

FLOW FORWARD.

STRATEGIC PLAN: 2024-2027

At CWEA, our new Strategic Plan places growth at the center of our mission—growth of our community, our impact, and our collective expertise. We remain steadfast in our commitment to empowering, educating, and connecting water professionals to protect public health and the environment across California.

This next chapter is shaped by a vision of a thriving, welcoming, and future-ready profession. By investing in the next generation, expanding access to high-quality training, and fostering a deeper sense of belonging across our network, we're building the foundation for lasting progress. Together, we're charting a course toward a stronger wastewater profession and a more sustainable water future for all.

MISSION STATEMENT

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

VISION STATEMENT

A sustainable California water environment.



GOALS

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

The planning group identified three goals that all support CWEA's mission and key values for achieving progress and sustainability in the water industry as a whole. These priorities define how CWEA plans to focus its resources.

Goal 1:

Membership Growth

Expanding CWEA's reach and membership base fostering inclusive growth.

STRATEGIES:

- Expanding CWEA membership and engagement by targeting underrepresented agencies and cultivating a culture of participation.
- Strengthen the foundation of the water industry by actively engaging educators and early-career professionals to foster involvement and build a sustainable talent pipeline.

Goal 2:

Training and Professional Development

Enhancing the professional growth and satisfaction of members through tailored and accessible training programs and resources.

STRATEGIES:

- Increase engagement through hands-on and specialized training.
- Enhance training programs and certification.

Goal 3:

Engagement and Belonging

Fostering a more active and diverse volunteer base and ensuring local section empowerment and support to enhance overall community and industry engagement.

STRATEGIES:

- Support and empower local sections.
- Improve communication and inclusivity.

The logo for the California Water Environment Association (CWEA) is displayed in white, bold, sans-serif capital letters against a dark blue background. The letters are closely spaced, with the 'C' and 'W' being particularly prominent.