SOUTHWEST SECTION

American Water Works Association

STRATEGIC PLAN

MEMBER ENGAGEMENT & DEVELOPMENT

The Southwest Section of AWWA will be the association of choice for water utilities, professionals and organizations

Strategic Objectives

- **Enhance member understanding of the value of membership**
- **Champion a culture of diversity, equity, inclusion and belonging to empower members to better serve their communities**
- **Boost opportunities for engagement among professionals from all water disciplines, international participants and other water stakeholders**

ORGANIZATIONAL STEWARDSHIP

The Southwest Section of AWWA will effectively and efficiently use its resources to serve its members and the water community

Strategic Objectives

- **Demonstrate sound financial stewardship by allocating resources to serve the needs of members with transparency and accountability**
- **Enhance investment in the Section's members and volunteers**
- **Provide tools and resources to improve the effectiveness of leadership within the organization**
- **Improve the use of technology to create greater efficiency and effectiveness**

KNOWLEDGE CREATION & EXCHANGE

The Southwest Section of AWWA will be the authoritative resource on water

Strategic Objectives

- **Provide opportunities for members to collaborate and exchange knowledge**
- **Expand the Section's knowledge resources to include One Water solutions in response to member needs**

WATER POLICY & LEADERSHIP

The Southwest Section of AWWA will be recognized as the valued and credible voice for water

Strategic Objectives

- **Enhance AWWA and Section's credibility with decision makers**
- **Increase public understanding of water issues and the value of water**
- **Increase Section and member participation in advancing the Association's water policy and leadership**