

# Chesapeake Section AWWA Strategic Plan

## Vision

**Leading the Chesapeake Region through promoting better water.**

## Mission

**Providing our members with resources, opportunities, and support to effectively manage water, the world's most vital resource.**



### **GOAL: Member Engagement & Development**

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

#### **Objectives:**

- Retain and increase the size, diversity, and engagement of Section membership
- Increase attendance and geographical reach at Chesapeake Section events and programs
- Foster member engagement through committees
- Enhance the value experience for members



### **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 involvement from underrepresented groups



### **GOAL: Knowledge Exchange**

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

#### **Objectives:**

- Assure that Section programming 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 source water management
- Increase use of technology to create and share knowledge resources



### **GOAL: Water Policy & Leadership**

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

#### **Objectives:**

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