

**STRATEGIC PLAN
WISCONSIN WATER ASSOCIATION
A SECTION OF THE AMERICAN WATER WORKS ASSOCIATION (AWWA)**

**Original Plan Adopted December 16, 2005
Revisions Adopted December 11, 2009**

I. INTRODUCTION

The Wisconsin Water Association uses the Strategic Plan in shaping our future direction. This plan helps determine our role in meeting challenges facing the drinking water community in coming years. The plan takes a broad view of the Association’s activities. It is not meant to provide a detailed listing of all Association programs, but rather a clear sense of direction. The current plan was updated in 2007, and reflects recent accomplishments and new opportunities to achieve the Association’s vision.

II. VISION

WWA is the authoritative resource on safe water in the State of Wisconsin.

III. MISSION

WWA unites the Wisconsin water community to protect public health and to provide safe and sufficient water for all. Through collaborative leadership, WWA advances technology, education, science, management, sustainability, and government policies.

IV. GOALS AND OBJECTIVES

The following goals are considered the most important items for the WWA to focus on to meet the Mission and Vision. Other goals may become significant to the section but should be reviewed carefully to avoid distracting from the core mission. Bulleted objectives to achieve these goals also are shown.

Goal 1: Create a vibrant and expanding association with opportunity for involvement for the entire water community.

- Increase net WWA membership by 1% by 12/31/11

Task	Responsible Committee(s)/Parties	Due Date	Metric
Develop tri-fold brochure for distribution at all seminars/meetings; notify trustees of availability for liaisons	Membership, Communication	Draft 12/31/09; publication 1/31/10	Completion and trustee notification

Develop script for 5-minute intro to WWA and present at seminars, CLEAR, conference annual meeting	Membership	5/1/10	Submit to liaison
Develop Small Systems recruitment plan	Small Systems	3/1/10	Submit plan to board
Maintain DNR list of small system operators within section	Membership Services Coordinator	2/1/10	
Establish working relationship through regular contact with other organizations, including League of Municipalities, Milwaukee Seven, Central States, WWOA, WRWA, ASCE	WWA association leadership	4/1/10	Regular list of contacts reported to board
Young Professionals recruitment – develop plan to contact organization management and encourage support for WWA leadership implementation	Young Professionals, Membership	12/31/10	Submit plan to board for implementation
Regional social events with a bring-a-non-member incentive for members	Membership	6/1/10	1 event per year in 2010, additional events in 2011

- Retain at least 99% of existing WWA members who remain active in the Wisconsin water supply community

Task	Responsible Committee(s)	Due Date	Metric
Interviews/database to determine why people leave	Membership, Member Services Coordinator	Continuous	Quarterly report to board
Develop membership circuit rider program – personal visits to members	Small Systems, Membership	9/1/2011	Present program to board

- Increase the number of different people actively participating on committees and in other WWA activities by 10% by 12/31/11

Task	Responsible Committee(s)	Due Date	Metric
Develop plans for a telephone call rally to increase personal interaction	Membership	12/31/2010	Present plan to board
Challenge each committee chair to invite one non-active WWA member to a committee meeting (provide new member list to all chairs)	All committees, Member Services Coordinator	6/1/2010	Report back to liaisons
Encourage hands-on WWA activities – gimmicks and gadgets, meter madness, top ops, tapping contest, etc.	Education, distribution, treatment ops	6/1/2010	Report participation to board
Committee willingness to serve forms at all seminars, CLEAR, conference	Member Services Coordinator	2/1/2010	Forms available at all WWA functions

- Develop active relationship with student chapters

Task	Responsible Committee(s)	Due Date	Metric
Identify members to mentor student members and identify professors to act as liaisons	Membership, YPs	8/15/2010	Present to board
Recruit students to attend and participate in annual conference	Annual Planning	6/30/2010	Report to board

Goal 2: Enhance the WWA educational program by maximizing education and networking opportunities for the water community and its academic partners.

- Put on a minimum of 10 seminars or conferences, 10 webinars and 2 CLEAR programs in each DNR region each year

Develop coordination/oversight of all seminars – deadline for committee seminar info, review of dates and topics to reduce conflicts	Member Services Coordinator	Ongoing	Report to board
Provide committees with listing of	Member Services	Ongoing	Respond to

locations and ratings of seminar venues	Coordinator		committees
Develop comprehensive list of seminars/conferences and post to website	Member Services Coordinator	Ongoing	On website
Develop a design/construction focus seminar	Education	In 2010	Schedule
Every committee that schedules a seminar also provides a webinar for Education webcasting	All Committees, with Education Committee coordination	In 2010	Schedule

- Total attendance at WWA seminars and conferences will increase by 5% by 12/31/11 (compared with 2009 base year)

Target advertising to seminar audience and advertise early	All committees with Communications and Member Services Coordinator	2010	Report to board
Contact university students and operators in area of seminar	All committees	Ongoing	Report to liaison
Advertise with adjoining state AWWA sections and work on getting CEU's/PDH	Member Services Coordinator	Ongoing	Report to board
Consider adding optional activities to seminars – plant tours, eg.	All committees hosting seminars	Ongoing	Report to liaison
Use online surveys to help pick locations and topics	IT & Security	Ongoing	Report to committees and liaisons

- Evaluations from WWA seminars and conferences will have a minimum rating of 4.5

Make sure seminar planners review evaluations	All committees based on Secretary's tabulation	Ongoing	Report to liaisons
Have pre-conference/seminar webinar with speakers and moderator	All committees, working with	Ongoing	Report liaisons

	Education		
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- Support and expand the Youth Education program to educate elementary, middle school and high school students on the drinking water industry.

Initiate contacts with education organizations such as Wisconsin Environmental Education Foundation and Wisconsin Center for Environmental Education at UWSP	Youth Education subcommittee	5/1/2010	Report to board
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- Develop technology to provide distance learning and instantaneous communications opportunities for membership

Continue to promote Webinar use	Education	Ongoing	Report to liaison
Develop web-based discussion board with Q&A	IT & Security	6/1/2011	Report to board

Goal 3: Be an effective and efficient organization by aligning section leadership and committees to practice sound financial and risk management, by engaging in strategic partnerships, by continually improving the physical and human resources of the Association, and by increasing awareness of water issues and advocating for public policies based on sound science and best practices.

- Assess and revise as necessary financial practices and organizational risk management

Board liaisons share financial information w/ committees monthly	Board of Trustees	Ongoing	Liaisons report to committee chairs
Report new initiatives and activities to WWA by end of annual conference	All committees	September of each year	Report to liaisons
Evaluate organizational risk management protection and practices	Executive Committee	Annually in fourth quarter	Report to board

- Work with other water organizations on joint seminars and events
(see Goal 1 for tasks)
- Positively influence water legislation in Wisconsin

Develop WWA letter to introduce organization to legislature	Communications/Legislative	Annually to correspond with new session	Submit draft to board
Participate in Legislative Day Rally	Legislative	February	Report to board
Increase MEG membership among WWA members by 10% over 2009	Legislative, Board of Trustees	12/31/2011	Report to board