



2024-2028 Strategic Plan

Our Mission: NYWEA will serve the best interest of the public by promoting sustainable clean water quality management through science, education and training.



Protect Public Health & the Environment



Influence public behavior



Ensure environmental justice issues are considered and funding available to drive equitable impacts to disadvantaged communities



Support members in adapting to an ever-changing environment



Support & Diversify a Sustainable Water Workforce



Promote the importance of the role of essential workers



Establish a student pipeline through the Work in Water and InFLOW programs



Support recruitment and succession planning programs



Deliver quality training on diverse topics



Foster Long-Term Organizational Health



Diversify funding streams



Implement a strategic, well-planned membership drive



Increase member engagement



Collaborate with other water quality organizations



Protect Public Health & the Environment

Influence public behavior

← ACTION ITEMS



GOAL: Increase positive media presence

Proposed Lead: Executive Office

Assisting Committee: Public Outreach Committee

← ACTION ITEMS



GOAL: Increase community engagement

Proposed Lead: Public Outreach Committee

Assisting Committee: Local Chapters

← ACTION ITEMS



GOAL: Hold routine meetings with elected officials

Proposed Lead: Government Affairs Committee and One Water

Assisting Committees: Utility Executives Committee



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Protect Public Health & the Environment

Ensure environmental justice issues are considered and funding available to drive equitable impacts to disadvantaged communities

← ACTION ITEMS



GOAL: Ensure equitable and sustainable funding

Proposed Lead: Executive Office and One Water

Assisting Committee: Government Affairs Committee

← ACTION ITEMS



GOAL: Reconnect historically excluded communities to their water resources

Proposed Lead: DE&I Committee

Assisting Committee: Public Outreach Committee



Protect Public Health & the Environment

Support members in adapting to an ever-changing environment

← ACTION ITEMS



GOAL: Educate & influence climate change impacts on water supply and quality

Proposed Lead: Member Education Committee

Assisting Committees: Program Committee
Board of Directors

← ACTION ITEMS



GOAL: Educate water sector and public on emerging contaminants

Proposed Lead: Member Education Committee

Assisting Committees: Program Committee
Board of Directors

← ACTION ITEMS



GOAL: Deliver quality training

Proposed Lead: Program Committee

Assisting Committees: Conference Management Committee
Member Education Committee



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Support & Diversify a Sustainable Water Workforce

Promote the importance of the role of essential workers

← ACTION ITEMS



GOAL: Support higher wages for municipal employees

Proposed Lead: Executive Office

Assisting Committees: Utility O&M Committee
Utility Executives Committee

← ACTION ITEMS



GOAL: Train & promote succession planning

Proposed Lead: Utility Executives Committee

Assisting Committee: Civil Service Task Force



Support & Diversify a Sustainable Water Workforce

Establish a student pipeline through Work in Water and InFLOW programs

 ACTION ITEMS



GOAL: Establish high school/college pipeline for water workforce

Proposed Lead: Local Chapters

Assisting Committees: YP Committee
Board of Directors

 ACTION ITEMS



GOAL: Enhance development of InFLOW program

Proposed Lead: DE&I Committee

Assisting Committee: Program Committee
Public Education Committee



Support & Diversify a Sustainable Water Workforce

Support recruitment and succession planning programs

ACTION ITEMS



GOAL: Develop a recruitment program

Proposed Lead: Membership Committee

Assisting Committees: Utility Executives Committee
Civil Service Task Force
DE&I Committee

ACTION ITEMS



GOAL: Identify workforce opportunities for marginalized communities

Proposed Lead: DE&I Committee

Assisting Committees: Public Outreach Committee
Utility Executives Committee

ACTION ITEMS



GOAL: Provide mentoring and engagement to Young Professionals

Proposed Lead: Board of Directors
Experienced Professionals
30-35 Year Old YPs

Assisting Committees: YP Committee
Membership Committee



Support & Diversify a Sustainable Water Workforce

Deliver quality training on diverse topics

← ACTION ITEMS



GOAL: Increase educational programs to introduce issues such as resiliency, new technology, new ways of treatment

