

PROFESSIONAL DEVELOPMENT SUBCOMMITTEE – Monday, March 19th 2018

Meeting Notes

Review and feedback on Resource Links and Calendar

LATEST CHANGES TO DOCUMENTS:

Calendar – links to webpages for the event is optional, EMBUD to evaluate event submissions – professional events only

Links and resources – EBMUD evaluate link submissions

Review of Survey

Interested to know who we could get involved in our group and how we can support LAC and target professional development.

EBMUD develops survey with data on professional development – what are people missing? What are they interested in hearing/learning/being a part of?

Some survey results:

- Highest groups are landscape designers/architect who completed the survey
- There is uncertainty as to what different certifications mean. How to relate to EBMUD's goal
- The greatest amount of participants are working for single-family residential

Topics, questions & ideas based on survey – solutions from within for General Meetings, etc.

There are some things people are looking for in education and from EBMUD that the professional development committee can help provide by:

- Helping Kristin bring in targeted talks - If we have topics of strong value we can generate more interest and higher attendance
 - Develop presentations on the different certifications/qualifications – create a panel of these groups (Lori on QWEL, Paul on CLCA, ReScape on BFQP, etc.) to help answer questions, provide information on targeted audiences and membership benefits on each
 - Focus a topic around maintaining to a water budget and how to message your clients about the benefits of water efficiency
 - Include a presentation on how to use the EBMUD landscape book – perhaps also including discounts on the publication at the event and/or including a drawing/raffle

- Facilitate the conversation between designer/EBMUD/maintenance contractor to bridge the gaps and create continuity - help dialogue between them to support transitions and establish consistency
 - Develop a flow of what needs to continue, and how things like replacement of plants, repairs of irrigation, and controller programming all have long term effect of getting desired water savings.
- Supporting standards for homeowners - Certifications that they should consider?
- Developing conversations on what it takes to maintain a property so that it reaps benefits of EBMUD investments
 - Repercussions of not maintaining the property in the way a rebate was intended
- Giving hosts a predesigned survey for feedback on each event – a feedback vehicle for the events
 - What did you want to talk about that wasn't mentioned?
- Encourage groups to become more educated
 - Event fair: Stamp cards where you get your card marked by a certain number of events – provides participant's control over selecting the information they'd like to know. Describe them the overall menu and then it is "a la carte"
 - Raffles, discounts, etc

Updates from Other Subcommittees

Plant list is live!