

MWEA Strategic Plan

Definition

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

Vision

The Michigan Water Environment Association will be a recognized authority on and advocate for Michigan'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 Michigan 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

- Champion sector-wide initiatives to improve water services through innovative practices.
- Facilitate the identification and implementation of breakthrough concepts in the water industry
- Apply holistic water management approaches to infrastructure development and renewal.
- Inspire and support an energy-positive water sector.
- Link leading edge research to the practical implementation of innovative technologies and practices

Enrich the Expertise of Michigan Water Professionals

Advance MWEA's platform for knowledge exchange among Michigan water professionals

- Position the MWEA Annual Conference as the principal water event in the State of Michigan.
- Deliver enhanced and relevant, cutting-edge education and training to a broad spectrum of members and water professionals.
- Expand MWEA's knowledge base through a broadened membership.
- Implement integrated and innovative content delivery
- Introduce water professionals to the value of MWEA membership

Increase Awareness of the Value of Water

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

- Promote and participate in water policy discussions, leveraging MWEA's unique position as an unbiased knowledge source.
- Engage MWEA members in advocacy programs to support and enhance the impact of their efforts.
- Deliver timely and reliable information on legislative and regulatory developments to MWEA members
- Amplify MWEA's voice in the State water sector and with the public.
- Instill the value of water and underscore the importance of the water profession.
- Advance MWEA's commitment to holistic and innovative approaches to solving water challenges.
- Strengthen beneficial partnerships with affiliate organizations

Sustain the Organization

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

- Deliver high quality products and services to members and stakeholders.
- Succession Planning – Recruit and develop future leaders for the organization
- Improve leadership by providing orientation sessions and manuals for Committee Chairs and Board of Directors
- Develop and update procedures for all regular and routine group functions
- Promote participation on Committees and Local Sections
- Promote communication and cooperation between committees
- Operate within annual revenue projections
- Maintain sufficient reserves to support the organization in times of financial stress