Proposed Lead: Member Education Committee

Assisting Committees: Publications Committee
Utility O&M Committee
Program Committee

← ACTION ITEMS



GOAL: Encourage DE&I in all activities

Proposed Lead: All Committees

Assisting Committee: DE&I Committee



Foster Long-Term Organizational Health

Diversify funding streams

← ACTION ITEMS



GOAL: Develop a revenue growth strategy

Proposed Lead: Finance Committee

Assisting Committees: MEC Committee
Conference Management Committee

← ACTION ITEMS



GOAL: Increase paying members

Proposed Lead: Membership Committee

Assisting Committee: Finance Committee

← ACTION ITEMS



GOAL: Continue regional and state conferences

Proposed Lead: Conference Management Committee

Assisting Committee: Program Committee
Watershed Committee
Chapters



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Foster Long-Term Organizational Health

Implement a strategic, well-planned membership drive

◀ ACTION ITEMS



GOAL: Diversify membership

Proposed Lead: DE&I Committee

Assisting Committee: Membership Committee



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Foster Long-Term Organizational Health

Increase member engagement

← ACTION ITEMS



GOAL: Ensure diversity of activities to include all

Proposed Lead: Local Chapters

Assisting Committee: Executive Office

← ACTION ITEMS



GOAL: Increase member participation in events

Proposed Lead: Membership Committee

Assisting Committees: Board of Directors
Local Chapters
Program Committee



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Foster Long-Term Organizational Health

Collaborate with other water quality organizations

← ACTION ITEMS



GOAL: Collaborate more with NYSAWWA

Proposed Lead: One Water
Executive Committee

← ACTION ITEMS



GOAL: Formalize the One Water group

Proposed Lead: One Water
Executive Committee

← ACTION ITEMS



GOAL: Standardize relationships with other environmental groups

Proposed Lead: One Water
Executive Committee

← ACTION ITEMS



GOAL: More frequent joint meetings with other MAs

Proposed Lead: Executive Office

Assisting Committee: Conference Management Committee



Protect Public Health & the Environment

GOAL: Increase positive media presence

ACTION ITEMS



Promote *Clear Waters* articles on social media



Reach out to local news reporters/writers to form a relationship and pass information along in our sector



Protect Public Health & the Environment

GOAL: Increase community engagement

ACTION ITEMS



Continue the poster/calendar contest



Engage K-12 at meetings



Community Projects at the Spring meetings/any time—partner with local water utilities and NYWEA to engage a school possibly



Protect Public Health & the Environment

GOAL: Hold routine meetings with elected officials

ACTION ITEMS



Legislative breakfast/DC Fly-In



Increase communication and outreach to our allied elected officials



Protect Public Health & the Environment

GOAL: Ensure equitable and sustainable funding

ACTION ITEMS



DEC to present on EJ at GBEC - Continue this presentation into other meetings



Measurables the EFC/DEC/EPA can provide for EJ investment



Protect Public Health & the Environment

GOAL: Reconnect historically excluded communities to their water resources

ACTION ITEMS



Continue DE&I Committee Plan and strategies



Protect Public Health & the Environment

GOAL: Educate & influence climate change impacts on water supply and quality

ACTION ITEMS



Continue discussion of resiliency task force



MEC focus on evolving topics for trainings



Leverage the program for the annual and spring meetings



Protect Public Health & the Environment

GOAL: Educate water sector and public on emerging contaminants

ACTION ITEMS



MEC focus on evolving topics for trainings



Leverage the program for the annual and spring meeting to potentially use the topic for MEC training



Protect Public Health & the Environment

GOAL: Deliver quality training

ACTION ITEMS



Maintain status quo and high standards



Continue to develop interesting in-person MEC trainings as well as typical steadfast options



