



## A. STRATEGIC PLAN

### 1. MEMBERSHIP

GOAL: To expand, maintain, recruit, and meet the needs of the KsAWWA membership.

ISSUE: Recruitment, Retention, Satisfaction, Participation, Mentoring, and Networking.

<u>OBJECTIVE</u>	<u>ACTION PLAN</u>	<u>WHEN</u>	<u>WHO</u>
1. Increase membership by one % per year.	a. Identify companies that will pay for professional memberships	On-Going	Membership Committee
	b. Initiate/Organize events in rural Kansas	On-Going	Membership Committee
	c. Provide easy On-Line registration at the annual conference	On-Going	Membership Committee
	d. Obtain list of Kansas attendees from ACE that were not KsAWWA members	On-Going	Membership Committee
	e. Create a Target List of companies for membership	On-Going	Membership Committee
	f. Reduce rates for Certified Operators	On-Going	Membership Committee
	g. Obtain list of Kansas water suppliers and cross reference with KsAWWA membership	On-Going	Membership Committee
2. Retain 90% of membership each year	a. Send member an appreciation note in anniversary month	On-Going	Membership Committee
	b. Administer a membership satisfaction survey	On-Going	Membership Committee



2. Retainage continued

c. Communicate the value of membership

On-Going

Membership Committee

d. Hold quarterly social events in each OTC region

On-Going

Membership Committee

e. Send thank you letters to conference attendees

On-Going

Membership Committee



## 2. COMMUNICATIONS

GOAL: Increase communication links to members and non-members.

ISSUE: Members, Non-Members, Public, and Emergency Assistance.

<u>OBJECTIVE</u>	<u>ACTION PLAN</u>	<u>WHEN</u>	<u>WHO</u>
1. Creatively communicate the value of KsAWWA events to water utilities	a. Communicate a tailored message to targeted utility management officials with conference mailers, Solutions H2O, emails, etc	Annually	Public Relations Chair
2. Enhance marketing of workshops	a. Postcard mailers, web page, mass emails	On-Going	Public Relations Chair
3. Increase articles in Solutions from committees and utilities	a. Make it a requirement that each committee chair provide at least 2 articles annually	9/2008	Publications Chair
4. Maintain and enhance KsAWWA web page	a. Maintain website on a quarterly basis and provide new items/articles 3 times per year	9/2009	Publications Chair



### 3. EDUCATION AND TRAINING

GOAL: To provide education and training to Kansas water professionals.

ISSUE: Annual Conference, Outreach, Designing Creative and Diverse Programs, Support AWWA Programs, and Technology Transfer.

<u>OBJECTIVE</u>	<u>ACTION PLAN</u>	<u>WHEN</u>	<u>WHO</u>
1. Maintain a concurrent conference program at the annual conference specifically addressing operator and small system interests.	a. Form steering committee on program to address items of interest for annual conference.	1/2009	Chair Elect
2. To conduct a minimum of one workshop in each KDHE district that addresses the area operator's needs.	a. Monitor operator needs for training	Annually	OTC Chair
3. Promote the educational opportunities on the KsAWWA web page	a. Solicit input for education/training need of Section	Quarterly	Board Liaison to OTC and Research
4. Consider an item regarding emergency preparedness	a. Support development of WARN system in Kansas	On-Going	Director

**4. EDUCATION AND TRAINING**

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1. Maintain a concurrent conference program at the annual conference specifically addressing operator and small system interests.	a. Form steering committee on program to address items of interest for annual conference.	1/2009	Chair Elect
2. To conduct a minimum of one workshop in each KDHE district that addresses the area operator's needs.	a. Monitor operator needs for training	Annually	OTC Chair
3. Promote the educational opportunities on the KsAWWA web page	a. Solicit input for education/training need of Section	Quarterly	Board Liaison to OTC and Research
4. Consider an item regarding emergency preparedness	a. Support development of WARN system in Kansas	On-Going	Director



**5. PROFESSIONAL ORGANIZATIONS**

GOAL: Improve working relationships with other professional, water related organizations.

ISSUE: Work with other water related organizations.

<u>OBJECTIVE</u>	<u>ACTION PLAN</u>	<u>WHEN</u>	<u>WHO</u>
1. Form, continue and improve relationships with other water related organizations	a. Compile and maintain a list of executive directors, managers and key leaders of the Kansas League of Municipalities, Kansas Municipal Utilities, Kansas Rural Water Association, American Society of Civil Engineers EWRI, Kansas Water Environmental Federation and Kansas Contractors Association/Environmental and Utility Division	2/2009	Past Chair
	b. Call the key leaders of each organization to inform of our effort to relate to them and provide informational support	6/2009	Past Chair
	c. Inform these organizations of KsAWWA events and activities via mass emails and Solutions H2O	6/2009	Past Chair
2. Develop working relationships with Health professionals, e.g. public health issues, pandemic and bio-terrorism	a. Contact the Kansas Public Health Association, American Medical Association’s Council on Science and Public Health and the KDHE to offer support and dialogue	6/2009	Chair Designated Board Member



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| 3. Start dialogue with the leadership of the Environmental and Utility Division of the Kansas Contractor's Association | a. Request approval to have AWWA membership booth at KCA conference. | 2/2009 | Chair Designated Board Member |
|  | b. Inform KCA of activities and events via email and Solutions H2O   | 2/2009 | Chair Designated Board Member |



## 6. MANAGEMENT

**GOAL:** To achieve sound management of the Kansas Section AWWA.

**ISSUE:** Financial Management, Resources, and the Operations and Administration of KsAWWA.

<b><u>OBJECTIVE</u></b>	<b><u>ACTION PLAN</u></b>	<b><u>WHEN</u></b>	<b><u>WHO</u></b>
1. Manage financial stability to achieve and convey KsAWWA visions/mission	a. Identify external consultant sources and assemble information to present to the Board of Trustees for consideration in evaluating financial structure	Annually	Secretary – Treasurer
2. Develop a business plan, code of ethics, and conflict of interest policy	a. Identify external consultant sources and assemble information to present to the Board of Trustees for consideration in evaluating current operating practices.	Annually	Secretary – Treasurer
3. Evaluate and develop current section administrative management services needs clarifying roles and responsibilities	a. Develop scope of services outlining volunteer and support service needs to support section	Annually	Secretary – Treasurer
4. Maintain an organizational chart for officers and committee chairs	a. Develop organization chart and flow chart delineating annual calendar of events and activities	Annually	Secretary – Treasurer
5. conduct Trustee/committee chair orientation event annually	a. Develop presentation materials briefly outlining duties and calendar	Annually	Secretary – Treasurer