

*Adopted January 2015*



# NYSAWWA Strategic Plan

 American Water Works Association  
**New York** Section  
“A better world through better water.”



## **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.

Strategic Goals	Strategic Objectives
<b>Member Engagement &amp; Development</b>	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
<b>Sustainability</b>	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
<b>Education &amp; Training</b>	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
<b>Water Policy &amp; Leadership</b>	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



614 Seventh North Street  
Liverpool, New York 13088

[www.NYSAWWA.org](http://www.NYSAWWA.org)

t 315.455.2614  
f 315.455.2615