



Virginia Water Environment Association Strategic Plan

Elevate 2029: Educate, Empower, Engage

Our Mission

To lead the advancement
of the water industry.

Our Vision

A healthy water
environment for Virginia.

Our Goals

Leadership and Advocacy

- Exercise responsible financial management and practical governance.
- Promote collaboration within our member association, with the public, and with other industry-related organizations.
- Advocate for technically-sound science within the water industry.
- Champion diversity, equity, and inclusion in all activities.

Communication and Outreach

- Support organizations by providing access to public engagement, outreach, and education resources.
- Enhance membership communications.
- Expand student engagement by creating diverse, inclusive, and strategic opportunities with Virginia's educational institutions.
- Cultivate engagement with the water professional community through outreach efforts.

Education and Workforce Development

- Support opportunities to obtain and maintain licensure.
- Provide opportunities for connection, growth, and education.
- Promote a scholarship program to support education and training.

Our Core Values

Nurture a
collaborative
and inclusive
community.

Empower our
members to
foster growth and
sustainability.

Provide premier
resources for
educational
opportunities and
outreach.

Inspire our
members to be
leaders in
Virginia's water
environment.