

2024 STRATEGIC PLAN

American Water Works Association
Virginia Section



VISION: To be Virginia's leading association dedicated to the promotion of safe and sustainable water



MISSION: Leading, educating, and assisting Virginia's water community in the advancement of public health, safety, quality of life, and environmental stewardship

Membership Engagement and Recruitment

Build a vibrant, sustaining, and inclusive membership

- Enhance the value of membership experience
- Retain and actively grow our membership
- Increase member engagement
- Advance a culture of diversity and inclusion

Education and Professional Development

Promote member education and professional growth

- Develop a variety of high-quality program offerings to meet the diverse needs of our membership, considering subject matter, accessibility, affordability, and format
- Structure programs to meet members' educational requirements for certification and licensure
- Incorporate networking opportunities into events and training programs
- Increase and promote professional development through involvement on both Section and Association committees
- Provide opportunities for members to strengthen their leadership, management and interpersonal skills

Water Policy

To engage public officials on water policy and promote the value of water

- Collaborate with state regulatory agencies, the Association, and other organizations to influence the regulatory process
- Take an active role in shaping state legislation that impacts the water sector
- Educate decision-makers on the value of water, water systems, and water issues
- Advocate for the continuance of affordable and equitable funding for all water utilities

Public and Consumer Awareness

Educate and inspire the public on the value of clean and reliable water

- Provide educational resources on the value of water and the elements involved in source protection, treatment, and delivery to our members and the water community
- Provide clear, credible information about the water sector, water issues/availability, and compelling need for investment in water infrastructure for future generations
- Promote careers in the water sector

Organizational Stewardship

Strengthen the organization through effective leadership and business practices

- Adapt organizational structure, volunteer opportunities and succession planning to meet the changing needs of our members, staff and Section
- Ensure the financial sustainability of the Section through fiscal responsibility and initiative
- Ensure the safe use of technology to protect the organization and its data while improving efficiency and value
- Pursue strategic collaborative opportunities to maximize the overall organization mission