NYSAWWA
Strategic Plan

“Better world through better water.”

American Water Works Association
New York Section
Vision
A better world through better water.

Mission
Leading the water community to provide sustainable safe water through the advancement of management, education, science, and technology.

Core Principles
Protect public health.
Authoritative resource on drinking water.
Advocacy and leadership.
Sustainability.
Education and knowledge sharing.
Provide and demonstrate the Value of Water.
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<th>Strategic Goals</th>
<th>Strategic Objectives</th>
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| **Member Engagement & Development** | Enhance member understanding of the value of membership  
Increase the usage of member benefits by establishing more networking events and creating a more robust mentoring program  
Increase engagement of members with the Section and each other  
Increase number of memberships in strategic membership categories                                                                                                                                                                                                                          |
| **Sustainability**            | Focus and concentrated outreach on students and young professionals to get involved in NYSAWWA  
Concentrated effort to promote careers in the water industry  
Establish a strong Scholarship Program to increase awareness of careers in the water field  
Improve effectiveness of the volunteer leadership in guiding the Section                                                                                                                                                                                                                       |
| **Education & Training**      | Expand education and training opportunities by creating new courses and locations throughout the State  
Increase the variety of distribution channels through which members can access Section knowledge resources  
Increase the coordination of education programs and services between the New York Section and neighboring Section programs                                                                                                                                                                                                                     |
| **Water Policy & Leadership** | Enhance NYSAWWA’s credibility with decision makers  
Increase public understanding of water issues and the value of water  
Enhance media understanding and trust of NYSAWWA  
Increase New York Section member participation in advancing the Section’s water policy and leadership                                                                                                                                                                                                                   |