Support & Diversify a Sustainable Water Workforce

GOAL: Support higher wages for municipal employees

ACTION ITEMS



One-pager of information to share with stakeholders



Investigate salary comparison



Support & Diversify a Sustainable Water Workforce

GOAL: Train & promote succession planning

ACTION ITEMS



Revamp paper from 2015



Educate option of T&E for plants



Help to understand the diversification for a WWTP org chart



Support & Diversify a Sustainable Water Workforce

GOAL: Establish high school/college pipeline for water workforce

ACTION ITEMS



Include funds in budget for the Work in Water and InFLOW



Educating membership and local outside organizations on water industry opportunities



Develop leaders at chapter level that will champion this goal



Support & Diversify a Sustainable Water Workforce

GOAL: Enhance development of InFLOW program

ACTION ITEMS



Increase engagement with local orgs early and often



Better identify workforce opportunities for the InFLOW Scholars while they are involved



Support & Diversify a Sustainable Water Workforce

GOAL: Develop a recruitment program

ACTION ITEMS



Work to increase visibility of civil service



Career Fair participation—Chapter participation



Generate a bank of information that can be utilized by members while at career fairs, speaking events, highschool events, elementary events, elected official meetings etc.



Support & Diversify a Sustainable Water Workforce

GOAL: Identify workforce opportunities for marginalized communities

ACTION ITEMS



Look at what has been generated to date by DE&I and leverage existing opportunity



Continue to develop job posting on NYWEA website—
Disseminate website information



Support & Diversify a Sustainable Water Workforce

GOAL: Provide mentoring and engagement to Young Professionals

ACTION ITEMS



Potential mentor program in 2024, what is needed, input from YPs



YPs mentor student chapter



Board of Directors to set a goal of YP engagement at the chapter level



Support & Diversify a Sustainable Water Workforce

GOAL: Increase educational programs to introduce issues such as resiliency, new technology, new ways of treatment

ACTION ITEMS



Investigate potential programs that lead to micro credentialing



Staying in front of new and emerging topics to include in *Clear Waters* and meeting programs



Support & Diversify a Sustainable Water Workforce

GOAL: Encourage DE&I in all activities

ACTION ITEMS



Communicate at the annual meeting committee rep meeting



Foster Long-Term Organizational Health

GOAL: Develop a revenue growth strategy

ACTION ITEMS



Think about cost reduction as well



Potential virtual component to annual meeting



Explore on-demand training options with member benefits



Foster Long-Term Organizational Health

GOAL: Increase paying members

ACTION ITEMS



Highlight differences of affiliate and WEF memberships—possible increased rate for affiliate



Membership drive/student membership



Analyze subsidy for student members



Foster Long-Term Organizational Health

GOAL: Continue regional and state conferences

ACTION ITEMS



Look at joint/regional conference opportunities—Great Lakes, Ontario and other MAs possible involvement in spring conference



Joint Ops challenge events for the Northeast joint One Water conference



Foster Long-Term Organizational Health

GOAL: Diversify membership

ACTION ITEMS



Continue DE&I committee initiatives and strategy



Foster Long-Term Organizational Health

GOAL: Ensure diversity of activities to include all

ACTION ITEMS



Idea exchanges among Chapters



Possible meeting for chapter officers



Foster Long-Term Organizational Health

GOAL: Increase member participation in events

ACTION ITEMS



Reach out to non-members somehow - advertise in workplaces?



Possible first year discount—what are other professional orgs doing?



Look for a time of day or day of week to include more diverse group/hybrid offerings



Foster Long-Term Organizational Health

GOAL: Collaborate more with NYSAWWA

ACTION ITEMS



Continue Collaboration



Foster Long-Term Organizational Health

GOAL: Formalize the One Water group

ACTION ITEMS



Already Formalized "One Water Coalition"



Foster Long-Term Organizational Health

GOAL: Standardize relationships with other environmental groups

ACTION ITEMS



Work with Chapter YPs and reach out to other organizations



Establish relationships with organizations



Foster Long-Term Organizational Health

GOAL: More frequent joint meetings with other MAs

ACTION ITEMS



No action item listed