AWWMA Strategic Plan
(updated 2010)

Introduction

The strategic plan provides yearly direction on which Alaska Water Wastewater Management Association (AWWMA) executive board should base its activities. The intent is to update the plan annually to ensure that the organization 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 organization 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. The mission statement (also included herein) should be reviewed biannually (even years) by the board of directors. 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.

The Strategic Plan only sets direction. It is not intended to provide detailed guidance regarding all functions and aspects of the Associations affairs. The Plan has four basic foundations:

1) A formal statement of the AWWA, WEF and AWWMA missions provides the basis of the long-range (10 years and beyond) goals of the Association
2) Strategic directions for mid-range (3-5 year) Association goals.
3) Specific strategic objectives are identified for emphasis within each strategic direction area. These objectives are identified by the president, president-elect and regional VPs, approved by the Executive Board and will provide the highest benefits to the Associations’ goals.
4) Action items are specifically assigned tasks and/or projects with target completion dates designed to advance the goals and objectives of the strategic directions. These items are presented in an action and date format for each strategic objective and with specific committee and/or officer assignments. The calendar will be reviewed by the Executive Board and updated annually at the Winter Executive Board meeting.
Implementation of the Strategic Plan

AWWMA Executive Board has the ultimate responsibility for implementation of the Strategic Plan. This includes evaluating committee and regional proposals for consistency with the plan, annual evaluation of the relevancy of the plan (including annual revision of the plan objectives, if necessary, and action item calendar), and annual distribution of the revised plan including publication in the summer newsletter. The President Elect shall serve as the coordinator or director of these activities and as liaison with the committees to ensure that specific objectives are met on schedule.

Strategic Plan

AWWMA Mission Statement:

AWWMA works to provide opportunities that bring knowledge, expertise, and technology to water and wastewater industry professionals in Alaska. Our conferences and workshops are attended by a diverse group of professionals from large and small utilities, and the professionals that operate, educate, and regulate them. Our organization is governed by a Board of Directors and driven by Committees - a team of volunteers dedicated to the water and wastewater profession in an effort to provide Clean, Safe Water for Alaska.

1) Overview

In addition to assisting with activities, which fulfill the missions of the represented national organizations, AWWMA is dedicated to the stewardship of the environment and human health. As a leader for the drinking water and wastewater treatment industries, AWWMA must be an effective instrument by advancing the technology and science of the water and waste fields and government policies relative to the industries’ roll in stewardship of water resources, and additionally shall assume the responsibility to:

   a) Provide leadership and education to the public on unique regional water and wastewater issues,
   b) Establish our organization as the recognized authority on water and wastewater issues in Alaska, through demonstrated knowledge, leadership, and cooperative participation in the regulatory process.
   c) Provide and promote training and educational opportunities.
   d) Communicate and share industry information
   e) Encourage volunteer participation from the Association membership through a strong and active network of committees.
   f) Acquire sufficient resources to meet the Associations’ goals and objectives

The Executive Board shall review the mission statement biannually (even years) to determine which changes, deletions, or additions are appropriate. The Board should also review the Association’s activities to ensure that they are consistent with these purposes.
Objectives

AWWMA will work to:

  g) Be the leader in the water and wastewater industry
  h) Promote communication and understanding between consumers and suppliers of water and wastewater services
  i) Respond pro-actively to environmental concerns with respect to the water and wastewater industry
  j) Achieve technological progress through education and advancement of knowledge in the water and wastewater industry
  k) Provide expertise to legislative and regulatory processes.

2) Focus
   a) AWWMA will focus its activities on issues related to drinking water supply, treatment, and distribution, and reclaimable water collection, treatment, and disposal. AWWMA recognizes that other major organizations focus on groundwater, solid waste, air quality and general public works issues. AWWMA will strive to deal with issues of mutual interest where conflicts of interest do not occur, through affiliation and joint undertakings with other relevant organizations.

3) Membership

The following list outlines the target groups to which AWWMA activities should be directed:

   ▪ Engineers / technicians in the consulting, regulatory, municipal and industrial fields
   ▪ Operators in sewage collection and treatment, and water distribution and treatment in the municipal and industrial fields
   ▪ Suppliers and Manufacturers
   ▪ Individuals in the analytical / testing field
   ▪ Politicians, municipal administrators, and agency staff
   ▪ Print, radio and television media
   ▪ Public education
   ▪ General public

4) Commitment

The Executive Board of AWWMA, in signing this document wishes to express its commitment to the concept of strategic planning and its belief that this process will provide valuable assistance in fulfilling the Association's mission.
5) Strategic Directions

AWWMA should work to be the leader in the water and wastewater fields. AWWMA should be the focal point for activities relating to the water and wastewater fields, and to be an effective and credible advocate on water and wastewater issues.

a) Long term activities:
   i) Preserve and enhance the ties to the AWWA and WEF
   ii) Maintain and enhance the organization for promoting the activities and goals of the AWWA and WEF
   iii) Continue to enhance the quality of the AWWMA and its activities
   iv) Promote the presence and stature of the AWWMA throughout Alaska
   v) Encourage cooperation with related organizations on mutual issues
   vi) Conduct AWWMA affairs in a professional and financially responsible manner

b) Short term activities:
   i) Assist the State Department of Environmental Conservation in retaining primacy for Alaska’s drinking water and pollution discharge elimination system.
   ii) Develop, prepare and distribute a welcome package for new members and an information brochure on the benefits of AWWMA membership.
   iii) Establish a financial business plan for the AWWMA
   iv) Promote the development of AKWARN (Alaska Water / Wastewater Agency Response Network)

6) Strategic Objectives

a) Continuing objectives:
   i) Provide quality workshops, seminars and conferences
   ii) Provide small systems support
   iii) Take an active role in government involvement
   iv) Organization of the historical files

b) New objectives:
   i) Promote member involvement
   ii) Effective fiscal management
   iii) Recognition of volunteerism

7) Strategic Action Items

a) Member involvement:
   i) Promote member involvement in the strategic planning session at the Statewide Conference
   ii) Promote member education of the activities of the Executive Board and committee organization so they can participate.

b) Effective fiscal management:

c) Monitor resources for available grant opportunities