

**TAWWA Strategic Plan - 2020-2025**

*Adopted October 9, 2020*

<b>Vision</b>	A better Texas through safe and sustainable water
<b>Mission</b>	Providing solutions to protect public health, the environment, and effectively manage water Texas’s most vital resource.
<b>Guiding Principles</b>	<ul style="list-style-type: none"> <li>• Protect public health and the environment.</li> <li>• Foster collaboration, knowledge sharing, and innovation.</li> <li>• Be a culture of diversity, inclusion, and member engagement.</li> <li>• Support member education.</li> <li>• Share best practices and collaborate with all system sizes.</li> <li>• Strengthen public trust.</li> </ul>
<b>Strategic Goal 1</b>  Strategic Objectives	<b>Member Engagement and Development</b> <ul style="list-style-type: none"> <li>• Enhance the value experience for members</li> <li>• Retain and grow membership across all industry workforce categories</li> <li>• Work in collaboration with Chapters and individual members to enhance member engagement</li> <li>• Strategically focus and target resources for member value and growth</li> </ul>
<b>Strategic Goal 2</b>  Strategic Objectives	<b>Organizational Stewardship</b> <ul style="list-style-type: none"> <li>• Safeguard TAWWA’s long term financial health</li> <li>• Enhance the effectiveness of the relationships between the Section and the Chapters</li> <li>• Continually evaluate the Section’s programs for relevance, value, and investment in the future</li> <li>• Continue to leverage technology to provide greater value to TAWWA’s members</li> <li>• Continue to develop the volunteer leadership’s ability to guide and oversee TAWWA and work to mentor successor volunteer leadership</li> </ul>
<b>Strategic Goal 3</b>  Strategic Objectives	<b>Knowledge Creation and Exchange</b> <ul style="list-style-type: none"> <li>• Support and advance TAWWA’s resources focused on “every drop, every day, everywhere”<sup>©</sup> for the Texas water community</li> <li>• Provide educational programs and knowledge resources through increased collaboration between the Section and the Chapters</li> <li>• Increase the use of technology to encourage and support knowledge resources and member collaboration</li> <li>• Enhance opportunities for Texas water professionals to connect and exchange knowledge and experiences</li> <li>• Enhance media understanding and trust of TAWWA and Texas utilities.</li> </ul>
<b>Strategic Goal 4</b>  Strategic Objectives	<b>Water Policy and Leadership</b> <ul style="list-style-type: none"> <li>• Leverage TAWWA’s credibility with decision makers</li> <li>• Strengthen public trust in Texas Public and Private water service utilities and communicate the value of water</li> <li>• Enhance Section capabilities to educate leadership on water policy at the Texas Legislative and Regulatory level.</li> <li>• Strategically collaborate to advance the application of sound science and engineering practices</li> <li>• Identify priority risks to safe water and advance policies to address them</li> <li>• Continue to develop tools to empower TAWWA to facilitate member engagement in the legislative and regulatory processes.</li> </ul>