Introduction
To ensure that the New Jersey Section (the Section) of the American Water Works Association (AWWA NJ) successfully meets the challenges facing the public water supply profession, the needs of its members, and works effectively with the American Water Works Association (AWWA), this Strategic Plan has been developed to shape the future of the Section. The Plan takes a broad view of the direction to be taken by the Section and does not attempt to provide a detailed list of specific activities or costs. Such details will be addressed on an annual basis during the budgeting and committee goal setting processes of the Section.

This Strategic Plan is a statement of the Section’s objectives and priorities. As such, it is to be integrated into all the activities of the Section and its committees. The Plan is meant to be a dynamic tool, continually changing, and improving, to reflect the changing landscape of the drinking water industry and the needs of AWWA NJ members. The Plan will be reviewed annually by the Strategic Planning Committee, updated as necessary to reflect any changes in those objectives and priorities, and approved by the AWWA NJ Board of Trustees.

This Strategic Plan has been developed to be consistent with the Strategic Plan of the AWWA.

Vision
A better world through better water.
**Mission Statement**
The New Jersey Section of the American Water Works Association is dedicated to providing solutions to effectively manage water, the world’s most important resource. AWWA NJ must be proactive, passionate, ethical, and effective in advancing the technology, science, proper management, and government policies relative to the stewardship of water, and be the recognized resource for information and guidance for local and state government and the general public.

**Core Principles**
- Protect Public Health
- Safeguard the Environment
- Pursue Excellence
- Act with Integrity
- Provide Value
- Foster Diversity and Inclusion

**Strategic Objectives**
The Section recognizes the need to have clear and well-established long-term objectives to provide continuity and guidance to its leadership, committees, and membership. This Plan has been developed to guide Section activities in addressing the challenges faced by the water profession in New Jersey, and to be compatible with the American Water Works Association on national priorities.

The following objectives form the framework for planning AWWA NJ’s activities. The overall objectives of AWWA NJ are summarized as follows:

- Communications – Promote the Section as the authority in New Jersey on water quantity, quality, and other water matters; and inform the public about water quantity, quality, and other water issues.
- Conferences – Develop programs and associated activities which both meet the Section member needs and are structured to promote the professionalism, technical expertise and networking of Section members while promoting public awareness of the water works industry within and outside of New Jersey.
- Education – Provide all Section members with educational and professional development opportunities.
- Section Leadership and Management – Perpetuate, improve, and enhance the leadership and management of the Section through thoughtful nomination of Trustee(s), Vice Chair and Secretary-Treasurer.
- Recognition – Develop and maintain an awards program that recognizes the professional accomplishments of the Section members and the water works industry.
- Membership – Grow the active membership, while proactively retaining existing members, and collect, manage, and disseminate information about the benefits of membership in AWWA and the NJ Section specifically.
- Strategy – Guide the Section to develop, maintain and implement the Strategic Plan, as well as maintain and perpetuate a program for the nomination of Director, Officers, and Trustees.
- Legislation & Regulation – Impact legislative, regulatory and policy issues at state and federal levels of government through Section members and with coalitions of other State water and environmental organizations.
- Outreach – Achieve broad-based participation in the water profession through Section activities and service programs, increase active membership and participation, encourage high school and college students to enter the water industry and partner with regulators and legislators to promote safe and reliable water in New Jersey.
- Ethics – Promote ethical behavior of membership at all levels.

Review of the Section Leadership Structure

The expansion of the number of Trustees, established in the last major Strategic Plan in 2008, was reviewed and determined to be working well and is recommended to continue unchanged.

Committees

Specific goals and tasks for each of the established committees are described in the remainder of this Plan. Many of the strategic objectives, such as ethics, will be implemented by multiple committees with each committee focusing on a particular element. Committees are encouraged to communicate and cooperate with each other while working toward the Section’s goals and objectives. The AWWA NJ Committee organizational chart is provided at the end of the Plan. Committees, except for those under Section Operations, Trustee Nominating and Officer Nominating should meet at least quarterly. All committees are to maintain a current roster of active members and minutes of meetings, which should be submitted to their Trustee liaison. Such information is encouraged to be posted on the Section website, with the exception of nominating committees.
Communications

