



A VISION THAT HOLDS **WATER**

STRATEGIC PLAN

2021 – 2023

At CWEA,

we're proud to lead the way with an inspiring, new Strategic Plan that elevates our core priorities—empowering, educating and connecting water professionals to protect public health and the environment.

Join us in marking this milestone moment and advancing on our collective goals. Working together, we will build a stronger wastewater profession and a sustainable California water environment for all.

NEW MISSION STATEMENT

Empowering, educating, and connecting water professionals to protect public health and the environment.

NEW VISION STATEMENT

A sustainable California water environment.



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GOALS

Goals are the core competencies identified by leadership for which resources should be allocated.

The planning group identified strategies for achieving progress towards these goals. These priorities define how CWEA plans to focus its resources.

STRATEGY

GOAL 1

Education and Certification

Be the leader in industry training and certification with a focus on quality, relevance, and accessibility.

- a. **MAINTAIN** the certification program to reflect the latest advances in technology, regulations, and best practices.
- b. **IDENTIFY** and implement a variety of approaches to training to increase accessibility.
- c. **IDENTIFY** training needs and interests, and expand content to meet those needs.
- d. **EXPAND** and diversify the pool of subject matter experts, speakers, and trainers.

GOAL 2

Member Experience

Strengthen member value and diversity by providing meaningful benefits for all.

- a. **UNDERSTAND** members' needs and expand benefits to address identified gaps.
- b. **DEVELOP** an outreach plan to support new professionals.
- c. **HIGHLIGHT** the value of membership in a more intentional way.

GOAL 3

Community Engagement

Be the trusted resource and expand awareness by promoting the profession and supporting a diverse group of members and stakeholders.

- a. **INCREASE** interactions and engagement with local sections.
- b. **FURTHER** develop partnerships with other associations, agencies and stakeholders to expand awareness and increase impact.
- c. **BUILD** a strong network of experts to represent CWEA.



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