

## 6 QUICK TIPS!

### To Promote Careers in Water

**Tiffany Baca, Public Affairs Manager, MWDOC  
Executive Director, Water Energy Education Alliance**

Did you know? According to Pew Research Center and others, more than 11,000 Baby Boomers, born between 1946 and 1964, retire in the U.S. daily. Even more sobering, the entire generation, nearly a quarter of our workforce, is expected to be eligible for retirement in five (5) short years. The Boomer generation has been the backbone of our workforce for nearly 40 years, and as they retire, they are taking decades of institutional knowledge with them. One of California's top water challenges isn't weather or infrastructure-related; it's impending retirements.

The 'Silver Tsunami,' now a widely used media catchphrase, is a factual demographic shift that the water and

wastewater industries have long anticipated. There has been a steady wave of retirements over the past decade. However, the situation is about to become much more urgent.

Taking a proactive, collaborative approach to ease the blow of this looming retirement outfall is critical. Committed partnerships are vital to addressing gaps in career awareness, and we each have an opportunity to shine a beacon of light on the essential, high-quality, meaningful jobs that the water and wastewater industries have to offer.

Here are a few quick tips to help raise the profile of water and wastewater careers:

#### 1 DOWNLOAD FREE BROCHURES.

Now available in nine (9) languages, the Water Energy Education Alliance offers FREE recruitment brochures that emphasize the workplace benefits that motivate most job seekers. Download yours today at [mwdoc.com/weea](http://mwdoc.com/weea).

#### 2 CONNECT CLASSROOM CONTENT.

Parents, teachers, and water education providers can connect units of study with jobs by asking students to explore careers that overlap academic content and required job skills. The water industry has more than 200 jobs to explore, from skilled trades to finance, cybersecurity, and more!

#### 3 ENCOURAGE CAREER EXPLORATION.

Advise students to seek out information about careers in water that interest them by attending job fairs, exploring job postings, and connecting with potential employers on social media. <https://www.cawaterjobs.org/> and <https://www.workforwater.org/> are excellent online resources.

#### 4 OFFER OR REQUEST PRESENTATIONS.

Industry presentations provide a unique opportunity to directly address future new hires and answer questions about the job expectations and typical skills, experience, and education required to get and keep a highly coveted water industry job.

#### 5 LINK IN TO SOCIAL MEDIA.

[LinkedIn](#) is the preferred social media platform for career exploration and job promotion, appealing to employers and job seekers alike. From posting jobs and assessing candidate skills, LinkedIn also offers thought-leadership articles, training courses, and access to working professionals for advice and mentorship.

#### 6 BE A MENTOR.

Early mentorship starts at home, continues through school years, and carries on between employees and managers throughout employment. Introduce careers in water as an option early, align student education requirements with future aspirations, and nurture and train existing employees for the next big step.



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Critical responsibilities.  
Overflowing with  
opportunity.

**CA CALIFORNIA  
WATER JOBS**

**Water is hiring.**