Communications are addressed by the Public Information Committee. The overall objective of Communications is to promote the Section as the authority on water quality, quantity and other water matters in New Jersey and inform the public about water quality and other water issues. The goals of Communications are as follows:

1. Increase public awareness of the Section, its goals and objectives, and establish/maintain the Section as the authority on water quality and other water matters in New Jersey.
2. Listen to members/consumers and focus their input toward Section actions. Encourage public involvement.
3. Facilitate informing, educating, and preparing the public to understand and accept the importance of water utility services and the financial and rate impact of providing a safe and adequate supply of drinking water.
4. Inform all New Jersey water utilities about AWWA NJ, its services, and its benefits to utilities.
5. Assist water utilities in obtaining information for various topics related to water.
6. Expand Section services to include of customer service activities and information.

Public Information Committee

1. Continue to build relationships with public interest groups (e.g., New Jersey Health Officers, Public Water Association of New Jersey) and mass media in the State.
2. Develop a marketing plan with the help of AWWA to brand AWWA NJ as the recognized resource in the state on issues pertaining to water.
3. Develop a method to obtain information on public perception of the drinking water industry within the State as a basis for proceeding with more long-term objectives regarding education of the public.
4. Enhance the public image of water utilities in the State by pooling utility resources to fund mass media exposure.
5. Utilize resources from AWWA for customer information publications.
6. Develop a Section speaker’s bureau to provide speakers for various civic, student and environmental groups around the State.
7. Develop a plan for Drinking Water Week and coordinate AWWA NJ activities.
8. Promote dialogue with, and consider exhibits at, other professional organizations such as League of Municipalities, Conference of Mayors, and New Jersey Water Environment Association.

9. Investigate ways to use social media to enhance and sustain Section communications (i.e. Facebook, LinkedIn, Twitter, video conferencing, internet, other social media, etc.).

10. Assist in the development of content for the Section’s website.

11. Publicize and celebrate examples of ethical behavior by the Section’s membership.

12. Communicate the value proposition for infrastructure management to elected officials, senior utility managers and the public at large including dissemination of information regarding “best practices” and publicizing available training activities.

13. Develop a procedure and protocol for obtaining support and guidance from the Association for preparing responses on behalf of the Section to media inquiries or publications, if directed to do so by the Board.

14. Produce a quality, informative electronic Section Newsletter at least three (3) times per year, with regular input from the Section leadership and committees.

15. On at least a quarterly basis, the Committee will review the Section’s website to ensure that content is current and applicable. It shall solicit information from other committees to populate Section website and help format website presentation with the assistance of the Website Committee. It will also coordinate with the Section Staff regarding the posting of registrations and other Section business.

16. Maintain posting of the current Section Newsletter on the Section website.

17. As directed by the Board of Trustees, generate special publications/presentations to promote AWWA NJ.

18. Working with the Board of Trustees, oversee the publication of an educational and training program calendar in established publications.

19. Improve understanding of the public and local officials on the true cost to effectively collect, treat and deliver water to individual customers and maintenance of the supporting infrastructure.
Conferences

The objective is to develop programs and associated activities that members value, structure these to promote the professionalism, technical expertise and networking of Section members while promoting public awareness of the water works industry in New Jersey. The goals of Conferences are as follows:

1. Increase attendance of Section members and non-members (with the goal of converting them to members) at the Annual and Fall Conferences.
2. Expand the value and usefulness of Conference activities for membership including technical and educational resources.
3. Expand participation of non-association members (i.e., Regulators, Boards, Councils, and City Officials) in Conference activities.
4. Working in cooperation with the Recognition Committee, which will take the lead, enhance the public image of the Section and the water works industry through a comprehensive and coordinated program of recognition efforts, for both individuals and organizations that significantly advance or contribute to the goals and mission of the water works industry in New Jersey.

