**OUR MISSION** 
(Dedicated to providing water education, training and leadership to protect public health and the environment.)

**OUR VISION** 
(To be the leading educational resource to safe water in North Carolina)

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**OBJECTIVE 1:**
Understand current member and volunteer demographics of our organization and of similar organizations.

1. Gather demographic data of current members based on age, gender, race, location, and industry sector.
2. Identify the baseline percentage of members that are identified as active volunteers.
3. Identify membership and volunteerism trends for similar organizations.
4. Identify and take action to address information gaps or technology challenges to meet needs of the Membership Engagement Committee.

**OBJECTIVE 2:**
Restructure Membership Engagement Committee to increase size, diversity, and geographic locations of committee members to better align with the regional zones.

1. Identify and recruit 3-5 leaders and/or members for regional zones of Membership Engagement Committee using various strategies.
2. Phase in Piedmont Triad and Western zones in Membership Engagement Committee.
3. Phase in Coastal zone in identified Membership Engagement Committee.

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**OBJECTIVE 3:**
Revise and implement new member onboarding process by March 1, 2020, with focus on personal and continual interaction during the first year.

1. Research new member on-boarding strategies used by AWWA, WEF, Sections, MAs, and similar organizations.
2. Assign an onboarding mentor from the Membership Engagement Committee to meet routinely with new member during first year.
3. Implement a new on-boarding process, that includes regional and personal connections.
4. Schedule engagement activities to coincide with the overall organization calendar to capture a better and more diverse attendance.
5. Schedule and implement two minimum social and/or networking activities per regional zone per year.

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**OBJECTIVE 4:**
Double current number of members that are active volunteers.

1. Develop Volunteer Progression Pathways based upon member interest/career path.
2. Develop Leadership Progression Pathways from Committee to Council Chairs to Board or other positions.
3. Research and implement membership recruiting and retention strategies used by AWWA, WEF, Sections, MAs, & similar.
4. Schedule engagement activities to coincide with the overall organization calendar to capture a better and more diverse attendance.
5. Schedule and implement two minimum social and/or networking activities per regional zone per year.

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**OBJECTIVE 5:**
Improve communication tools that encourage collaboration and engagement for internal and external stakeholders.

1. Provide platform and framework for committees to schedule meetings and activities.
2. Provide viewable calendar of all organizational activities.

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**MEMBER ENGAGEMENT**

We will be a growing and diverse organization that engages members, provides valuable benefits, and transitions members to volunteers organizational leaders.