



VISION

AWWA is the authoritative resource on safe water.

MISSION

AWWA unites the water community to protect public health and to provide safe and sufficient water for all. Through collective leadership, AWWA advances technology, education, science, management, and government policies.

GUIDING PRINCIPLES

AWWA has established several core principles to guide the Association in its endeavors.

- A. Commitment to Public Health.** We are committed to safeguarding public health by adhering to the principle that the public has a right to safe drinking water.
- B. Commitment to Customer Focus.** We are committed to being a continuously improving organization that provides products and services for the water community in a timely fashion to meet the needs of its customers.
- C. Commitment to Honesty, Integrity, and Teamwork.** We are committed to honesty and integrity in all actions of our staff and members, and to helping each other and our partners openly share information and solve problems in a spirit of cooperation.
- D. Commitment to Sustainability.** We are dedicated to assuring that water is managed for the greatest good, and that all segments of society have a voice in the process.
- E. Commitment to Excellence.** We are committed to the highest standards of service, products, and operations, through continuous review and improvement.
- F. Commitment to Diversity.** We are dedicated to becoming more inclusive by increasing the diversity of our staff, membership, and leadership.

STRATEGIC GOALS AND RELATED STRATEGIC OBJECTIVES

Strategic Goal:

Member Engagement & Development

AWWA will be the association of choice by creating meaningful and expanding opportunities for the water community.

Strategic Objectives

1. Grow and retain members by continuously enhancing and communicating AWWA's value.
2. Expand opportunities for member involvement.
3. Provide opportunities for member training and leadership development.

Strategic Goal:

Organizational Stewardship

AWWA will be an effective and efficient organization by aligning staff, sections, councils, and committees to practice sound financial and risk management by engaging in strategic partnerships, and by continually improving the physical and human resources of the Association.

Strategic Objectives

1. Invest in the professional development of staff.
2. Enhance the capacity of the Board of Directors to govern the Association.
3. Invest in systems and technologies to deliver information and enhance the member experience.
4. Implement processes for continuous review and improvement of AWWA's programs and services.
5. Enhance the long-term financial viability of the Association.
6. Continue to integrate and align volunteer and staff activities under the AWWA Strategic Plan.
7. Cultivate partnerships with organizations that enhance AWWA's ability to achieve its strategic plan.

Strategic Goal:

Knowledge Creation & Exchange

Create and exchange knowledge to benefit public health and the needs of the water community.

Strategic Objectives

1. Enhance the Association's ability to create and distribute intellectual property.
2. Leverage technology to exchange information with the water community.
3. Attract world-class expertise that advances the profession and the Association's mission.
4. Position AWWA as a premier provider of learning and networking events.

Strategic Goal:

Leadership & Advocacy

AWWA will lead the water community by identifying trends and issues, advocating for public policies, and engaging in other actions that promote safe water and reflect sound science.

Strategic Objectives

1. Identify the key technical, regulatory, and legislative issues facing the water community.
2. Be the trusted source of public information on water issues.
3. Enhance our grassroots capabilities to educate decision makers and the public with respect to water issues.
4. Build alliances and coalitions in support of advocacy programs for the water community.