

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