

**2010 RMSAWWA  
Summer Planning Meeting  
July 15/16  
Frisco, Colorado**  
Strategic Plan Update Session

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**Strategic Plan Update**

- Welcome From the Chair
- Introductions
- Meeting Logistics
  - Review of Ground Rules for Meeting
- Review Agenda




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**Agenda**

1:00- 1:05	Opening comments	Dave
1:05- 1:30	Review agenda	Elizabeth
1:30- 1:30	Review Association SWOT/RMSAWWA SWOT	Susan / Elizabeth
1:30-1:50	Review existing Strategic Plan and Key Results Areas	Elizabeth
1:50- 2:20	Establish strategic objectives (objectives are descriptive of a condition you want to achieve within each key result area)	Group
2:20-3:00	Establish tactical objectives (mindful of SWOTs)	Group
3:00-3:15	Break	
3:15- 3:45	Prioritizing objectives, assigning responsibilities, establishing target dates	Group
3:45- 4:25	Discussion of strategic plan coordination and monitoring. Includes discussion of strategic plan format and appointment of coordinator to monitor Plan and keep everyone advised	Group
4:25	Closing comments	Dave

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## Mission and Vision Statements

- Mission
  - 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.
  - 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.
- 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.

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## Current Environment

- Association SWOT Analysis
  - Strength/Weakness/Opportunities/Threats Analysis
- What does this mean to RMSAWWA?
  - Where are we in alignment?
  - What is unique to the Section?



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## Key Results Areas

- Areas in which the Section must achieve significant results in order to achieve the desired goals
  - Education and Training
  - Membership
  - Outreach
  - Legislative and Regulatory Presence
  - Organizational Planning and Management
  - Involvement



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### Establish Strategic Objectives

- Objectives are descriptive of a condition you want to achieve within each key result area
  - Education and Training
  - Membership
  - Outreach
  - Legislative and Regulatory Presence
  - Organizational Planning and Management
  - Involvement



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### Create Tactical Objectives

- Establish tactical objectives to address SWOTs as they relate to Results Areas and Objectives
  - Specific, short-term actions to meet the goals identified, using our strengths and opportunities while mitigating our weaknesses and/or threats.



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### Education and Training

- SECTORS Grant opportunities
- CDPHE Funding

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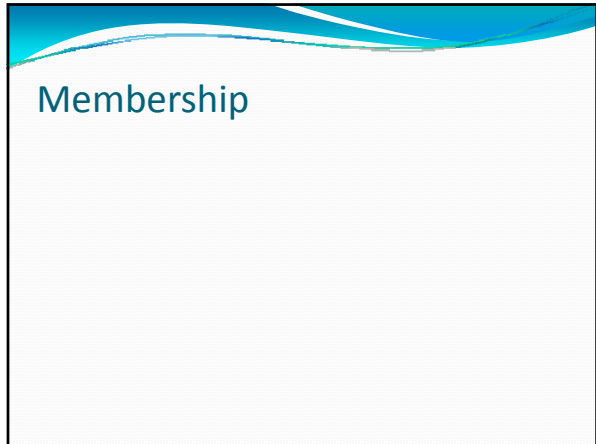
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Membership

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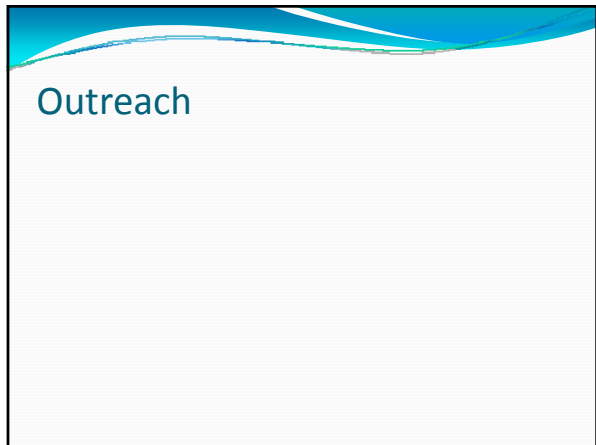
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Outreach

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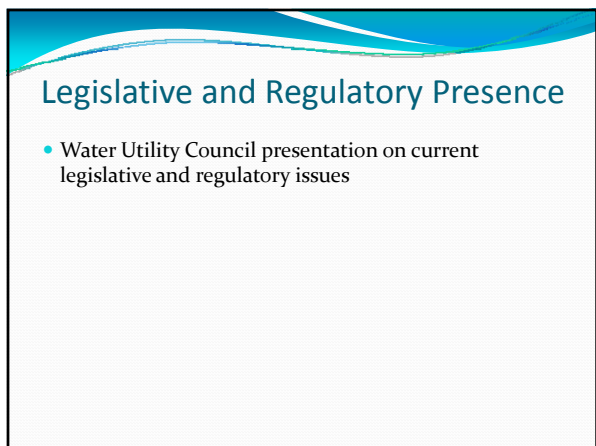
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Legislative and Regulatory Presence

- Water Utility Council presentation on current legislative and regulatory issues

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Organizational Planning and Mgmt

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Involvement

- Social networking presentation?

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Implementation Plan

- Prioritizing objectives exercise
  - Several good ideas have been presented. You have three votes. Put a mark by the three tactical ideas that have your highest level of support



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## Implementation Plan

- Responsibilities
  - Any volunteers to head up the top three?
  - (Assign Committee if necessary)
- Establishing target dates



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## Budget Integration for 2011

- Consider the strategic plan and the goals and tactical objectives developed here when budgeting in October



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## Monitoring

- Discussion of coordination and monitoring.
  - Includes discussion of strategic plan format and appointment of coordinator to monitor plan and keep everyone advised on status
- Written report from this meeting
  - Distribute this update at August meeting
  - Quarterly progress reports made to the Board



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