

MWEA Strategic Plan

Adopted November 24, 2009

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 preserving, restoring, and enhancing Michigan's water resources.

Mission:

- Be and create stewards for the Water Environment of Michigan.
- Provide high quality education for Michigan's water professionals.
- Educate and inform policy makers and the general public.
- Promote scientifically sound environmental practices and regulation.
- Promote and advance the water quality profession.
- Deliver high quality products and services to members and stakeholders.
- Promote public and ecological health by preserving and enhancing Michigan's water environment.

STRATEGIC PLAN

- ***Be and create stewards for the Water Environment of Michigan.***

Promote and enhance awareness through public and elementary education initiatives.

- ***Provide high quality education for Michigan's water professionals.***

Position the organization to provide MDEQ-format training.

Develop and provide basic training curriculum for wastewater treatment and its related processes.

Such courses should include but not be limited to: Wastewater Math (1&2), Activated Sludge (1&2), Lab Practices, Processes and Control, Maintenance (1&2), and Safety.

Make available and provide a variety of MDEQ-CEC eligible on-line training modules.

Ensure all training programs are eligible for MDEQ CEC credits.

Offer voluntary certification for programs not currently offered by MDEQ and obtain MDEQ "credit" for such certifications.

Offer training and seminars to water professionals involved in all facets of the water environment, such as watershed management, storm water management, and groundwater management.

- ***Educate and inform policy makers and the general public.***

Improve Public Education and Outreach Programs.

Continue to partner with the Michigan Section AWWA on youth education initiatives.

Promote watershed, storm water, and groundwater protection education to the public.

- ***Promote scientifically sound environmental practices and regulation.***

Provide relevant information to stakeholders and general public.

- ***Promote and advance the water quality profession.***

Develop and implement action plans for the following programs:

Student Activities Committee (University Chapters), New Professionals committee
WEF Scholarship Program, MWEA Scholarship(s) Program
Dan Wolz Clean Water Education Grant Program (with MSTA)
Stockholm Junior Water Prize Program

- ***Deliver high quality products and services to members and stakeholders.***

Upgrade communication with members via the following:

Recruit technical articles for Matters
Implement a set schedule for MWEA Briefings
Recruit submissions for MWEA Briefings
Develop a schedule/plan for using broadcast emails
Track website improvements
Internet social marketing sites, such as Facebook

- ***Improve member services and benefits***

Include auxiliary benefits to members such as discount programs, personal insurance products, gasoline, office supplies, etc.

- ***Improve leadership services***

Provide orientation sessions / manuals for Committee Chairs, Board of Directors, and seminar planning.
Committee Chair Retreat: Early planning, recruit & promote potential leaders.

- ***Promote public and ecological health by preserving and enhancing Michigan's water environment***

- ***Develop and update procedures for all regular and routine group functions***

Such as Committee Chair Retreat, Annual Conference, Administrators Workshop, Joint Expo, Legislative Luncheon

- ***Promote participation and cooperation with Committees and Local Sections***

- ***Become active and aware of development of new regulations and legislation***

Promote and encourage Government Affairs Committee activities and initiatives.

- ***Improve beneficial partnership with affiliate organizations***

Continue and enhance current efforts, such as Joint-Expo, Legislative Initiatives and MDEQ Workshops.

Seek out opportunities to participate with other groups in joint training, workshops and seminars that focus attention on our mission.

Improve relationships with affiliate associations, such as the Michigan Section - American Water Works Association (MI-AWWA), Michigan Rural Water Association (MRWA), Michigan Septic Tank Association (MSTA), Michigan Municipal League (MML), Michigan Township Association (MTA), Michigan Association of County Drain Commissioners (MACDC), Michigan Environmental Health Association (MEHA), American Public Works Association – Michigan (APWA-MI) and the Southeast Michigan Council of Governments (SEMCOG).

- ***Seek and acquire a long term home for the Association***

Property with facilities to promote and showcase the organization's mission.

