



Strategic Plan

VISION

Safe and reliable water for all.

MISSION

Lead, educate, and serve the water community to provide effective solutions and ensure public health.

VALUES

Professionalism — Support CA-NV AWWA's mission and purpose in a responsible, ethical, and accountable manner.

Adaptable, Knowledgeable Leadership — Develop future volunteer leaders who act in a forward-thinking, timely, and proactive manner.

Inclusion — Instill in our members knowledge and appreciation of their critical role in protecting public health and the environment, which is then reflected in their interaction and enjoyment with each other and the public.

Strategic Goals	Strategic Objectives
<p>Member Engagement & Development</p> <p>The CA-NV Section creates meaningful and expanding opportunities for all members to contribute to the water community, celebrates and appreciates individual differences, fosters innovation and teamwork, and promotes the development of volunteer leaders.</p>	Encourage and mentor students and young professionals to be future leaders in the Section and water community.
	Develop and promote programs, initiatives, and access to a professional network that will provide value to current members and attract new members in all categories.
	Inspire meaningful membership participation and representation from all members of the water community.
	Maintain focus and awareness of the professional needs, demographics and vocations of the Section's membership.
<p>Organizational Stewardship</p> <p>The CA-NV Section effectively engages its volunteers and efficiently uses its resources to serve its members and the water community.</p>	Enhance the Section's programs, brand, credibility, and/or finances.
	Support staff development, productivity, customer service, and collaboration.
	Improve the use of technology to create greater efficiency and effectiveness for staff and volunteers.
	Create and implement long-term plans for financial stability and program development.
<p>Program Development</p> <p>The CA-NV Section delivers relevant and innovative education, certification, development opportunities, and events that serve the needs of the water community and provide value to members and the public.</p>	Increase the quality, relevance and diversity of delivery methods for programs, services, and events.
	Expand and improve the Section's communications and marketing.
<p>Advocacy and Outreach</p> <p>The CA-NV Section promotes water's vital place in public health and the environment, advocates for the water community to ensure the reliable delivery of effective water services, and elevates the image of the water profession and the public's trust in water.</p>	Increase our advocacy efforts to support the water community.
	Increase support for philanthropic programs.
	Engage with decision makers and opinion leaders to enhance the Section's credibility.
	Increase member participation in advancing water policy and leadership.