



# WCS AWWA Strategic Plan February 2012

## Vision Statement

Western Canada Section of the AWWA is the leading local authoritative resource on safe water

## Mission Statement

Western Canada Section of the AWWA unites local water community professionals in providing safe and sustainable water through committed leadership, innovated technology, constant knowledge exchange and continuous education.

## STRATEGIC GOALS AND RELATED STRATEGIC OBJECTIVES

### Strategic Goal:

#### Member Engagement & Development

WCS AWWA will be the association of choice by creating meaningful and expanding opportunities for the water community.

#### Strategic Objectives

1. Support the WCW Public Awareness Committee
2. Develop a member engagement plan
3. Develop a member recruitment plan
4. Provide more member benefits on the WCS-AWWA website
5. Create value for members at the local level

### Strategic Goal:

#### Organizational Stewardship

WCS AWWA will be an effective and efficient organization by practicing sound financial and risk management.

#### Strategic Objectives

1. Transition the section to the Canada Not-For-Profit Corporation Act
2. Provide members opportunity to advise the board on needs
3. Develop a Business Plan

### Strategic Goal:

#### Knowledge Creation & Exchange

Create and exchange knowledge to benefit public health and the needs of the water community.

#### Strategic Objectives

1. Increase training opportunities on water issues
2. Create a two-day specialty workshop
3. Provide member information on local activities within the region
4. Increase the section presence in the WCW magazine
5. Canadian online water forum

### Strategic Goal:

#### Leadership & Advocacy

AWWA will lead the water community by identifying trends and issues, advocating for public policies, and engaging in other actions that promote safe water and reflect sound science.

#### Strategic Objectives

1. Liaise with provincial and municipal governments on water matters.

