

2030 Strategic Goals

Organizational Alignment

Align governance, programs, and resources to foster an engaged water community and deliver value to our members.

- Design and advance a streamlined governance framework to support accountability, effective decision making, strategic priorities, and member engagement.
- Strengthen the Section's regional presence by deepening engagement across our geographic boundary and fostering a connected water community.
- Routinely evaluate programs and activities to reflect the Section's mission and priorities, anticipate member needs, and advance a shared long-term vision. Strategically prioritize where to invest financial, staff, and volunteer resources for high-impact initiatives.

Knowledge Creation & Exchange

Elevate the water industry through inclusive, accessible, and relevant knowledge exchange that powers the water workforce.

- Develop and deliver a cohesive Section Education Business Plan.
- Establish a structure for coordinating and executing the Education Business Plan.

Water Policy Leadership

Represent our members by evaluating legislative, regulatory, and policy issues affecting the water industry; developing science-based positions; serving as a trusted policy resource; and engaging decision-makers to support informed policy.

- Form a Policy Task Force to identify regional water challenges and define priorities and establish a legislative and regulatory agenda.
- Inform elected officials, regulatory officials and their staff on key water issues through a targeted outreach program.
- Strengthen public trust and awareness through a multi-channel campaign that showcases the value of water, current industry challenges, and future workforce opportunities. Connect public officials, staff, and experts to foster innovative, affordable, and sustainable water solutions.

