



## **SECTION STRATEGIC PLAN**

**Updated: July 2008**



## **I. INTRODUCTION**

- A. The Strategic Plan serves as the main instrument of the Rocky Mountain Section of the American Water Works Association (RMSAWWA or Section) in shaping its role in meeting the challenges facing the water supply industry in the coming years. The Strategic Plan takes a broad view of the objectives that the Section should undertake and accomplish.
- B. The Strategic Plan prioritizes goals and objectives that integrate short- and long-term planning for the Section. RMSAWWA officers and committee chairs annually update the Strategic Plan.

## **II. PURPOSE**

- A. RMSAWWA recognizes the need for its officers and committee members to establish goals and provide continuity and guidance for Section volunteers.
- B. The RMSAWWA Strategic Plan serves as a guide for officers and committee members to establish programs necessary to enhance the water industry in the Rocky Mountain Region.
- C. The RMSAWWA Strategic Plan complements the Articles, Bylaws, and Guidelines of the Section by providing an implementation plan.
- D. The RMSAWWA Strategic Plan is supplemented by the individual strategic plans developed for the RMSAWWA councils and committees.

## **III. 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.
- Independent initiative guided by organizational vision to achieve the Sections goals.

#### **IV. VISION**

RMSAWWA is the authoritative resource for education, training, information, and research for the water industry, academia, government and the public in the Rocky Mountain Region (Colorado, New Mexico, and Wyoming). A diverse group of highly motivated members actively participate in the Section in order to realize the missions of AWWA and RMSAWWA.

#### **V. AWWA MISSION STATEMENT**

AWWA unites the full spectrum of the water community to protect public health and provide safe and sufficient water for all. Through collective leadership, AWWA advances technology, education, science, management and government policies.

#### **VI. RMSAWWA MISSION STATEMENT**

RMSAWWA is dedicated to carrying out the mission of AWWA, emphasizing areas of interest to the water industry, such as education, dissemination of information, and influencing water-related issues.

#### **VII. STAKEHOLDERS**

Stakeholders of RMSAWWA include the following:

- A. General Membership
- B. Volunteers
- C. Utilities
- D. Consultants
- E. Vendors and Manufacturers
- F. Federal and State Regulators
- G. Public
- H. Academia
- I. Student Chapters

#### **VIII. GOALS**

The goals are intended to work toward achieving the RMSAWWA and AWWA Mission Statements. RMSAWWA has established goals in six areas:

- Education and Training
- Membership
- Outreach
- Legislative and Regulatory Presence
- Organizational Planning And Management
- Involvement

- A. Education and Training: RMSAWWA will enhance, develop, and deliver education and training programs that meet the needs of the water community in CO, NM and WY.
- B. Membership: RMSAWWA will increase membership and expand diversity through value-based activities to retain and recruit members.
- C. Outreach: RMSAWWA will promote internal and external awareness of both RMSAWWA and AWWA.
- D. Legislative and Regulatory Presence: RMSAWWA will strengthen its position on water issues for the community and provide a voice of authority on water issues.
- E. Organizational Management: RMSAWWA will continually improve its structure and management to meets the needs of its members.
- F. Involvement: RMSAWWA will encourage and increase involvement of its members.

Ongoing objectives have been established under each goal and are included on the Implementation Plan Task List. The Implementation Plan Task List designates goal-specific objectives, tasks to accomplish the objectives, parties responsible for achieving each task, and time frames for accomplishing each task. Each RMSAWWA Committee maintains a strategic plan that supports committee-relevant goals of the RMSAWWA Strategic Plan.

Four objectives have been identified as priorities for the year October 2008 to October 2009, and are as follows:

1. Website redesign
2. Convey the value of membership
3. Organizational structure
4. Membership participation and involvement

## **XI. ABOUT THE STRATEGIC PLAN**

- A. This RMSAWWA Strategic Plan does not establish details or costs of implementation. It will be necessary for the Executive Board, Councils and Committees to assist RMSAWWA in achieving its Vision and advancing its Mission through the goals of the Strategic Plan by establishing specific plans and budgets at the committee level.
- B. Updating Procedures: RMSAWWA should review and update this plan annually, obtaining input from all officers and committee chairs. The following procedure for updating should be followed:

1. The Vice-Chair will hold a Strategic Plan revision/update workshop at the Summer Governing Board Meeting. All officers should be in attendance, and all committee chairs are encouraged to attend.
2. Prior to the Summer Governing Board Meeting, the Vice-Chair will meet with the Chair-Elect to review the progress made throughout the preceding year for each objective.
3. The Vice-Chair will review the AWWA Strategic Plan to ensure consistency between the AWWA and RMSAWWA Strategic Plans.
4. An updated copy of the objectives will be distributed to all officers and committee chairs for review at least three weeks prior to the Summer Governing Board Meeting.
5. Changes made to the Strategic Plan during the Summer Governing Board Meeting will be incorporated by the Vice-Chair and an updated copy will be distributed at the regular monthly officers meeting in August.
6. When the Vice Chair becomes the Chair-Elect, he/she will monitor and update the strategic plan during his or her term. Quarterly progress reports will be made to the Board.