

# Chesapeake Section AWWA **Strategic Plan**

## VISION

Leading the Chesapeake Region in promoting quality drinking water and sustainable water resources.

## MISSION

Providing solutions and support for our members to effectively manage water, the world's most important resource.



### GOAL: Member Engagement & Development

CSAWWA will be the association of choice for water professionals in Delaware, DC and Maryland

#### OBJECTIVES:

- Enhance the size, diversity, and engagement of Section membership
- Increase attendance at Chesapeake Section events and programs
- Develop more active committees



### GOAL: Organizational Stewardship

CSAWWA will effectively and efficiently manage its resources to serve its members and the water community

#### OBJECTIVES:

- Assure the long term viability of CSAWWA by exercising financial prudence
- Optimize revenue base by conducting events jointly with CWEA and WWOA, e.g. Tri-Association Conference
- Strategically use excess funds to support programs that are not break-even



### GOAL: Knowledge Exchange

CSAWWA will be a premier regional forum for exchange of knowledge on water

#### OBJECTIVES:

- Assure that TRICON and other Section programs and events address the membership's areas of interest and need
- Develop programs that support the full range of water resource stewardship, including drinking water, water reuse and storm water management



### GOAL: Water Policy & Public Education

CSAWWA will be a valued and credible voice for water in the Chesapeake region

#### OBJECTIVES:

- Monitor state level water related legislation and regulations, and engage where appropriate to support our mission
- Enhance CSAWWA's credibility with decision makers
- Increase public understanding of water issues and the value of water



American Water Works Association

Dedicated to the World's Most Important Resource™