

Adopted August 2016

# WATER



American Water Works  
Association

**Western Canada**  
Section

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## **WCS AWWA** Strategic Plan

# WCS AWWA Strategic Plan

## VISION

The association of choice for professionals providing solutions for total water management.

## MISSION

Uniting the water community to provide safe and sustainable water through industry leadership and knowledge exchange.



Strategic Goals	Strategic Objectives
<b>Member Engagement &amp; Development</b>  WCS AWWA will be recognized as the water association of choice by creating meaningful and unique opportunities for our water community.	Increase engagement of members within the Section
	Increase Section membership base
	Enhance understanding of membership value
	Evaluate volunteer management processes and structures
<b>Organizational Stewardship</b>  WCS AWWA will be an effective and efficient organization by practicing sound financial and risk management.	Develop an understanding of what "Total Water Solutions" means to the Section
	Clarify understanding of how Section committees and volunteers should be working with other organizations
	Manage financial reserves within federal requirements and Section finance policy
	Enhance cross-committee and staff collaboration
	Strong succession plan for Section committees
<b>Knowledge Creation &amp; Exchange</b>  <b>WCS AWWA will create and exchange knowledge to benefit public health and the needs of our water community.</b>	Develop a Member focused Education Plan
	Define the structure of the education committee
	Build on the success of the 2015 Specialty Workshop
	Explore new formats for content delivery
	Share and leverage content with other Sections and CO's
<b>Leadership &amp; Advocacy</b>  WCS AWWA will lead our water community by identifying trends and issues, and engaging in other actions that promote safe water and reflect sound science.	Liaise with provincial governments on water industry priorities.
	Strategic partnerships with other water associations
	Public awareness of the value of water
	Increase awareness of water industry careers