Conference Committee

1. Coordinate the efforts of the Technical Program Committee, Manufacturers and Associates Committee and Conference Registration Committee to produce quality educational Conferences, which also promote networking of association members twice per year.
2. Coordinate local arrangements (i.e., social, recreational, etc.), as required, to successfully implement the Conference programs.
3. Develop (in conjunction with the Conference Registration Committee) a profile of Conference attendees and develop programs to address their needs. Develop strategies to encourage Conference attendance among member groups with lower participation rates, especially operators and small systems. Implement a system to better understand the interests of attendees and user feedback on sessions.
4. As directed by the Board of Trustees, explore holding joint meetings with other AWWA Sections to enhance Conference value.
5. Seek input to expand Conference activities to include more recreational and social events for membership.
6. Assist Section Leadership in planning, procuring, and facilitating activities at the Annual Conference.
7. Develop demonstrations (i.e., safety, maintenance, etc.) or “hands-on” competitions to enhance members’ knowledge and participation at Conferences.
8. Develop a method to recognize and promote ethical behavior by the Section’s membership in cooperation with the Recognition Committee, which will take the lead.

**Technical Program (subcommittee)**

1. Maintain the technical program quality, value, and relevance to ensure the offering of Continuing Education Units (coordinated through the Education and Professional Development Committee) for session attendance.
2. Interface with other Section committees, especially the Education and Professional Development Committee and the Licensed Operators and Research & Technology Transfer Committee, to encourage their participation and input when developing Conference agendas.
3. Strive for continuous improvement of Section conferences and promote frequent and constructive feedback on Conference content and activities.
4. Encourage presentations on ethics at conferences.
5. Work in cooperation with the Education and Professional Development Committee to offer programs on topics such as customer service, accounting/financial and other non-technical subjects.
6. Explore working with other organizations (i.e., NJ Water Environment Association, Design Build Institute of America, etc.) to expand attendance and technical content at conferences.

**Conference Registration (subcommittee)**

1. Manage and deliver a great attendee experience during all registration and payment activities associated with the Fall and Annual Conferences.
2. Work with the Manufacturers and Associates Committee to assist with exhibitor registration materials and to enhance vendor participation in the Annual Conference.
Manufacturers and Associates Committee (subcommittee)

1. Develop an advertising plan for seeking vendor participation at the Fall and Annual Conferences.
2. Provide input to fee schedule and conference agenda to ensure optimal value for vendors.
3. Develop demonstrations to enhance attendees’ knowledge and increase vendor participation at Conferences.
4. Assist Conference Registration Committee in contacting, organizing and strategizing vendor participation at the Annual and Fall Conferences.

Education

The objective is to provide Section members with educational and professional development activities for the improvement of all aspects of the water utility industry. The goals of Education include:

1. Develop informational and approved programs that will enhance the knowledge and professional development of Section members.
2. Monitor, disseminate and contribute to information on new technology, trends and other common issues affecting the water supply industry.
3. Promote work place, public and employee safety and regulatory and environmental compliance.
4. Assist Section members with independent study educational materials and networking opportunities.
5. Support the coordination and preparation of a calendar of all educational and professional development activities with the Section’s master calendar, which is maintained by the Board.

Education and Professional Development Committee

1. Oversee, coordinate, and implement educational and training programs that the Section members value.
2. Regularly solicit input from Section members on educational and training needs as a basis for developing seminars, workshops, and other educational and training programs.
3. Solicit input and assistance from all Section committees and other agencies in developing program topics and agendas.
4. Work with other educational groups and organizations in the State to make use of all available resources for education and training including the use of joint seminars and activities.
5. Assist Section administration in managing the Section’s Continuing Education Credits (CEUs) and Training Contact Hours (TCHs) program.
6. Maintain the Section’s continuing education policy in order to improve the effectiveness of all education and training programs developed by the Section.
7. Work to obtain and support available funding for Section training programs from NJDEP and other sources.
8. Identify and/or develop independent study and webcast education programs for the water industry.
9. Continue to develop seminars on non-traditional topics (such as administration, rate structure, customer service, laboratory issues, etc.)
10. Consider the use of paid speakers for appropriate topics.
11. Interact with AWWA and other organizations to establish a utility management program targeted at utility personnel who wish to develop management skills (e.g. NJAES/OCPE, Universities, AWWA.org/Leadership Center, AWWA Management Institute).
12. Investigate and support CEU reciprocity program for operators' and PE licensing between NJ, NY and PA.
13. Assist and support the development of strategies and mechanisms to coordinate Training Contact Hours and disseminate data to the NJDEP.
14. Maintain approval from the NY and State Education Department for Professional Engineer Continuing Education units and similar approval for NJ PE program.
15. Develop education and training programs on ethics/professional ethics.
16. Work closely with the Infrastructure Management Committee to support the Section’s members by providing training activities that address infrastructure management while providing appropriate continuing education credits for participating members.

