



Increase Engagement of our Membership.

- Outcome 1:** Promote the advantages of membership through strategic communication and advertising.
- Outcome 2:** Create customized content and curriculum to enhance engagement across all benefits.
- Outcome 3:** Recruit and retain committee members and volunteers through recognition, effective committee structure, and enhanced resources..

Optimize the Section's Educational Experience with a Focus on Emerging Trends and Regulations.

- Outcome 1:** Evaluate existing education and curriculum and tailor content to current standards.
- Outcome 2:** Proactively monitor and collaborate with regulations and legislation and enhance dissemination of information..
- Outcome 3:** Educate the water industry on next gen technology, fostering adoption of new technologies within the industry..

Develop and Sustain the Next Generation of Water Industry Professionals.

- Outcome 1:** Recruit talented and dedicated individuals into the industry from the communities they serve.
- Outcome 2:** Foster retention through structured career development.
- Outcome 3:** Support workforce development through technical skills and leadership training.

Raise Awareness of the Total Water Cycle to Promote Public Knowledge and Trust for All.

- Outcome 1:** Assess and create a comprehensive communication plan.
 - Outcome 2:** Advance the Water Ambassador Program to incorporate additional activities to promote public positive perception..
 - Outcome 3:** Build the Section's total water education offerings for use by members.
-