

# **CTAWWA AWWA Strategic Plan 2012-2014**

**ADOPTED: March 27, 2013**



**Strategic Priorities and Vision for 2012-2013**

There are five strategic priority areas:

- A. **Membership**
- B. **Education**
- C. **Workforce**
- D. **Web & General Communication**
- E. **Partnerships**

## Action Plans for 2012 - 2013 Strategic Priorities

**Membership**  
Goal Champion: Tom Loto

Goal A		
<i>Action</i>	<i>By Whom</i>	<i>By When</i>
Update Membership Brochure	Membership Committee Bill Large	June 2013
Outreach to CEOs & Senior Management on benefits of CTAWWA membership	Ray Baral, Steve Melanson Board	July 2013
Continue with YP Committee efforts to expand YP base	YP Committee	Ongoing

	<b>Input from Board</b>	
<b>Continue with YP efforts to have career fair with invitation extended to high school and college students to become members)</b>	<b>YP Committee Input from Board</b>	<b>Fall 2013</b>
<b>Plan one after-hour event for membership</b>	<b>Membership Committee Input from Board</b>	<b>September 2013</b>
<b>Invite Speakers at events to become members and thank them after speaking with letters</b>	<b>Pam Monahan Membership Committee</b>	<b>Ongoing</b>
<b>Create a Water Treatment Plant Committee</b>	<b>Ray Baral Pam Monahan</b>	<b>Completed</b>
<b>Promote Membership benefits and organization to retain and increase membership</b>	<b>Membership Committee Input from Board</b>	<b>May 2014</b>
<b>Strengthen student chapters and pursue magnet and technical schools</b>	<b>Membership Committee Pam Monahan Input from Board</b>	<b>May 2014</b>

## **Education**

**Goal Champion: Robert Longo**

<b>Goal B</b>		
<b><i>Action</i></b>	<b><i>By Whom</i></b>	<b><i>By When</i></b>
Individual committees to create seminars on relevant topics – can be an hour in length	Committees Education Committee Input from Board Chairs	April 2013
Create more non-operator seminars	Education Committee Input from Board	Ongoing
Ask Committees for representation on Education Committee	Ray Baral Robert Longo Council Chairs	April 2013
Recruit senior field personnel to instruct seminars	Education Committee Input from Board	Ongoing
Work with Membership Committee to promote education classes at individual venues	Education Committee Membership Committee	Ongoing

**Workforce**  
Goal Champion: John Herlihy

<b>Goal C</b>		
<b><i>Action</i></b>	<b><i>By Whom</i></b>	<b><i>By When</i></b>
<b>Keep CEO involvement in workforce development – critical to success</b>	<b>Ray Baral Steve Melanson Input from Board</b>	<b>Ongoing</b>
<b>Secure funding for Water Boot Camp 2013 and 2014</b>	<b>John Herlihy Input from board</b>	<b>March 2014</b>
<b>Decide on whether or not to publish Water and People textbook. If yes, complete publication by 2014.</b>	<b>Board</b>	<b>April 2013</b>
<b>Work with individual companies to continue and grow opportunities for internships</b>	<b>YP Membership Student Chapters Input from board</b>	<b>Ongoing</b>



## Web & General Communication

Goal Champion: Steve Rupar

<b>Goal D</b>		
<i><b>Action</b></i>	<i><b>By Whom</b></i>	<i><b>By When</b></i>
<b>Upgrade and revamp website</b> <ul style="list-style-type: none"> <li>• Review other sections</li> <li>• Donation button</li> <li>• Event registration improved</li> <li>• Shopping cart program updated</li> <li>• Member message board</li> </ul>	<b>Jen Muir</b>  <b>Website committee/vendor</b>  <b>Input from board</b>  <b>Survey membership?</b>	<b>Annual Conference 2013</b>
<b>Establish Communications Committee</b> <ul style="list-style-type: none"> <li>• Explore advertising (print and voice media, transportation, billboards)</li> <li>• PSAs in effort to education public</li> <li>• Establish links with member companies (through newsletters and websites)</li> <li>• E-Blasts/Newsletters/Constant Contact</li> </ul>	<b>Steve Melanson</b>  <b>Pam Monahan</b>	<b>Fall 2013</b>

**Partnerships**  
Goal Champion: Fred Rogers

<b>Goal E</b>		
<i><b>Action</b></i>	<i><b>By Whom</b></i>	<i><b>By When</b></i>
Continue partnership with CWWA by holding joint seminar	Education Committee Input from Board CWWA	Fall 2013
Enhance outreach to management level at regulatory agencies on partnership & member benefits of CTAWWA	Input from Board	Ongoing
Create and/or find funding mechanism for CtWARN	CtWARN Steering Committee Input from Board	Ongoing
InFlow Line – future determination	Ad hoc Committee Input from Board	Spring 2013