Research and Technology Transfer Committee

1. Establish liaisons with other National and State associations, foundations, academia, and regulators for the exchange of information and project ideas.
2. Disseminate pertinent research information to Section members through the Section Newsletter, and by providing input to the Conference Committee.
3. Provide research ideas and other input to the NJDEP Science and Research Group, the Water Research Foundation, and the Water Reuse Research Foundation.

4. Develop a program to encourage New Jersey water utilities and universities to conduct research.

5. Coordinate with the Student Affairs and Young Professionals committees to encourage more New Jersey colleges to perform water research. Potentially match student researchers with water systems to help address operating problems.

6. Provide input to the Education and Professional Development Committee for seminars/workshops on water quality, treatment, research, and other technology issues.

7. Assist the Technical Program Committee in soliciting papers on research topics and projects for the Fall and Annual Conferences.

8. Develop a mechanism to solicit research needs of the Section and its membership.

9. Conduct annual seminars to promote technology transfer including joint seminars with NJ WEA and others as appropriate.

**Safety and Security Committee**

1. Keep abreast of key areas affecting health, safety, security, and environmental issues.

2. Provide input to the Conference Committee for a safety program at the Section’s Annual Conference.

3. Provide safety articles to all Section Newsletter issues.

4. Populate the Section website with information on safety practices, regulation, and enforcement.

5. Provide input to the Education and Professional Development Committee on developing or coordinating training classes that are required for annual recertification (such as confined spaces); and develop a list of other safety courses including where and when they are being offered.

6. Study workers’ compensation claims in the State, and other indicators, to see how the water industry compares with other industries. Disseminate this information to members for their use.

7. Provide seminars on health and safety issues, utilizing expertise from various industries.
8. Monitor various water sector security agency reports, regulations and programs and disseminate information to members.
9. In conjunction with the Education and Professional Development Committee develop training programs to help utilities comply with various regulations regarding security best practices.
10. Provide the named representative of the AWWA NJ on the NJWARN Steering Committee.

**Strategy**

The objective is to perpetuate, improve and enhance the leadership and management of the Section, promote the value of membership and increase member participation. Oversee the annual nomination of Trustee(s). Strategy goals include:

1. Provide resources and guidance for interaction and coordination among the various Section committees.
2. Oversee annual review and revision of the Strategic Plan.
3. Encourage staffing AWWA & Water Research Foundation councils and committees with Section members.
4. Maintain the fiscal integrity of the Section.
5. Use information technology to effectively manage and disseminate information.
6. Increase membership number, diversity, and participation.

**Board of Trustees**

1. Update, keep current, and implement the Section Operations Guide (SOG).
2. Provide active liaison involvement in committee functions.
3. Update criteria for committee member and committee chair selection.
4. Provide training for committee chairs and Trustees (Regional Meetings and other support from AWWA could be used as resources to accomplish this task).
5. Establish the duties and monitor the performance of the Section Staff annually.
6. Establish a procedure to identify, solicit and nominate AWWA NJ members for AWWA council, division, and committee positions.
7. Periodically review the Section’s bylaws and update them as necessary.
8. Provide resources and support for continuance and improvement of the Section website.
9. Evaluate the Annual Conference to ensure that the Conference locations, expenses, and programs are aimed at optimizing attendance and membership benefits.

10. Determine appropriate level of financial support from AWWA NJ for AWWA sponsored organizations (i.e., Water for People, Research Foundation, etc.).

11. Review the overall financial status of the Section to ensure its long-range financial health.

12. Review the needs and status of cash reserve funds for the effective operation of the Section.

13. Evaluate alternative revenue sources (including outside program funding and fundraising activities) for use by the Section in performing its mission.

14. Lead initiative to develop a more inclusive organization that encourages diversity of race, gender, age, background, and professions.

15. Oversee the member and financial databases.

**Strategic Planning Committee**

1. Annually review the Strategic Plan with the Committees and Board and update as needed.

2. Regularly evaluate functions and activities of committees.

3. Every five years, thoroughly evaluate administrative review procedures for the Strategic Plan.

4. Provide review and suggested comments to the Trustees on Section Bylaws and associated guidance documents on at least a five year cycle.

