Vision
A better South Carolina through better water

Mission
Providing solutions to effectively manage water, our state’s most important natural resource

Core Principles
- Protect public health and the environment
- Provide value to members and our state
- Pursue excellence through education
- Support professional collaboration and growth
- Foster diversity and inclusion
## Strategic Goals

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<tr>
<th>Member Engagement &amp; Development</th>
<th>Strategic Objectives</th>
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| We will be the association of choice for water utilities, professionals, and organizations | 1. Promote the value of membership  
2. Expand membership benefits  
3. Increase engagement of members |

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<tr>
<th>Organizational Stewardship</th>
<th>Strategic Objectives</th>
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| We will use our resources to better serve our members and the water community | 1. Ensure long-term sustainability through fiscal responsibility  
2. Adapt organizational structure and volunteer opportunities to meet changing needs of members |

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<th>Knowledge Creation &amp; Exchange</th>
<th>Strategic Objectives</th>
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| We will be an authoritative resource on water | 1. Expand knowledge resources to include additional drinking water and total water solutions in response to member needs  
2. Increase the variety of distribution channels through which members can access knowledge resources |

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<th>Water Policy &amp; Leadership</th>
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| We will be recognized as a valued and credible voice for water | 1. Enhance our credibility with decision makers  
2. Increase member and public understanding of water issues and the value of water |