

Vision	Mission	Core Principles
A better community through better water	Providing tools to effectively manage water, our community's most vital resource	• Protect Public Health • Safeguard the Environment • Strengthen Public Trust • Advance Diversity and Inclusion • Share Best Practices • Inspire Innovation • Partner to Advance Access to Safe Water Globally

	Member Engagement & Development	Organizational Stewardship	Knowledge Creation & Exchange	Water Policy & Leadership
Strategic Goal	AWWA will be the association of choice for the water community	AWWA will effectively use its resources to serve its members and our communities	AWWA will be the trusted resource on water	AWWA will be recognized as the valued and credible voice for water
Strategic Objectives	1. Enhance the value experience for members 2. Retain and grow membership across all member categories 3. Advance a culture of diversity and inclusion that is reflected in Section leadership and member experience 4. Work in partnership with the Association to enhance member engagement 5. Strategically focus resources for member value and growth	1. Ensure the long-term financial health of the Section and the Association 2. Enhance the effectiveness of the business relationship between the Section and the Association 3. Continually evaluate the Section's programs for relevance, value and investment in the future 4. Leverage technology to provide greater value to the Section's members 5. Continue to develop the volunteer leadership's ability to guide and oversee the Section and the Association	1. Partner to advance and expand the Section's resources for the water community 2. Provide educational programs and knowledge resources through increased collaboration between the Section and the Association 3. Increase the use of technology through which the Section and its members create and share knowledge resources 4. Enhance opportunities for water professionals to connect and exchange knowledge and experiences	1. Leverage the Section's credibility with decision makers 2. Strengthen public trust in water services and support for the value of water 3. Enhance member and Section capabilities to advance AWWA's policies and leadership at the state level 4. Strategically collaborate to advance AWWA's water policy 5. Identify priority risks to safe water and advance policies to address them