5. Review the Section’s Operations Guide and provide suggested comments to the Trustees on at least a two-year cycle.

**Director Nominating Committee – (every 3 years)**

1. Coordinate nomination of AWWA NJ’s Director with AWWA in accordance with the Section’s bylaws.

**Officer Nominating Committee**

1. Manage the nomination of the Vice Chair and Secretary-Treasurer positions in accordance with the Section’s bylaws.
Board of Trustee Nomination Committee

1. Nominate Section members for Board of Trustee positions.

Financial Advisory Committee

1. Assess financial risks faced by the Section, advising the Board on potential mitigation measures and the character of any residual risk, including:
   a. Evaluate current bank accounts and the need to diversify accounts to:
      i. Increase interest earnings
      ii. Define acceptable level of investment risk
      iii. Ensure adequate FDIC insurance coverage
   b. Evaluate need for Section insurance supplementing Association coverage.
   c. Conduct a periodic review and update to the following Policy documents:
      i. Conflict of Interest
      ii. Whistleblower
      iii. Volunteer Travel
   d. Review Section annual budget reserve options.
2. Review draft External Audit report, Form 990 and Charities Registration forms prepared by accountant prior to finalization, and advise Board accordingly;
3. Review performance of external bookkeeping services and advise Board accordingly.
4. Assist Board with implementation of any audit recommendations
5. Assist Secretary-Treasurer with review and refinement of bookkeeping procedures, including:
   i. Periodic review and update of procedures for managing multiple accounts, including scholarship, and Games of Chance accounts.

Recognition

The objective is to maintain an awards program that recognizes the professional accomplishments of the Section and the water works industry and to ensure continued Section representation at the Association level. The goals of Section Operations include:

1. Enhance the public image of the Section and the water works industry through a comprehensive and coordinated program of recognition efforts, for both
individuals and organizations that significantly advance or contribute to the goals and mission of the water works industry in New Jersey.

Recognition/Awards Committee

1. Recognize the contributions of individuals or organizations outside of the water works industry. Examples include mayor, legislators, League of Women Voters.
2. Utilize effective recognition techniques to attract reputable public speakers to Section functions.
3. Seek to motivate volunteerism using specific recognition measures. This includes continuance of existing awards (i.e., speakers, Board of Trustees, Fuller, operators, service, safety, posters, etc.), development of new awards, if needed, and the recognition committee chairpersons and committee members.
4. Formulate a mechanism, through coordination with the various Section committees, to identify achievements of individual members, companies, organizations, and contributing non-members, and then develop a means to recognize the subject achievement. Maintain criteria for each award and historical database of past recipients.
5. Review recognition and award opportunities that are available outside AWWA NJ for use in recognizing Section members. Prepare recommendations to the Board of Trustees for these awards. This includes AWWA, and other organizations within New Jersey.
6. Promote use of AWWA awards that encourage diversity.
7. Recognize and promote ethical behavior of the Section’s membership.
8. Recognize utilities that have successfully embraced utility asset management best practices.

Hal Florence Meritorious Operator’s Award Committee

1. Coordinate nomination of Hal Florence Meritorious Operator’s Award, with the assistance of the Licensed Operators committee.

Fuller Award Committee

1. Identify potential candidates and select recipient of Fuller Award for their distinguished service to the water supply field in commemoration of the
sound engineering skill, brilliant diplomatic talent, and constructive leadership, which characterized the life of George Warren Fuller.

Membership

The objective is to retain and increase active membership and collect, manage, and disseminate information about the organization. Membership goals include:

1. Provide a clear member value proposition that serves to increase membership number, diversity, and participation.

Membership Engagement Committee

1. Continue a membership marketing campaign.
2. Assist the Section staff in keeping electronic membership roster and profile that is up to date.
3. Encourage increased individual, utility, and service provider membership.
4. Develop and implement a program to retain existing members.
5. Plan and organize special social activities for the membership to promote greater camaraderie and professional relationships within the Section.
6. Develop, update, and disseminate an information package for new members.
7. Support diverse leadership by striving to have the Section membership mirror the diversity of the water industry workforce in New Jersey. Develop a plan to attract people of all races, genders, ages, geographic locations, occupations (i.e., utilities, consultants, manufacturers, distributors, and regulators, etc.) and positions in organizational structures within the water business to the Section.
8. Develop a membership goal, which considers AWWA goals and workforce demographics.
9. Enhance recognition of members by liaising with the Recognition Committee, welcoming new members in Section publications, and seeking feedback from new members.
10. Work with the Student Affairs and Young Professionals committee to continue efforts to recruit and engage students and new Young Professionals.
11. Work with the Public Affairs and Website Committees to increase membership engagement through social media.
**Student Affairs Committee**

