

# RMSAWWA STRATEGIC PLAN

## Rocky Mountain Section AWWA Strategic Plan 2021-2024

### WHO WE ARE

The Rocky Mountain Section of the American Water Works Association (RMSAWWA) is a non-profit, scientific, and educational membership association dedicated to managing and treating water. Most of our members live and work in the Rocky Mountain states of Colorado, New Mexico, and Wyoming.

### OUR MISSION

Our mission is to provide solutions for our members to effectively manage water, the world's most important resource. We are committed to harnessing the experience, expertise, dedication, and passion of our members to help us achieve our mission and vision. As a section of the American Water Works Association, we connect our members with the opportunities and resources of AWWA.

### OUR VISION

A better world through better water.

### OUR VALUES

RMSAWWA values the following:

- A commitment to safeguarding public health by adhering to the principle that the public has an absolute right to safe drinking water.
- Dedication to ensuring that water is managed for the greatest good of people and the environment and that all segments of society have a voice in the process.
- An interactive environment that supports open communication between diverse professionals.
- Honesty, sincerity, integrity, and commitment to excellence to foster trust and respect among members of AWWA, as well as the general public.
- A commitment to strengthen a sustainable water sector workforce.
- Independent initiative guided by organizational vision to achieve the Sections goals.

### OUR STRATEGIC GOALS

Goal Area	Goal Statement
<b>Sustainable Membership</b>	To grow, maintain, and expand our diverse membership in a measured, strategic, and sustainable manner.
<b>Member Engagement and Recognition</b>	To ensure that all members have an opportunity to enjoy the benefits of membership, including all of the resources and opportunities for professional growth and engagement, and to be appreciated and recognized for the contributions of time, talent, and resources to the Section.
<b>Training and Knowledge Exchange</b>	To afford all members access to the training and professional development opportunities they need to thrive in the water sector.
<b>Water Sector Leadership and Collaboration</b>	To be a leader and "go to" source of information, support, coordination, and collaboration for our members and other water sector organizations, both in our three regional states (Colorado, New Mexico, and Wyoming) and across North America.
<b>Organizational Stewardship</b>	To facilitate the full participation of our members in the daily pursuit of living our mission and achieving our vision through the development and deployment of leading, ethical, sustainable, and fiscally responsible practices.

## GOALS AND OBJECTIVES (AS UPDATED FROM WINTER PLANNING MEETINGS – 2024)

**Goal 1 – Sustainable Membership** -- To grow, maintain, and expand our diverse membership in a measured, strategic, and sustainable manner.

**Objective 1-A** -- Undertake strategies to meet or exceed AWWA’s annual section membership growth targets.

**Objective 1-B** -- Enhance member retention through increased emphasis on connecting new members with the benefits and opportunities of membership in RMSAWWA.

**Objective 1-C** -- Advance understanding and application of the principles of Diversity, Equity, and Inclusion in all RMSAWWA programs and activities.

**Objective 1-D** -- Increase the overall water sector workforce.

**Goal 2 -- Member Engagement and Recognition** -- To ensure that all members have an opportunity to enjoy the benefits of membership, including all of the resources and opportunities for professional growth and engagement, and to be appreciated and recognized for the contributions of time, talent, and resources to the Section.

**Objective 2-A** -- Promote professional growth and engagement through increased opportunities for professional networking and social events.

**Objective 2B** -- Foster appreciation and recognition through an increase in the number of awards.

**Objective 2C** -- Regularly Evaluate Member Satisfaction and Identify Areas for Improvement

**Objective 2D** -- Redefine and revitalize RMS Membership Committee to include participation by and actions that include all Section committees.

**Goal 3 -- Training and Knowledge Exchange** -- To afford all members access to the training and professional development opportunities they need to thrive in the water sector.

**Objective 3-A** – Increase the number of trainings and training units provided by RMSAWWA committees across all three states.

**Objective 3-B** – Increase collaboration with WY and NM and have more of a presence for NM and WY within RMSAWWA.

**Objective 3-C** – Develop and host trainings and workshops focused on leadership, supervisory, organizational management, professional development, and workforce development.

**Objective 3-D** – Offer more tracks and modernize the attendee experience at the annual Rocky Mountain Water Conference.

**Objective 3-E** – Modernize publications and documents through digital tools to create more reader-friendly and accessible content.

**Goal 4 -- Water Sector Leadership and Collaboration** -- To be a leader and “go to” source of information, support, coordination, and collaboration for our members and other water sector organizations, both in our three regional states (Colorado, New Mexico, and Wyoming) and across North America.

**Objective 4-A** – Learn from and share experiences, best practices, and achievements with our fellow AWWA Sections

**Objective 4-B** – Continue to bring value to our members through effective and appropriate collaboration with the Rocky Mountain Water Environment Association.

**Objective 4-C** – Evaluate the most effective way(s) to provide support and direction to legislative and regulatory activities of member utilities in our three states (WY, CO, NM).

**Objective 4-D** – Identify opportunities to develop strategic relationships with other water sector organizations that bring value to our members in all three states (WY, CO, NM).

**Goal 5 -- Organizational Stewardship** -- To facilitate the full participation of our members in the daily pursuit of living our mission and achieving our vision through the development and deployment of leading, ethical, sustainable, and fiscally responsible practices.

**Objective 5-A** -- Encourage volunteer participation with clear and concise road maps to direct their efforts.

**Objective 5-B** -- Create and Implement long-term plans for financial stability and program development

**Objective 5-C** -- Promote and enhance the RMSAWWA Brand

**Objective 5-D** -- Refine and continuously improve the Sections Strategic Plan.

<b>RMSAWWA TOP PRIORITIES 2024 (From Strategic Plan)</b>	
<b>Goal 1: Sustainable Membership</b>	
1-A-1 - Develop and implement targeted marketing campaigns.	
1-A-2 –Promote AWWA’s referral program(s) to encourage current members to bring in new members.	
<b>Goal 2: Member Engagement and Recognition</b>	
2-A-1 -- Coordinate water sector Happy Hour Networking event in 2024 (coordination only, no Section funds)	
2-A-2 -- Implement member social events as described in 2024 membership committee workplan.	
2-C-2 -- Review AWWA Member Survey results in spring 2024. Evaluate how RMS should survey our members separately.	
2-D-1 – Recruit new Membership Committee Chair	
<b>Goal 3: Training and Knowledge</b>	
No priority one identified	
<b>Goal 4: Water Sector Leadership and Collaboration</b>	
4-D-4 – Develop and adopt RMSAWWA collaboration policy	
<b>Goal 5: Organizational Stewardship</b>	
5-B-3 – Promote Section Sponsorship program to increase by 22k in sponsorship revenue, per 2024 approved budget.	
5-B-4 – Establish 3-5 year financial plan to attain organizational solvency.	

\*Highlighted priorities are top priorities for each goal, agreed upon during the Winter Planning Meeting Strategic Planning Session 2/8/2024.