

**Strategic Plan of the  
Pennsylvania Section  
American Water Works Association  
May 6, 2009**

**Vision Statement**

PA-AWWA will continue to be the authoritative resource on safe water in Pennsylvania.

**Mission Statements**

PA-AWWA is dedicated to providing leadership and resources to the full spectrum of the Pennsylvania water community to provide safe, affordable, and sufficient water. PA-AWWA advances technology, education, science, management, and government policies.

**Goals**

**Goal A – Promote safe water and the protection and responsible use of Pennsylvania’s resources.**

1. Objective: Establish a volunteer network of one-on-one contacts between an AWWA member(s) and each legislator and regulator and AWWA member.  
  
Who\*: WUC – Government Relations Advisor, and District Trustees.  
When: October 2009
  
2. Objective: Provide updates on the progress of Governor’s Infrastructure Task Force.  
  
Who: WUC Chair and Government Relations Advisor  
When: Quarterly, beginning in 2009
  
3. Objective: Develop a list of speakers within each district to address community functions, schools, service clubs, municipalities, etc.  
  
Who: District Trustees  
When: December 2009
  
4. Objective: Monitor legislative and regulatory activities which affect the water community.  
  
Who: WUC – Government Relations Advisor  
When: Continuously
  
5. Objective: Review, comment, and promote specific language for proposed legislation and regulations.  
Who: WUC  
When: Continuously

**Goal B – Create a sustainable organization by aligning staff, volunteer, and member activities, practicing sound management, engaging in strategic partnerships and continually improving the resources and effectiveness of the Association.**

1. Objective: Contact the following organizations to explore opportunities for joint training and meetings: EPA, DEP, PUC, WWOAP, PWEA, PMAA, PRWA, NAWC, universities, colleges, and vo-tech schools.

Who: Chair, Executive Director and Educational/Technology Council  
Chair

When: December 2009

2. Objective: Maintain a balanced budget by appropriate financial planning, increasing revenues and implementing cost- saving measures.

Who: Treasurer and Executive Director

When: July 2009

3. Objective: Continue to maintain the Partnership for Safe Water and PAWARN Grant Programs and investigate other grant and funding opportunities.

Who: Executive Director

When: On-going

4. Objective: Continue to maintain a viable training program for the water community, netting \$50,000

Who: Educational/Technology Council Chair and Executive Director

When: On-going

5. Objective: Review annual conference location and contracts to maximize attendance and minimize costs; investigate joint conference opportunities.

Who: Executive Director and Board

When: June 2009 (after conference in Pittsburgh)

6. Objective: Promote technical committee involvement in section activities and develop a minimum of one new section event per year.

Who: Board and Committee Chairs

When: May 2010

**Goal C – Increase and retain membership and promote volunteer participation.**

1. Objective: Increase Membership Committee by 4 new members, to a total of 8 by December 2009.

Who: Membership Committee, and Board

When: December 2009

2. Objective: Develop a membership plan consistent with AWWA vision and mission statement, establishing annual membership growth rate of 1% with a minimum retention rate of 90%.

Who: Membership Committee and Executive Director

When: December 2009

**Goal D – Provide training and exchange knowledge to benefit public health and enhance the capabilities of the water community.**

1. Objective: Increase educational attendance by 10% per year.

Who: Education/Technical Council and Executive Director

When: December 2009

2. Objective: Respond quickly to new regulations by setting up educational programs within 3 months of the regulations being adopted.

Who: Education/Technical Council and Executive Director

When: 3-month timeframe, per regulation

3. Objective: Investigate and implement section webcast capability and Professional Engineer PDH delivery capability.

Who: Executive Director and Education/Technical Council.

When: December 2010

\*Note: "Who" indicates responsible party, not necessarily all those involved.