

2030 Strategic Goals

Organizational Alignment

Align governance, programs, and resources to foster an engaged water community and deliver value to our members.

- Design and advance a streamlined governance framework to support accountability, effective decision making, strategic priorities, and member engagement.
- Strengthen the Section's regional presence by deepening engagement across our geographic boundary and fostering a connected water community.
- Routinely evaluate programs and activities to reflect the Section's mission and priorities, anticipate member needs, and advance a shared long-term vision. Strategically prioritize where to invest financial, staff, and volunteer resources for high-impact initiatives.

Knowledge Creation & Exchange

Elevate the water industry through inclusive, accessible, and relevant knowledge exchange that powers the water workforce.

- Develop and deliver a cohesive Section Education Business Plan.
- Establish a structure for coordinating and executing the Education Business Plan.

Water Policy Leadership

Advance innovative policies as the leading voice of the region's water industry using credible science and member knowledge to strengthen public trust and inform decision-makers.

- Form a Policy Task Force to identify regional water challenges and define priorities and establish a legislative and regulatory agenda.
- Inform elected officials, regulatory officials and their staff on key water issues through a targeted outreach program.
- Strengthen public trust and awareness through a multi-channel campaign that showcases the value of water, current industry challenges, and future workforce opportunities. Connect public officials, staff, and experts to foster innovative, affordable, and sustainable water solutions.

