



# NWEA Strategic Plan (2016 Update)

## Definition

The Nebraska Water Environment Association is a non-profit organization made up of professionals and practitioners who work with Nebraska's water environment.

## Vision

The Nebraska Water Environment Association will be a recognized authority on and advocate for Nebraska's water resources.

## Mission

*Provide bold leadership, champion innovation, connect water professionals, and leverage knowledge to support clean and safe water*

## Guiding Principles

Leadership, Stewardship, Collaboration, Integrity, Passion

## Critical Objectives

**Embrace Innovation in the Water Sector**

**Enrich the Expertise of Nebraska Water Professionals**

**Increase Awareness of the Value of Water**

**Sustain the Organization**

## **Embrace Innovation in the Water Sector**

*Provide bold leadership for water sector efforts to help address water challenges and benefit from the value of the renewable resources*

Goals (Things we must do)	Objectives (How/when we will do them)
1. Provide an avenue for presentations of new technology at conferences	1a. Deliver an innovation tract at conferences: - Great Plains – 2017 - Fall conference – 2016  1b. Deliver an operator tract for practical solutions (i.e. Gimmicks and Gadgets) at the Heartland conference – 2017  1c. Evaluate the value of adding an "Innovations / Outreach Committee" to NWEA structure
2. Champion sector-wide initiatives to improve water services through innovative practices.	2a. Provide a method to educate people on the value of the NWEA water professionals - Press Releases for the conference (Follow current MOP)  2b. Partner with WEF/AWWA to create awareness of value of water sector

## **Additional Goals:**

3. Facilitate the identification and implementation of breakthrough concepts in the water industry
4. Apply holistic water management approaches to infrastructure development and renewal.
5. Inspire and support an energy-positive water sector.
6. Provide annual support to WERF and WFP.
7. Support attendance of Board members at WEF to provide an avenue of sharing from the National level to the local level.

## Enrich the Expertise of Nebraska Water Professionals

*Advance NWEA's platform for knowledge exchange among Nebraska water professionals*

Goals (Things we must do)	Objectives (How/when we will do them)
1. Position the NWEA Conferences as the principal wastewater and stormwater events in the State of Nebraska	1a. Program committees will ensure relevant training and education opportunities for conference participants by delivering a balance of fundamental and cutting-edge topics to a broad spectrum of members at four conferences during FY16-17.
	1b. Query current, past and potential conference attendees to determine level of satisfaction with topics and future needs (develop a baseline).
	1c. Institute a communication to employers of conference attendees thanking them for their support of employee training and education and sharing the value of the conference (employees to deliver to employers as appropriate).
2. Expand NWEA's knowledge base through a broadened membership	2a. Ensure balance of member sectors (utilities, operators, engineers, vendors, young professionals) are represented on NWEA Board
	2b. Develop membership drive that results in 10 new members by November 2017. <ul style="list-style-type: none"> <li>- Produce member statistics and history (baseline)</li> <li>- Develop NWEA value &amp; member benefits messages</li> <li>- Utilize messages in membership drive and all communications</li> <li>- Develop prize for individual recruiting most new members</li> </ul>

## Increase Awareness of the Value of Water

*Expand NWEA's commitment to public advocacy for clean water and public health and inspire respect for water and water professionals*

Goals (Things we must do)	Objectives (How/when we will do them)
1. Instill the value of water and underscore the importance of the water profession.	1a. Create a "Resources/Tools bank for members to use as they engage with a variety of citizens; ensure resources are accessible and customizable with usage guides: <ul style="list-style-type: none"> <li>- Bill stuffers</li> <li>- PowerPoint presentations</li> <li>- Materials for local community events/expos</li> </ul>
	1b. Provide at each conference beginning in 2106, a reminder of NWEA public awareness materials availability and where to find them/how to use them.
	1c. Create media outreach plan to share major happenings, trends with local media. (Use WEF customizable press releases, letters to editor, opinion columns, and submit one per quarter to local media.)
2. Promote and participate in water policy discussions, leveraging NWEA's unique position as an unbiased knowledge source.	2a. Engage policy makers by increasing contact with them on key legislative and/or regulatory issues each year.
	2b. Provide advocacy training to membership on how to effectively communicate with policy makers on the key issues.
3. Develop a dedicated youth education program.	2c. Engage liaison with LONM to open opportunities for speakers, information, partnership.
	1a. Research existing youth education programs, such as water monitoring, and available related Junior High and High School curriculum and create program focus and tools.
	1b. World Water Monitoring Challenge

### Additional Goals:

4. Engage NWEA members in advocacy programs to support and enhance the impact of their efforts.
5. Deliver timely and reliable information on legislative and regulatory developments to NWEA members
6. Amplify NWEA's voice in the State water sector and with the public.
7. Advance NWEA's commitment to holistic and innovative approaches to solving water challenges.
8. Strengthen beneficial partnerships with affiliate organizations.

## Sustain the Organization

Take measures to sustain the organization to provide value to future and existing members.

Goals (Things we must do)	Objectives (How/when we will do them)
1. Succession Planning – Recruit and develop future leaders for the organization	1a. Update the MOP and establish the OneDrive system by November 2016. 1b. Identify a Legacy Member on each Committee to assist with performance and retaining knowledge. Legacy member would not be the Board Liaison, but the focus is to maintain participation for our senior members and make sure they have a valued role in the organization and also with organization mentoring. 1c. Involve mentoring of individuals as they transition from collection to becoming a professional
2. Invest in young professionals to network and integrate them into the organization	2a. Send 2 young professionals to the YP Summit (in conjunction with the Utility Management Conference) each year in February for leadership training and to expose them to WEF information to further YP development. ( <i>These individuals may be considered as NWEA Board Members in the future.</i> ) 2b. Consider position on the Board for a YP Member who would serve for a 2-3 year term and be a voice for the YPs at board meetings. 2c. Hold at least one session geared to YPs interests/needs at the Great Plains Conference each year. Could be a panel discussion or other format to encourage YP development.
3. Network and communicate with operators in an effort to strengthen the bridge between NWOD and NWEA	3a. Operator/supervisor splitting in the Effluent Line 2 times per year starting with the Summer publication 3b. Encourage Operator to Operator outreach by publishing operator contact information for assistance in the Effluent Line each quarter <ul style="list-style-type: none"> <li>- Place operator contact information on the website</li> <li>- Consider a posting board for FAQs to the website</li> <li>- Consider starting a Linked In member account for NWEA</li> <li>- Procedures to Promote Involvement</li> </ul>

### Additional Goals:

4. Deliver high quality products and services to members and stakeholders.
5. Improve leadership by providing orientation sessions and manuals for Committee Chairs and Board of Directors
6. Develop and update procedures for all regular and routine group functions
7. Promote participation on Committees and Local Sections
8. Promote communication and cooperation between committees
9. Operate within annual revenue projections
10. Maintain sufficient reserves to support the organization in times of financial stress
11. Evaluate and determine level of financial resources for sustainability.
12. Evaluate status of scholarship program. Determine if we should give larger scholarships or more scholarships.
13. Develop stronger student chapter committee and organization