

GAWP Strategic Plan

(Notes from planning session conducted August 30, 2011)

Mission

The Georgia Association of Water Professionals educates, provides professional development and promotes sound public policy in the water resources and related environmental fields.

Vision

The Georgia Association of Water Professionals will be the go-to source for reliable information on Georgia's water resources for water professionals, decision makers, the media, and the public.

Key Focus Areas

- 1. Membership**
- 2. Leadership**
- 3. Communications**
- 4. Policy**
- 5. Financial**

Membership

Goal 1. Increase value of membership through services (Training and certification, Awards and recognition, Opportunity to serve, Networking, Advocacy/Policy for water profession, Information Resources)

Objective 1. Identify member needs by membership type

Tasks:

1. Review previous survey and disseminate
2. Determine if additional survey is needed for more detail
3. Conduct surveys if needed
4. Analyze survey results and share with committees
5. Recommend follow-up actions
6. Analyze membership data

Objective 2. Expand training opportunities

Objective 3. Increase member participation

Objective 4. Restructure member recognition programs

Goal 2. Expand membership

Objective 1. Increase Industrial members

Objective 2. Increase environmental groups members

Objective 3. Increase stormwater members

Assigned to Membership Committee

Update at Fall Conference

Deadline is May 2012

Leadership

Goal 1. Enhance relationships with National Organizations

Objective 1. Consider establishing new relationships (NACWA, AWWA, WERF, WaterRF, AWE, WaterReuse, AMWA, APWA, ASFPM, etc.)

Objective 2. Create linkages between national committees and GAWP committees

Goal 2. Provide effective governance of GAWP

Objective 1. Review and revise Board and Executive Committee structure to streamline decision making (assigned to Constitution and bylaw committee, recommendations by February 2012)

Task 1. Consider diversity

Task 2. By-law revisions

Objective 2. Succession plan (staff and volunteer leadership)

Task 1. Review biannually and revise as necessary (personnel committee)

Task 2. Document succession plan process for committee leadership (staff, by fall conference)

Task 3. Develop succession plan process for Section and Association leadership

Objective 3. Complete and implement the strategic planning process

Task 1. Review and revise each year in May, to implement action items in next program year

Task 2. Communicate to membership upcoming actions for program year

Assigned to

Update at Fall Conference

Deadline is

Communications

Goal 1. Enhance communications with internal and external audiences

Objective 1. Develop social media presence (staff, by 2012 annual conference)

Task 1. Involve YP's in facebook page

Task 2. Develop social media policy

Objective 2. Redesign and launch website (staff, by fall conference)

Task 1. Membership committee and District Directors to review and provide input

Task 2. Increase technical content on website, or links

Goal 2. Enhance GAWP's image as the go-to organization for water resources

Objective 1. Increase research topics in Georgia Operator

Objective 2. Publish and present through ACCG and GMA

Objective 3. Promote History of Water in Georgia program

Goal 3. Promote our industry

Objective 1. Re-energize and promote H2Oportunity (Kim Holland)

Objective 2. Life Members? (Involve them and use them...continue discussion on how to better involve them in GAWP activities)

Assigned to

Update at Fall Conference

Deadline is

Policy

Goal 1. Promote sound public policy (while recognizing diversity of members' interests)

Objective 1. Review and revise, as necessary, the legislative strategy laid out in the Operations Manual.

Objective 2. Construct a matrix of member contacts with key legislators to facilitate communication of association position statements on an as-needed basis.

Objective 3. Continue and strengthen activities of Legislative committee

Objective 4. Review and prioritize policy changes

Task 1. Major spills

Task 2. Nutrient

Task 3. Anti-degradation

Task 4. Other policies to be identified

Goal 2. Help set the direction for state water programs

Objective 1. Influence state water plan implementation

Goal 3. Be a recognized resource for policy makers

Assigned to

Update at Fall Conference

Deadline is

Financial

Goal 1. Maintain and strengthen GAWP's financial position

Objective 1. Maintain and update financial policies and controls

Task 1. Recommend revisions to financial policies (Bill, Nolton, and Jack, by Fall Conference)

Objective 2. Develop and adopt plan to payoff building by 2025 (Jack, Fall Conference)

Objective 3. Develop additional funding sources

Task 1. Continue to expand use of the GAWP building for revenue generation (meetings and training), through policies to be established

Assigned to

Update at Fall Conference

Deadline is