chapter will be offering up to two (2) $1,500 scholarships based on the following eligibility:
- Applicant must be a student enrolled at a College or University within the Metropolitan Chapter geographic boundaries (New York City) with an established NYWEA Student Chapter.
- Applicant must be enrolled in a full-time engineering or environmental related program with a focus on environmental issues and must be completing their Junior year. Senior year or enrolled in a graduate program.
- Application deadline: November 18, 2015.

Continued on Page 2...

NYS HIGH SCHOOL STUDENT WINS STOCKHOLM JUNIOR WATER PRIZE

Amanda Morel, a senior at Pelham Memorial High School in Pelham, NY, won the Stockholm Junior Water Prize for her research titled: “The Importance of Fungal Association with Antibiotic-Resistant Bacteria and Scenery-Related Bacteria in an Aquatic Environment.” This was the first study to observe the relationship between pathothes and antibiotic-resistant bacteria.

Continued on Next Page
Student members of NYWEA: SUNY ESF Chapter
“Onondaga County and Syracuse are well ahead of the curve. What they’ve done is help us see some of the opportunities.”

Bob Perciasepe, Deputy Administrator, US EPA
Means being enthusiastic!

...and targeted and strategic.
Parades, Events and Community meetings
Open House at a Treatment Plant
Open House at a Treatment Plant
Open House and rain barrel giveaway program
Sustaining New York’s Clean Water: Real Investment in Vital Utilities
Telling a great story with great projects:
Why we do what we do
videos

• Connect the drops (35 sec)
  • https://www.youtube.com/watch?v=BD39ByaFssJk
• Sidewalk art (41 sec)
  • https://www.youtube.com/watch?v=5hEID8_D8F4
• StR (3:35)
  • https://www.youtube.com/watch?v=s11hSfWkBxw