AWWA STRATEGIC PLAN 2025

American Water Works Association

Dedicated to the World’s Most Important Resource®
VISION
A better world through better water

MISSION
Providing solutions to effectively manage water, the world’s most vital resource

CORE PRINCIPLES
• Protect Public Health
• Safeguard the Environment
• Strengthen Public Trust
• Advance Diversity and Inclusion
• Share Best Practices
• Inspire Innovation
• Advance Access to Safe Water Globally
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<th>STRATEGIC GOALS</th>
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| **MEMBER ENGAGEMENT AND DEVELOPMENT**  
AWWA will be the association of choice for the water community |
| **ORGANIZATIONAL STEWARDSHIP**  
AWWA will effectively use its resources to serve its members and the global water community |
| **KNOWLEDGE CREATION AND EXCHANGE**  
AWWA will be the trusted, authoritative resource on water |
| **WATER POLICY AND LEADERSHIP**  
AWWA will be recognized as the valued and credible voice for water |

**Strategic Objectives**

**MEMBER ENGAGEMENT AND DEVELOPMENT**
- Enhance the value experience for members
- Retain and grow membership across all member categories
- Advance a culture of diversity and inclusion that is reflected in AWWA leadership and member experience
- Work in partnership with Sections to enhance member engagement
- Strategically focus resources for member value and growth

**ORGANIZATIONAL STEWARDSHIP**
- Ensure the long-term financial health of AWWA
- Enhance the effectiveness of the business relationship between the Association and its Sections
- Continually evaluate the Association’s programs for relevance, value, and investment in the future
- Leverage technology to provide greater value to the Sections and AWWA members
- Continue to develop the volunteer leadership’s ability to guide and oversee AWWA

**KNOWLEDGE CREATION AND EXCHANGE**
- Advance and expand AWWA’s Total Water Solutions™ resources for the water community
- Provide educational programs and knowledge resources through increased collaboration between the Association and its Sections
- Increase the use of technology through which AWWA and its members create and share knowledge resources
- Enhance opportunities for global water professionals to connect and exchange knowledge and experiences

**WATER POLICY AND LEADERSHIP**
- Leverage AWWA’s credibility with decision makers
- Strengthen public trust in water services and support for the value of water
- Enhance member and Section capabilities to advance AWWA’s policies and leadership at the state and provincial level
- Strategically collaborate to advance AWWA’s water policy
- Identify priority risks to safe water and advance policies to address them