

Adopted June 2013



AWWA

Strategic Plan



**American Water Works
Association**

Dedicated to the World's Most Important Resource™



AWWA

Strategic Plan

VISION

A better world through better water

MISSION

Providing solutions to effectively manage water, the world's most important resource

CORE PRINCIPLES

Protect Public Health

Safeguard the Environment

Pursue Excellence

Act with Integrity

Provide Value

Foster Diversity and Inclusion

Strategic Goals	Strategic Objectives
Member Engagement & Development AWWA will be the association of choice for water utilities, professionals, and organizations	Enhance member understanding of the value of membership
	Increase the usage of member benefits
	Increase engagement of members with AWWA and each other
	Increase the number of memberships in strategic membership categories
Organizational Stewardship AWWA will effectively and efficiently use its resources to serve its members and the water community	Enhance the long-term viability of AWWA by enhancing revenue growth
	Enhance the effectiveness of the business relationship between the Association and its Sections
	Improve the alignment of the Association's program portfolio to meet member needs
	Increase investments in the Association's drinking water and total water solutions offerings
	Improve the effectiveness of the volunteer leadership in guiding the Association
	Improve the use of technology to create greater efficiency and effectiveness
Knowledge Creation & Exchange AWWA will be the authoritative resource on water	Expand the Association's knowledge resources to include additional drinking water and total water solutions in response to member needs
	Increase the coordination of educational programs and services between the Association and its Sections
	Increase the variety of distribution channels through which members can access AWWA knowledge resources
	Increase the relevancy of the Association's knowledge resources for global water professionals
Water Policy & Leadership AWWA will be recognized as the valued and credible voice for water	Enhance AWWA's credibility with decision makers
	Increase public understanding of water issues and the value of water
	Enhance media understanding and trust of AWWA
	Increase Section and member participation in advancing the Association's water policy and leadership



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