



AWWMA
Clean, Safe Water for Alaska

AWWMA Strategic Plan

(rev 2010)

Introduction

The strategic plan provides direction on which the Alaska Water Wastewater Management Association (AWWMA) Executive Board should base its activities. The intent is to update the plan annually to ensure that the Association can take account of changing circumstances as they occur. The Strategic Planning Committee will be chaired by the president-elect and comprised of the regional vice-presidents.

This plan takes a relatively narrow view of the objectives and the activities the Association should concentrate on in a given year. The plan does not attempt to provide a detailed listing of all of the Association's programs or activities. It is up to the Executive Board and/or individual committees to identify activities in detail within the framework of this plan as well as to identify the scope and sources of necessary funding.

Purpose of the Strategic Plan

AWWMA recognizes the need for its officers, staff and membership to have well-established objectives to provide continuity and guidance for the many volunteers who make up the working committees of the Association. The Strategic Plan charts the future direction of the association for the upcoming year. The mission statement (also included herein) should be reviewed, and updated as necessary, at least every two years (even years) and charts the long-term direction of the organization. The strategic plan will serve as a guide to focus and prioritize board and committee activities for administrative organization, and for budgeting expenditure of funds. This plan shall serve as the central document for informing the membership of the Association's overall direction and goals.

AWWMA Vision Statement

Serving the Water and Wastewater Industry

AWWMA MISSION STATEMENT

AWWMA is dedicated to the stewardship of the environment and the protection of public health. AWWMA will be a leader in advancing the technology of the water and wastewater fields and be in active in government policies relative to the stewardship of water resources and public health.

Objectives

1. Be the leader in the water and wastewater field
2. Identify unique regional water and wastewater issues and concerns and provide leadership and education to the public concerning these issues and concerns
3. Establish AWWMA as the recognized authority on water resource and wastewater disposal policy issues in Alaska, through demonstrated knowledge and leadership on relative issues and through active, cooperative participation in the political and regulatory decision-making process
4. Provide and assure training and educational opportunities for members and industry related workers
5. Provide a network for communicating and sharing water industry information with all Association's members and the public
6. Encourage volunteer participation of the Associations' members through a strong and active network of committees and sub-Regions
7. Acquire sufficient resources to meet the Associations' goals and objectives
8. Promote communication and understanding between consumers and suppliers of water and waste services. To maintain effective communications and credibility with consumers
9. Achieve technological progress through education and advancement of knowledge in the water and waste field
10. Provide information and expertise to legislative and regulatory processes.

Long term activities:

1. Preserve and enhance the ties to the AWWA and WEF
2. Promote the presence and stature of the AWWMA throughout Alaska
3. Encourage cooperation with related organizations on mutual issues
4. Take an active role in government involvement/affairs

Short term activities:

1. Develop, prepare and distribute a welcome package for new members and an information brochure on the benefits of AWWMA membership
2. Establish a financial business plan for the AWWMA
3. Take advantage of new opportunities for growth of revenue
4. Establish minimum criteria needed before beginning new revenue generating opportunities
5. Establish a dedicated financial reserve
6. Provide quality workshops, seminars and conferences
7. Provide small systems support