

# RMSAWWA STRATEGIC PLANNING INITIATIVES

Created - July 2008  
Updated – Jan 2010

## ORGANIZATIONAL PLANNING AND MANAGEMENT

**RMSAWWA will continually improve its structure and management to meets the needs of its members.**

<b>1.0 Encourage leadership in Section</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Develop testimonials of being an RMSAWWA Leader/Chair/Board Member and rotate on web	Fanning	Sept-09	
1.2 Recognize committee volunteers during annual conference with ribbons and at the business lunch and at Membership Appreciation Night	Perkins, Peterson, Bellona	Sept-09	Done
1.3 Send letter to employers recognizing the efforts of Board members and Committee Chairs	Perkins	Sept-09	Done
1.4 Send letter to outgoing Committee Chairs and Board members	Perkins	Aug-09	Done
<b>2.0 Financial investment</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Utilize TEAMS to lessen committee workload	Board	Sep-09	Ongoing
2.2 Investigate utilization of a Section administrator	Ad hoc committee appointed by Pier	Mar-10	Ongoing
<b>3.0 Communication</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Send letter to Board members/Committee Chairs outlining expectations	Pier	Sept-09	Done
3.2 Provide handbook training prior to Orientation meeting in October	Liaisons	Oct-09	
<b>4.0 Leadership training</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
4.1 Encourage leadership training program for Board Members and committee chairs that focuses on non-profit organizational issues or professional development components	Pier	Sept-09	
<b>5.0 Organizational structure</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
5.1 Explore modifications to Board structure to lessen commitment for going through the Chairs	Pier		Pending Section admin decision
5.2 Explore use of term-limits for Committee Chairs and Trustees	Pier	July-09	In progress
5.3 Develop chronological list of roles/responsibilities for Board positions	Pier	Oct-09	In progress
<b>6.0 Records Management</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
6.1 Have AWWA and TEAMS review records retention policy and update as appropriate	Pier	Aug-09	
6.2 Review existing files for compliance with policy	Past Sec/Treasurers	Oct-09	
6.3 Develop records storage approach	Carter	Nov-09	

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## EDUCATION AND TRAINING

**RMSAWWA will enhance, develop, and deliver education and training programs meeting the Section’s needs for the water community.**

<b>1.0 Develop vocational programs to train/develop future operations professionals</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Secure grant funding	Cowan		On-going
1.2 Develop and implement identified training programs	Cowan		Pending funding
1.3 Work with community colleges to develop Associate’s Degree program	Cowan		
1.4 Target YP operations personnel	Cowan, Whitlatch		
<b>2.0 Provide coordination and guidance for all RMSAWWA education and training</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Provide training units (TU) for all RMSAWWA training seminars, workshops and presentations	Committee Chairs		
2.2 Work with Communications Committee to advertise educational offerings	Berry, Elliott		
2.3 Promote educational opportunities at current events (Action Now...)	JEC		
2.4 Identify education and training needs in Wyoming and New Mexico	JEC		
2.5 Implement new programs as appropriate			
<b>3.0 Operator Certification</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Develop and administer training programs, at all levels, for treatment plant and distribution system operators in support of the certification program			
3.2 Develop and provide better training resources for test takers			
3.3 Provide pretest review and test at annual conference			

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## INVOLVEMENT

**RMSAWWA will encourage and increase involvement of its members.**

<b>1.0 Develop a “Retired Persons” or AwwaRP committee to tap into resources of those members with considerable experience in the industry</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Talk with Susan Franceschi about AWWA initiatives for retired persons	Bergschneider		
1.2 Develop survey	Bellona, Bergschneider		
<b>2.0 Communicate programs to deal with challenge of changing workforce issues</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Panel presentation/article in Rumbles in 4 different generations. Talk to Jim Tallent about how to do this.	Bergschneider	Nov-09	
<b>3.0 Membership participation and involvement</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Send test email to membership to identify bad email addresses	Bellona		
3.2 Advertise committee needs and openings in E-Rumbles and link to website	Bellona		

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## OUTREACH

**RMSAWWA will promote internal and external awareness of both RMSAWWA and AWWA.**

<b>1.0 Develop stronger relationship and partnering opportunities with Rural Water Agency and other water organizations</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Identify opportunities to benefit both RWA and RMSAWWA	Fanning		Ongoing
1.2 Contact RWA to measure level of interest	Fanning		Done
1.3 Contact CWWC for ways to work together	Melissa		Ongoing
<b>2.0 Provide outreach to elementary through high school students, teachers, and counselors about the water industry</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Leverage water festivals to provide a lesson on careers in water			Pending info from AWWA
2.2 Leverage take your child to work day			Pending info from AWWA
<b>3.0 Increase visibility of RMSAWWA</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Create AWWA value message disseminate to Board members and Committee Chairs	Perkins, Board	Aug-09	Done
3.2 Create articles for other industry publications			
<b>4.0 Complete audit of website and improve content, appeal, access</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
4.1 Design site	Elliott/Fanning	Sept-09	Ongoing
4.2 Launch website at Joint Annual Conference	Elliott/Fanning	Sept-09	Done
4.3 Train volunteers on how to utilize website features	Elliott/Fanning	Nov-09	

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## MEMBERSHIP

**RMSAWWA will increase membership and expand diversity through value-based activities to retain and recruit members.**

<b>1.0 Promote net increases in memberships</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Conduct member-get-a-member campaign	Bellona		Ongoing
<b>2.0 Recruit target utilities and service providers</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Create list of nonmember utilities	Bellona	Sept-09	In progress
2.2 Create list of nonmember service providers	Bellona	Sept-09	In progress
2.3 Identify champions for nonmember targets	Bellona, Board	Oct-09	
2.4 Contact nonmember targets	Bellona, Board	Dec-09	
2.7 Report progress to the Board	Bellona, Board	Jan-09	
<b>3.0 Convey the value of membership</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Submit Rumbles article on the value of AWWA membership	Bellona	Nov-09	In progress
<b>4.0 Membership recognition</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
4.1 Advertise utility members at Joint Annual Conference	Bellona	Sept-09	

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## LEGISLATIVE AND REGULATORY

**RMSAWWA will strengthen its position on water issues for the community and provide a voice of authority on water issues.**

<b>1.0 Coordinate advocacy between CO, NM and WY with regards to national drinking water issues.</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
1.1 Utilize E-Rumbles to link to the legislative update page	Giffin		In progress
1.2 Put notice in Rumbles regarding the legislative update page	Giffin	Sept-09	
1.3 Develop communication process for all three states			Pending formation of WUCs in WY and/or NM
1.4 Utilize AWWA for updates on national drinking water issues	CWUC Chair		Ongoing
<b>2.0 Develop and maintain a consistent presence with the three state legislatures regarding water issues.</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
2.1 Pursue the formation of Water Utility Councils in Wyoming and New Mexico	Spillman, Stomp	Nov-09	
2.2 Identify and support a person to spearhead WUCs in WY and NM	Spillman, Stomp	Dec-09	
2.3 Invite state water quality administrators to their meetings and ask what is coming up in the way of regulations			Pending identification of leaders in WY and NM
<b>3.0 Provide information on water industry issues to the community and the legislatures.</b>	<b>Responsibility</b>	<b>Deadline</b>	<b>Status</b>
3.1 Include the opinion of private business in our letter to legislature	CWUC		Ongoing
3.2 Establish a higher profile through the Colorado Water Quality Forum	McCarthy		Ongoing