1. Support and promote ethical behavior among existing student chapters and establish new student chapters at New Jersey colleges. Be the resource and ambassador for students to the water works industry.

2. Continue to develop programs to promote the water industry to college students. Develop presentations and plan speaking engagements to discuss trending topics in the industry.

3. Expand awareness of the water industry to the elementary, middle school and high school levels, with a particular focus on county technical high schools. Seek to develop and maintain alliances with New Jersey educational organizations.

4. Develop internship and student job placement programs. Encourage students to pursue internships with companies within the Section.

5. Administer the AWWA NJ Drinking Water Careers Scholarships.

6. Work with the Research and Technology Transfer Committee to encourage more New Jersey colleges to promote water research in New Jersey.

7. Continue and expand the student educational track, research poster competition, and networking events at Annual Section Conference. Collaborate with the Licensed Operators Committee to continue and expand the Student/Young Professional/Operator Trivia Bowl at the Annual Conference.

8. Continue and expand the Student Water Filter Building Competition.

9. Develop opportunities for experiential learning, including mentoring, shadowing and volunteering.

**Young Professionals Committee**

1. Pursue the advancement and engagement of students and younger professionals in the water industry.

2. Provide professional development opportunities for younger professionals (i.e. lunch & learn seminars/webinars)

3. Work in conjunction with other Section committees to develop networking opportunities between younger professionals and Section and industry leaders

4. Develop training and education programs to promote ethical behavior among young professionals.
5. Develop networking opportunities and events for Young Professionals (Section members and non-members).
6. Continue to promote and conduct the Fresh Ideas contest at the Annual Conference.

**Legislation and Regulation**

The objective is to monitor and impact legislative, regulatory, and policy issues at state and federal levels of government with the assistance of Section members and coalitions of other State water and environmental organizations. The goals for Legislation and Regulation include:

1. Develop and implement a successful program for monitoring and influencing legislation and regulations in the State that impact water utilities, their environment and their customers.
2. Develop a plan for effectively and efficiently communicating with and mobilizing the Section membership on legislative and regulatory matters.
3. Develop a Request for Qualifications (RFQ) proposal focusing on the employment of a paid lobbying consultant to support section goals and objectives, utilizing previous documentation developed by the Water Utility Council and the Board of Trustees.

**Water Utility Council**

1. Develop a coalition with other organizations in the State (e.g. Conference of Mayors) to collectively influence the legislative and regulatory process as it pertains to all areas of interest to the water utility industry.
2. Effectively manage the outsourcing support services required for legislative and regulatory activities and manage the consultant to bring value to AWWA NJ and its membership.
3. Maintain a diverse membership on the Council to include water utilities, consultants, manufacturers, etc. that collectively and individually take action when required.
4. Work closely with the NJDEP on matters of concern to the water industry.
5. Provide input to AWWA on Federal legislation.
6. Develop an effective plan for regularly communicating with Section members.
7. Establish liaisons between the Section and elected public officials and top management of the NJDEP and NJBPU to jointly identify areas where all can
benefit from the Section’s knowledge and expertise regarding asset management.

8. Improve understanding of local elected officials on the true cost to effectively collect, treat and deliver water to individual customers and maintenance of the supporting infrastructure.

9. Keep Section members informed of legislation that may impact the water industry and solicit member involvement / action when necessary.

**Infrastructure Management Committee**

1. Promote asset management principles, infrastructure financing options, and management and infrastructure improvement in both municipal and private water and wastewater systems.

2. Work in conjunction with other Section committees and other organizations to educate the membership and external groups on the need for effective asset management programs for the maintenance and preservation of the state’s water infrastructure.

3. Develop best practices for asset management including recommendations for AMP implementation and standards, comprehensive planning, programmed and preventative maintenance, and infrastructure assessment.

