

Ontario Water Works Association Strategic Plan 2015-2020

VISION

The Leading Resource for Ontario's Water

MISSION

Sharing knowledge and developing solutions for effective water management

CORE PRINCIPLES

Protect Public Health

Safeguard the Environment

Pursue Excellence

Act with Integrity

Provide Value

Foster Diversity and Inclusion



Ontario Water Works
Association

A Section of AWWA

Strategic Goal	Strategic Objectives	Strategic Actions	Responsible Group
<p>Member Engagement and Development</p> <p>OWWA will be the association of choice for water utilities, professionals, and organizations</p>	Enhance member understanding of the value of membership	Coordinate with AWWA programs Develop a membership value message	Membership and Marketing Manager, Membership Committee
	Increase usage and awareness of member benefits	Make sure OWWA participates in all AWWA membership programs Publish articles that talk about member benefits for instance a “Did You Know” information section in Pipeline	Membership and Marketing Manager, Membership Committee Publications Committee
	Increase engagement of members within OWWA and AWWA	Have a procedure for developing committee chairs and vice chairs Use the AWWA member Engagement Guide within OWWA	Membership and Marketing Manager, Membership Committee
	Increase the sustainability of membership by targeting member categories and retention of 90%	Understand what categories AWWA already recruits Focus OWWA efforts on member categories that AWWA cannot recruit Monitor reports from AWWA Retain members by continuing to deliver value	Membership and Marketing Manager, Membership Committee YP Committee

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<p>Organizational Stewardship</p> <p>OWWA will effectively and efficiently use its resources to serve its members and the water community</p>	<p>Enhance OWWA’s long-term viability through sustainable financial management</p>	<p>Prepare a 5 year Financial Plan that outlines means to improve financial position while maintaining OWWA’s core functions</p>	<p>Section Sustainability Committee</p>
	<p>Increase investments in the drinking water and total water solutions offerings</p>	<p>Educate membership on the tools available through AWWA and definition of “Total Water Solutions”</p>	<p>AWWA Director AWWA Section Services</p>
	<p>Improve the effectiveness of the volunteer leadership in guiding the OWWA</p>	<p>Provide training and orientation opportunities for OWWA current and future leaders (i.e. public speaking)</p>	<p>OWWA Board</p>
	<p>Improve use of technology for greater effectiveness and efficiency of information exchange</p>	<p>Grow OWWA’s presence on social media and use internet tools such as chat rooms and webinars to increase accessibility to educational and training opportunities</p>	<p>CPAC, YP Committees</p>

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<p>Knowledge Creation and Exchange</p> <p>OWWA will be Ontario's authoritative resource on water</p>	Organize Ontario's Water Conference and Tradeshow	Work with conference partners to hold timely meetings of the Conference & Tradeshow Committee, Program Committee, and Local Arrangements Committee	Vice-President/Conference Chair Membership and Marketing Manager
	Provide educational resources and explore technologies to provide remote access across Ontario	Organize at least one seminar/workshop per committee per year, where appropriate and feasible.	Liaison Directors, Committee Chairs, Membership and Marketing Manager
	Maintain an up-to-date website that provides access to resources and information on upcoming educational opportunities	Review website information on a regular basis Ensure staffing or contracts with knowledge/expertise for updating website	Committee Chairs Executive Director (or designate)
	Increase coordination of educational programs between OWWA and other water-related organizations	Liaise with OMWA, OWWEA, WEAO, OCSI, CWEC, CWWA, WCWC, etc. to explore opportunities to coordinate the delivery of educational programs	All Committee Chairs, OWWA Board members

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<p>Water Policy and Leadership</p> <p>OWWA will be recognized as Ontario's water leader</p>	<p>Enhance relationships with water-related agencies and regulators</p>	<p>Look at opportunities to enhance relationship with the Ministry of Environment and Climate Change at existing meetings</p> <p>Establish working relationships with the Ministry of Economic Development, Employment and Infrastructure, as well as Municipal Affairs and Housing and Health and Long Term Care, as there are overlapping mandates</p> <p>Create list of water-related agencies and regulators</p>	<p>President, OWWA Board, Membership and Marketing Manager</p> <p>President, OWWA Board, Membership and Marketing Manager</p> <p>Executive Director (or designate), Membership and Marketing Manager</p>
	<p>Engage like-minded water organizations in advancing policy and knowledge of water</p>	<p>Investigate joint OWWA-OMWA-WEAO Conference for 2018</p> <p>Establish a list of like-minded organizations (use contacts at AWWA)</p> <p>Create policy on joint initiatives</p> <p>Outreach to Ontario First Nations communities</p>	<p>President, Executive Administrator & Office Manager, OWWA Board</p> <p>Membership and Marketing Manager (in conjunction with Committee Chairs)</p> <p>Section Sustainability Committee</p> <p>OWWA President, Membership Committee</p>
	<p>Enhance media understanding and trust of OWWA as the leading resource for Ontario's water</p>	<p>Create media contact list (print, radio, TV, online) and develop communications strategy to promote OWWA as a water leader</p>	<p>Membership and Marketing Manager (in conjunction with the OWWA Board)</p> <p>Membership and Marketing</p>

Strategic Goal	Strategic Objectives	Strategic Actions	Responsible Group
<p>Water Policy and Leadership (continued)</p> <p>OWWA will be recognized as Ontario's water leader</p>		<p>Maintain library of water-related stories and look for further opportunities for OWWA engagement</p>	<p>Manager, Executive Director (or designate)</p>
	<p>Improve public understanding of water issues and the value of water</p>	<p>Increase media presence of OWWA as a water leader through OWWA website and media contacts</p> <p>Update OWWA website regularly with water-related information for both members and the general public</p> <p>Maintain strong LinkedIn presence and evaluate other social media options</p>	<p>Membership and Marketing Manager, OWWA Board, all Committees</p> <p>Membership and Marketing Manager</p> <p>Membership and Marketing Manager, YP and CPAC Committees</p>