



# 2020 Action Plan

## Organizational Stewardship

The CWW Management Team and staff will complete the following:

- 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 and strategic plan.

## Membership Committee

Goal	Strategies	Assignments	Deadlines
Update the spreadsheet of potential members and partners	Formalize this process with an SOP or something similar. Combine list from Google with Wild Apricot list.	Melissa	Quarterly
\$40,000 in memberships	Increase outreach by Board of Directors: challenge to bring in one member per year per board member. Re-engage lapsed members.	All Directors	EOY 2020
Create a member retention plan	Develop a formal plan for membership retention. Look at the following factors: Checklist of activities, Downloads, LLYLI participation, Event participation.	Don to start	March
Define and achieve communications to prospective members	Determine the need to formalize this process. This ties into the spreadsheet of potential members, as well.	Committee	Quarterly
Create a contractor membership level, student membership level	Survey of CWW contacts to confirm the need for this.	Diana to work on survey	Contractor: EOY, Student: July
Plan and host a membership celebration event	Work with Evoque Communications to develop this event, perhaps a happy hour after the Symposium (drink ticket is a member benefit).	Evoque, Symposium Committee	Symposium in October
Better track membership trends monthly and annually	Develop a membership tracking report that shows active, pending, lapsed members, sign up dates, renewal, events attended, etc. Tracking click/open rates.	Melissa	Monthly
Set a goal for all Directors to attract one new member each year	Create tools for Directors, including an elevator speech. Make sure each Director has handouts.	All Directors	March

**Website Committee**

Goal	Strategies	Assignments	Deadlines
Create a better link between CWW's and LLYLI's websites	Work with LLYLI committee to add CWW elements to website.	LLYLI committee, Diana, Melissa	Contingent upon LLYLI schedule
Post jobs, events, etc. in a timely manner	Remind members to submit calendar items.	Committee	Regularly
Website appearance changes	Reach out to Wild Apricot to discuss changes. Audit other membership organizations' websites for best practices: WECO, DBG, etc. Determine the Wild Apricot theme that will work best for CWW. Determine method for making website changes. Complete changes to top 3 prioritized pages.	Committee	8/3/2020

**Newsletter Committee**

Goal	Strategies	Assignments	Deadlines
Expand our pool of writers	Request that each Director submit an article (written by themselves or others) each year.	BOD and committee	EOY 2020
Solicit more industry articles	Do "warm contact" emails or phone calls to our industry partners.	Committee	Quarterly
Publish newsletters quarterly	Stick to a well-defined calendar.	Committee	Quarterly
Receive one paid advertisement per edition	Reach out to partners regularly. Include advertising info in each Monthly update email.	Committee and staff	Monthly

**Tools Committee**

Goal	Strategies	Assignments	Deadlines
Promote outdoor water efficiency	Roll out Greeley irrigation app (catch-can version) to a wider use - consider a second jurisdiction or a lite (estimation) version with educational tips. Scope: <ul style="list-style-type: none"> <li>- Funding</li> <li>- App development</li> <li>- Marketing and promotion</li> <li>- Admin and maintenance</li> </ul> Conduct panel at Annual Symposium on certification and training programs. Scope: <ul style="list-style-type: none"> <li>- Work with symposium committee on agenda time</li> <li>- Arrange panel moderator and speakers</li> <li>- Organize panel content</li> </ul> Promote training opportunities on CWW website where appropriate	Committee, Symposium committee, Website committee	EOY 2020

Improve technical efficiency resources	Complete phase 1 of the State of CO Conservation project and present at the Symposium. Update CWW's 2010 BMP guidebook and include short videos. Develop a database of CO case studies Use partner resources like WNA, AWE.	Committee	2020-2021
Make connections to external resources	Community funding assistance for data and tools. Optimize partnerships and third-party tools.	Committee Lead: Courtney	2021

### Educational Events Committee

Goal	Strategies	Assignment	Deadline
Hold at least six accessible events that incorporate our industry partners and members	Reach out to our industry partners and members. Partner with RMSAWWA on a joint event. Ensure remote access and recordings for all Lunch 'n Learns.	Committee	EOY 2020
Recruit for events	Use CWW email, Monthly Update email and partner promotional outlets.	Committee	Monthly
Encourage attendance by providing lunch	Ask for industry lunch sponsors.	Committee	Ongoing
Provide an incentive to attendees	Look into CEU's, prizes, and certificates.	Committee	Ongoing

### Symposium Committee

Goal	Strategies	Assignment	Deadlines
Plan and execute a successful annual event	Ensure schedule is engaging and educational. Coordinate with sponsors and vendors to ensure they find value.	Committee	Ongoing
Increase sponsorship to \$17,000	Identify potential sponsors and make contact using "warm contact" with committee members or board members.	Committee and board members	Ongoing
Attract new attendees	Place announcements in related publications including WECO, CWCB, etc to cross promote event with potential new members.	Committee	Ongoing
Increase the net profits from the event	Continually track income from registration and sponsorship and track expenses to understand profit through the planning phases. Push registration if profit margin is lower than expected.	Committee	Ongoing
Place strategic event announcements	Place in first 3 newsletters. Have a tagline in the Monthly update email for year-round advertising.	Committee and Newsletter committee	February, May, August

Solicit more abstracts	Place abstract submissions in monthly email announcements.	Committee and staff	February and March
Target under-resourced utilities	Identify best opportunity to reach these groups, possibly through a scholarship or discounted tickets.	Committee	April

### Live Like You Love It Committee

Goal	Strategies	Assignment	Deadlines
Focus on partnership cultivation	Attend Colorado Ski Country annual conference. Work with contacts at breweries from Bike for Water event. Meet with WECO to discuss partnership opportunities to help them with their statewide education campaign. Possible grant funding? Partner with one Basin Roundtable	Committee	Ongoing
Develop at least one new piece of collateral	Evoque Communications will prepare scope of work contract for new 2021 material.	Evoque	June
Increase social media presence	Evoque Communications will create a social media plan that CWW will use along with the calendar to keep social media updated.	Evoque and staff	Ongoing
Copyright / trademark CWW materials	Contact attorney to move forward.	Committee and staff	August
Reevaluate the LLYLI website and make improvements as needed	A subcommittee will evaluate the LLYLI website.	Committee and subcommittee and Website committee	April