

Chesapeake Section AWWA **Strategic Plan**

VISION

Leading the Chesapeake Region in promoting quality drinking water and sustainable water resources.

MISSION

Providing solutions and support for our members to effectively manage water, the world's most important resource.



GOAL: Member Engagement & Development

CSAWWA will be the association of choice for water professionals in Delaware, DC and Maryland

OBJECTIVES:

- Enhance the size, diversity, and engagement of Section membership
- Increase attendance at Chesapeake Section events and programs
- Develop more active committees



GOAL: Organizational Stewardship

CSAWWA will effectively and efficiently manage its resources to serve its members and the water community

OBJECTIVES:

- Assure the long term viability of CSAWWA by exercising financial prudence
- Optimize revenue base by conducting events jointly with CWEA and WWOA, e.g. Tri-Association Conference
- Strategically use excess funds to support programs that are not break-even



GOAL: Knowledge Exchange

CSAWWA will be a premier regional forum for exchange of knowledge on water

OBJECTIVES:

- Assure that TRICON and other Section programs and events address the membership's areas of interest and need
- Develop programs that support the full range of water resource stewardship, including drinking water, water reuse and storm water management



GOAL: Water Policy & Public Education

CSAWWA will be a valued and credible voice for water in the Chesapeake region

OBJECTIVES:

- Monitor state level water related legislation and regulations, and engage where appropriate to support our mission
- Enhance CSAWWA's credibility with decision makers
- Increase public understanding of water issues and the value of water



American Water Works Association

Dedicated to the World's Most Important Resource™