We will adapt to provide leadership for the member organizations best aligned to our values and priorities.

OBJECTIVE 1:
To implement a "One Water Initiative", unifying the vision and purpose that sustains our organization and aligns our committees and volunteers.

- Engage each committee in developing a strategy to support their organization’s vision.
- Present a detailed execution plan to the Board.
- Develop a marketing plan for the "One Water Initiative" concept.
- Create "One Water Initiative" ad hoc committee and identify its members.
- Develop and present branding options for "One Water Initiative" to the Board.
- Announce the brand and concept at 2019 Annual Conference.

OBJECTIVE 2:
To provide meaningful engagement opportunities for Young Professionals (YPs).

- Amend the Association Bylaws to add a full-time voting YP position to the Board.
- Develop and provide more service opportunities targeting YP leaders and participants.
- Identify leaders and members in regional zones.
- Provide a framework to support the regional zone structure.
- Phase the Piedmont Triad and Western zones into identified committees.
- Phase the Coastal zone into identified committees.

OBJECTIVE 3:
To establish regional zones in support of the organization’s initiatives (Western, Piedmont Triad, Triangle, Coastal, Charlotte).

- Update the policies, recruitment material, and Board job descriptions outlining previous preferred experience guidelines.
- Develop a formalized training plan for various leadership roles within the organization.

OBJECTIVE 4:
To create a formal and visible path toward sustaining high-quality and experienced leadership to serve on the Board, providing a robust network of Council and Committee Chairs.

- Identify leaders and members in regional zones.
- Provide a framework to support the regional zone structure.
- Phase the Piedmont Triad and Western zones into identified committees.
- Phase the Coastal zone into identified committees.