

## Strategic Plan

### A. VISION

The Intermountain Section of AWWA and AWWA are the authoritative resources on safe water for Utah and Southeastern Idaho.

### B. GUIDING PRINCIPLES

- **Commitment to Public Health**  
**We are committed to safeguarding public health by adhering to the principle that the public has an absolute right to safe water.**
- **Honesty and Integrity**  
**We are committed to honesty and integrity in all of our dealings with our customers, the water community and the public**
- **Customer Focus**  
We are committed to providing guidance and services that enable the water community to meet the needs of their customers
- **Water Stewardship**  
Water is a precious commodity. We are dedicated to assuring that water is managed for the good of all people and the environment
- **Commitment to Excellence**  
We are committed to the highest standards of service and operations through continuous review and improvement
- **Teamwork**  
We help each other and our partners to openly share information and solve problems in a spirit of cooperation

### C. MISSION STATEMENT

The mission of the AWWA Intermountain Section is to provide service, training, knowledge, and networking through teamwork with our customers and members.

### D. GOALS AND OBJECTIVES

- Service to the Membership and the Water Community.
  - Enhance service to members by developing workshops, training opportunities, and seminars.
  - Encourage participation of our members through committee involvement and section activities.
  - Develop a greater public image for the Section and its membership.
  - Promote communication between members and the public as to the quality and quantity of water produced by the industry and the role AWWA plays.

- Use the Newsletter and Web Site as a clearinghouse for disseminating information regarding local training programs.
  - Develop a network of contacts to provide assistance and advice to operator inquiries.
  - Reduced member registration rates for Section functions.
- Maintain Fiscal Responsibility
  - Prepare and adopt a balanced annual operating budget.
  - Retain a reserve fund balance of \$40,000.00
  - Develop revenue sources by:
    - Partnering with National AWWA, Rural Water Association of Utah, Idaho Rural Water Association, and other professional organizations in sponsoring workshops.
    - Encouraging committees to charge reasonable registration rates for workshops and seminars and establish high non-member registration rates for these activities.
    - Market conferences, seminars and workshops to non-member groups.
    - Develop and market useful products for water professionals.
    - Increase membership base.
- Membership Activities
  - Increase membership by 5 percent each year through value-based activities to retain current members and recruit new members.
    - Develop recruiting programs to identify and reach small and midsize water system, professional service providers, etc.
    - Develop incentive programs for recruiters and new members.
    - Increase member retention through involvement in Section activities.
    - Promote annual conference and workshops to non-members.
    - Explore new membership markets.
    - Analyze the membership of the Sections by element or category to determine which elements or categories of the membership are under represented. Determine specific actions to increase membership.
  - Follow up on expired memberships.
- Section Leadership
  - Provide new trustees and Council Chairs with an orientation to their duties and a familiarization with the Section's goals and objectives. Provide Trustees meaningful roles.
  - Ensure that officers and committee members represent a broad section of the water industry.
  - Section leadership must give each council and committee a clear charge for the coming year. Liaisons from the Executive board should work closely with the council chairs.
  - Present an annual retreat for all section officers (including Council and Committee officers) annually following the Annual Section Conference.
  - Help the Section to identify its role in dealing with regulations and legislators.
  - Identify and secure a location for the section annual conference at least four years in advance.
- Council and Committee Activity
  - Pursue partnering opportunities with the Rural Water Association of Utah, the Idaho Rural Water Association, the Utah Chapter of the American Backflow Prevention Association, WEAU, and other like minded organizations in developing and providing workshops, seminars, training and other projects.
  - Encourage each Council and Committee to have a Chair, Vice Chair, and at least one other committee member.
  - Encourage each Council and Committee to submit annual goals to the Board along with their budget requests. Each Council Chair will report on these goals as a part of their scheduled Council Chair reports at the Board meetings.