

Texas Section Strategic Plan  
May 2006

(\* Changes)

**Mission**

TAWWA is dedicated to the promotion of a safe and sufficient supply of drinking 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) Public Information Committee is to develop strategy for the dissemination of the AWWA ***Only Tap Water Delivers Campaign*** including integrating with the Section Education Committee, Section Trustees and Chapters. \*

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

Objectives:

- a) Increase net membership by greater than 5% annually.
- b) Continue the use of the biennial online Membership Survey for surveying and tracking membership issues.
- c) Continue new member greeting protocol including letter from Section Chair.
- d) Add Chapters in College Station/Bryan, the Coastal Bend areas and Tyler areas. \*
  - 1. Create a Web based Q & A about Chapter development.
- e) Increase number of Growth Systems (Small Systems) memberships.
  - 1. Target decision makers at Growth Systems.
- f) Target untapped membership areas including customer service, laboratory, financial staff members and water board directors.
- g) Continue to expand **Texas H<sub>2</sub>O** mailing to include city elected officials, water board directors and all state and federal officials.
- h) List Division/Committee members on website \*
  - 1. Require annual updated lists from Chairs during budget process
    - a. Promote broad diversity on committees
- i) Re-energize “Lone Star Leaders” program with clear results based plan. \*
  - 1. Seek “Champion” of program\*
  - 2. Provide resources according to plan\*

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. Host Section “Fly-in” prior to regular Legislative Sessions\*
  - a. Create ‘map’ of membership Legislator connections\*
  - b. Educate attendees on ‘visit’ 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 (Small Systems) with technical and information resource needs.**

Objectives:

- a. Determine if an organized 'assistance group' currently exists in another organization.
  - Provide specific training experts to existing training programs.
- b. Continue to develop specific Growth System Training/workshops, etc.

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

Objectives:

- a. Continue the use of the biennial online Membership Survey for surveying and tracking membership issues.
  - b. Increase the circulation of the **Texas H<sub>2</sub>O** annually to those stakeholders not presently served including other water associations. See Legislative Committee (Goal 3), and Membership (Goal 2) for additional circulation.
- a. Continue to post **Texas H<sub>2</sub>O** to website as PDF file.
  - b. Include a regulatory article in **Texas H<sub>2</sub>O** at least every quarter.
  - c. Include time line for all regulatory issues in **Texas H<sub>2</sub>O** at least every quarter.
  - d. Continue evaluation of Section website and plan for design and content changes. \*
  - e. Develop greater roles for Chapter leadership.\*
  - f. Redefine roles of Trustees in communicating to members.\*
    1. Develop clear 'job description' for Trustees.\*
    2. Trustees attend Chapter meetings and report to Board.\*
    3. Trustees report their recruitment and other local activities at board meetings.\*
  - g. Refer members to website for immediate updates to information.