



# 2018 Action Plan

## Water Conservation Leadership

- Annual Event Committee action items:
  - Plan and execute a successful annual event
  - Increase sponsorship
  - Attract new attendees
  - Increase the overall profits from event
  - Place announcements starting in January on the calendar, in the first 3 newsletters, and have a tagline in Monthly Update for all-year advertising
  
- Live Like You Love It Committee action items:
  - Focus on partnership cultivation, including expansion of partnership with Water Education Colorado
  - Develop at least one new piece of collateral
  - Regular maintenance of Facebook and the CWW website
  - Develop an outreach plan
  - Determine trademark/copyright course of action
  
- Lunch n' Learn Committee action items:
  - Hold at least two Lunch n' Learns that represent both industry partners and members
  
- Tools Committee action items:
  - Hold quarterly webinars
  - Collaborate with partners to provide a technical workshop such as a water loss training
  - Determine the future of the H2ORegsCO application

## Organizational Stewardship

- Management Team and Staff action items:
  - Maintain the "big picture" perspective of CWW in all organizational activities by following the goals and objectives outlined in the Strategic Plan and provide quarterly check-ins on our Action Plan during board meetings
  - Maintain and communicate a clear picture of our financials and track our progress through the year
  - Seek out partnerships that enhance CWW's mission
  - Improve file organization and accessibility of Dropbox

## Membership Development

- Membership Committee action items:

- In the First Quarter, develop a plan to maintain and increase membership numbers and diversity; use the webinar series in Wild Apricot to inform our plan
- In Quarters 2, 3 and 4, implement the membership plan
- Write a brief annual report
- Update contacts database to include new representative if an individual leaves their job
- Write a standard “elevator speech” about membership
- Achieve \$30k in memberships and maintain that amount

### **Effective Communications**

- Website Committee action items:
  - Post the annual report to the website
  - Cross-promote RMSAWWA Conservation Committee events
  - Improve organization of “Projects” and “Resources” Section
  - Showcase CWW projects, resources, and events in a timely manner
  - Standardize email templates for use when emailing the Board of Directors, existing members, and potential members
  - Complete search engine optimization
  - Provide website platform training to staff and Board of Directors
- Newsletter Committee action items:
  - Evaluate most effective platforms for disseminating information
  - Implement a new format for the newsletter
- Board of Directors and Staff action items:
  - Provide monthly updates during the first week of the month