

Texas Section Strategic Plan

May 2008

Mission

TAWWA is dedicated to the promotion of a safe and sufficient supply of water for all people through a proactive effort to influence governmental policies and supporting membership and consumer educational opportunities.

Vision

TAWWA will be recognized as the leading force in the State of Texas dedicated to safe drinking water.

1. **Goal:** To provide continuing education for water utility personnel

Objectives:

- a) Survey attendees of TAWWA training programs and gauge their satisfaction.
- b) Survey members and previous training attendees as to types of training desired.
- c) Develop seminars, workshops, teleconferences and web-based training programs based on needs analysis.
- d) Continue work with WEAT on science fairs and education for science teachers.
- e) Develop with Public Information Committee and other organization's water education and issue information for water consumers.

Time Line:

Budget Impacts:

Responsibility:

Education Divisions, all other Divisions and Committees and Section staff

2. Goal: Increase membership growth, retention, and involvement.

Objectives:

- a) Increase membership growth and retention.**
 - 1. Measures:
 - i. Grow membership by 3% annually
 - ii. Add Chapters in College Station/Bryan and Tyler
 - iii. Increase the number of Growth System Memberships.
 - iv. Increase membership in customer service, laboratory, financial staff, and water board directors.
- b) Gather and understand membership issues.**
 - 1. Measure:
 - i. Conduct bi-annual on-line membership survey
- c) Promote involvement of new members.**
 - 1. Measures:
 - i. Send all new members a greeting letter from the Chair.
 - ii. Send all new members a personal greeting from a Lonestar Leader.
- d) Promote linkage to existing Chapters.**
 - 1. Measure:
 - i. Enlist Chapter leadership in Trustee/Deputy Trustee nomination for their respective geographic area.
- e) Encourage Chapter leaders into roles on Section Committees.**
 - 1. Measure:
 - i. How many actually move to Section Committee roles.

3. **Goal: Create effective relationships with legislators to establish Section as information resource and a subject matter expert in drinking water.**

Objectives:

- a. Section Legislative Information packet revised.
- b. Determine legislative session activities.
- c. Work with Texas Legislative leaders to establish relationships with US representatives.
- d. Develop tools to empower membership to engage in legislative process.
- e. Create and continue liaison to other organizations to coordinate or be informed of legislative issues.

Tasks Involved:

- Committee forms and develops work plan
 - Surveying utilities regarding key issues
 - Face to face meeting with key legislators
- Update existing mailing list to legislators
- Assist local members and utilities in meeting with their legislators.
 - Develop plan for meetings statewide with local legislators.
 - Prepare legislative primer and/or create link on web site.
 - Provide Chapters and leaders with list of their local legislators.
 - Publish committee assignments
 - Invite Legislators or staff to Chapter meetings during interim.
- Continue to recognize effective legislative leadership at Texas Water Conferences.
- Meet with other organizations to coordinate legislative responses including through Texas Water Forum.

Time Line: To be determined

Budget Impacts:

- Mailing, printing, travel, workshop expenses.

Responsibility:

- Water Utility Council, Legislative Committee, Conservation and Reuse Division, Regulatory Division, Water Quality Division, Public Information Committee, Regional Activities Committee, Staff, Officers.

4. **Goal: Establish an effective approach for assisting Growth Systems with technical and information resource needs.**

Objectives:

- a. Determine if an organized 'assistance group' currently exists in another organization.
- Determine structure and operation of other organization
 - Meet with other organization to determine if/how TAWWA can assist.

Committee Responsibility:

- Growth Systems, Water Utility Council, Regulatory Division, Public Information, Staff.

Budget Impacts:

- Mailing and distribution costs, travel

5. **Goal: Improve the communication link between the Section and members, as well as all stakeholders.**

Objectives:

- a. Survey members as to communication needs and best methods by every other year.
- b. Increase the circulation of the Texas H₂O annually to those stakeholders not presently served including other water associations. See Legislative Committee (Goal 3), and Membership (Goal 2) for additional circulation.
- c. Post Texas H₂O to website as PDF file.
- d. Assist the local chapters in the development of a local newsletter as needed.
- e. Develop mechanism to create and disseminate water information to consumers.
- f. Include a regulatory article in Texas H₂O at least every quarter.
- g. Include time line for all regulatory issues in Texas H₂O at least every quarter.
- h. Continue evaluation of Section website.
- i. Refer members to website for immediate updates to information.

Tasks Involved:

- Develop survey and distribute by mail to membership by
- Solicit additional lists of stakeholders including City Councils, County Commissioners, and Members of Regional Planning Groups.
- Query Chapters to support needed for newsletters. Provide through Public Relations Committee.
- Solicit Regulatory articles for Texas H₂O from Water Quality Division, WUC and Regulatory Divisions.

Budget Impacts:

- a. Survey development and mailing costs.
- b. Printing and mailing of additional newsletters.
- c. Website redesign consultant.

6. Goal: Ad Hoc Committee on Workforce Issues to develop strategic programs to address growing industry workforce issues.

Objectives:

- a. Programs will address multi-discipline, multi-education and diverse groups for both utilities and engineering workforce issues.
- b. Committee will develop cooperative agreements with other associations.
- c. Committee will work to gather resource and program information to support www.watercareers.org website as a resource for prospective employers, employees and educational programs and institutions.