



2019 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
 - Utilize partnerships, e.g., RMSAWWA, to reach a wider audience
 - Stretch goal: Host a training the day before the Symposium

- 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
 - Increase social media presence
 - Provide regular updates to the CWW website
 - Stretch goal: Determine trademark/copyright course of action
 - Stretch goal: Partner with one basin round table
 - Stretch goal: Provide one webinar for LLYLI Partners

- Lunch n' Learn Committee action items:
 - Hold at least two Lunch n' Learns that represent both industry partners and members
 - Hand out a CWW collateral and a topic-related collateral at each LnL
 - Stretch goal: Partner with RMSAWWA on a joint LnL
 - Stretch goal: Give industry partners the opportunity to use 10 minutes at each LnL to announce news, updates, projects, etc.

- Tools Committee action items:
 - Hold quarterly webinars
 - Finalize a plan for the future of the H2ORegsCO application
 - Pilot the development of an inaugural annual State of Conservation in Colorado report
 - Stretch goal: Collaborate with partners to provide a technical workshop such as a water loss training or QWEL/G3/ALCC training

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
 - Achieve \$30k in memberships and maintain that amount
 - Provide continuous communication to members
 - Stretch goal: Offer continuing education credits to professionals
 - Stretch goal: Offer a contractor membership level

Effective Communications

- Website Committee action items:
 - Post the annual report to the website
 - Cross-promote RMSAWWA Conservation Committee events
 - Showcase CWW projects, resources, and events in a timely manner
 - Provide website platform training to staff and Board of Directors
 - Standardize email templates for use when emailing the Board of Directors, existing members, and potential members
 - Stretch goal: Clean up files stored on Wild Apricot
- Newsletter Committee action items:
 - Restore format to PDF
 - Solicit industry articles
 - Stretch goal: receive advertising dollars
- Board of Directors and Staff action items:
 - Provide monthly updates, “Water Currents,” during the first week of the month
 - Work with Evoque to create social media posts