

colorado waterwise strategic plan



Mission

Connecting stakeholders, providing resources, and serving as the collaborative leader in the efficient use of urban water in Colorado.

Vision

Colorado WaterWise will be a valuable and trusted resource to the Colorado conservation community.

The 5 C's, Our Core Principles

1. Connecting stakeholders
2. Collaborating with industry partners
3. Creating tools
4. Contributing to water policy
5. Communicating innovations and best practices

Strategic Goals	Objectives	Related Committees
Water Conservation Leadership <i>Create valuable tools and programs, connect stakeholders</i>	<ul style="list-style-type: none"> • Increase knowledge about effective conservation programs and practices • Develop effective implementation plans for all current and future projects/programs • Strengthen relationships between CWW members 	<ul style="list-style-type: none"> • Annual Event • LLYLI • Lunch n' Learns • Newsletter • Tools Committee • Website
Organizational Stewardship <i>Manage the organization, staff, and resources effectively</i>	<ul style="list-style-type: none"> • Maintain effective governance structure and decision making processes • Ensure that all activities undertaken align with CWW's mission and goals 	<ul style="list-style-type: none"> • Management Team and Staff • Board
Membership Development <i>Retain and grow membership and ensure sustainable levels of income for CWW</i>	<ul style="list-style-type: none"> • Enhance the CWW value/experience for members • Provide clear and consistent member benefits • Develop and maintain strategic partnerships 	<ul style="list-style-type: none"> • Membership Committee • Management Team • Committee Chairs
Effective Communications <i>Ensure timely and effective communication with our members and non-members</i>	<ul style="list-style-type: none"> • Provide regular communications with members and non-members regarding our activities, programs and new developments • Communicate innovations and best practices to the Colorado conservation community 	<ul style="list-style-type: none"> • Website • Newsletter • Management Team and Staff (email, social media)