**Outreach**

The objective is to achieve broad-based participation in both the water profession and Section activities. The goals for Outreach include:

1. Develop and implement programs and resource materials that assist water operators.

2. Develop and promote programs that expand awareness of the water industry to all educational levels and that attract qualified people to the water profession.

3. Provide an avenue for members to participate in outreach and service related activities.

4. Develop programs to retain and engage retired professionals and to celebrate their contributions to the state’s water industry.
Retired Professionals Committee

1. Produce annual installments of the Living History Project.
2. Develop a program to encourage and foster fellowship among the retired members.
3. Develop annual event for retired members.
4. Contribute a column for each edition of the Section Newsletter.
5. Work with other Section Committees to advance and enhance each of their programs.
6. Assist in developing programs on ethics utilizing experience in the water profession.

Licensed Operators Committee

1. Work with the Education and Professional Development Committee and Technical Program Committee to provide seminars annually focusing on operators, management, and operations.
2. Develop and disseminate resource materials to assist water systems.
3. Continue to work with the New Jersey Water Association and the NJDEP to provide assistance to small water systems where appropriate.
4. Promote operators outreach activities (e.g., Top Ops).
5. Promote ethical behavior among licensed operators.
6. Assist the Director in the nomination for the Hal Florence Operator of the Year Award.

Social Responsibility Committee

The Social Responsibility Committee will be a steering committee composed of the Chairs of the Water for People Committee, Water Equation Committee, and Community Engineering Corps Committee, a liaison from the Board of Trustees and a liaison from the Financial Advisory Committee. The Water for People Committee, Water Equation Committee, and Community Engineering Corps Committee will all be subcommittees of the Social Responsibility Committee and the chairs of these subcommittees will elect the SRC chair annually from amongst themselves.

1. Coordinate the Section’s fundraising activities to support the initiatives of the subcommittee organizations.
2. Liaison with other committees to seek opportunities for fundraising at section social and educational events.

**Water for People Committee**

1. Undertake fundraising activities to support the initiatives of the national Water for People organization.
2. Provide opportunities for Section members to get involved with Water for People.
3. Provide opportunities for college students to get involved with Water for People and AWWA NJ.
4. Raise awareness within AWWA NJ and the public for the needs for drinking water sanitation and hygiene in the developing parts of the world.
5. Develop strategic partnerships outside of the water industry and with other Water for People committees to increase our impact and growth.

**Water Equation Committee**

The AWWA NJ Water Equation Committee focuses the Section’s considerable talents and resources on meeting the ever-growing need for pure drinking water and efficient wastewater treatment systems, and to address the critical shortage of skilled water professionals.

1. Undertake fundraising activities to support the initiatives of the AWWA Water Equation program, primarily within the NJ Section.
2. Identify opportunities and candidates for professional development scholarships.
3. Provide a conduit to get Section members involved with the Water Equation program.

**Community Engineering Corps Committee**

Community Engineering Corps brings underserved communities and volunteer engineers together to advance local infrastructure solutions. The AWWA NJ Community Engineering Corps Committee will coordinate local participation in the program.

1. Raise awareness within AWWA NJ and the public for the needs for drinking water sanitation and hygiene in the United States.
2. Provide a conduit to get Section members involved with the Community Engineering Corps within NJ.
3. Undertake fundraising activities to support the initiatives of the Community Engineering Corps Committee.

**Section Staff**

Section Staff includes the Section Manager and Section Administrator. The responsibilities of the Section Manager and Section Administrator are defined by the Section’s Board in the scope of services for each position. Included in the Section Manager’s scope of services is oversight of the Website Committee.

**Website Committee**

The Website Committee consists of a chair and a liaison from each of the other Section committees.

1. Develop website enhancements with content provided by other Section committees and the Board and related website links (e.g. Water for People) in support of the above.
2. Review, evaluate and test new website features.
3. Assist Section Staff and Public Information Committee with regular reviews of website to ensure that information posted is current, links are live, and website functions perform as intended.
4. Identify website improvements and content that will enhance the public profile of the Section.
5. Coordinate with other organizations for the dissemination of key water related information pertinent to the drinking water industry.
6. Maintain a list of members and contact information to improve internal section communication efforts.