



# 2021 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
- Provide quarterly check-ins on our Action Plan goals 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.
- Ensure completion of Board Member commitments.

## Membership Committee

Goal	Strategies	Assignments	Deadlines
Update the spreadsheet of potential members and partners	Formalize this process with an SOP or something similar.	Lead: Melissa	Quarterly
Achieve \$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
Complete a membership survey	Send a survey (review past survey questions and data from CO Conservation Study) to members as a mid-year check-in.	Lead: Diana	July
Create a member retention plan	Complete a formal plan for membership retention.	Lead: Don	June
Create a membership spotlight	To be included in Waterwise newsletter, similar to the Board Spotlight but more detailed.	Lead: Diana	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.	Lead: Melissa	EOY
TBD: Plan and host a membership event	If safe, develop an event, perhaps a happy hour after the Symposium (drink ticket is a member benefit).	Committee	Symposium in October

Follow up on free COVID-related memberships	Direct one-on-one outreach to these members. Ask what member benefits they utilized.	Lead: Melissa	March
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### 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.	Committees	EOY
Post jobs, events, etc. in a timely manner	Remind members to submit calendar items.	Committee	Regularly
Website appearance changes	Complete remaining changes to "Learn About Water Conservation" page	Lead: Melissa	Q1
Finalize seasonal / drought pages	Polish ideas for pages. Add more resources to pages.	Lead: Diana	Q1
Schedule Facebook posts	Borrow ideas from LLYLI social media calendar. Post twice weekly. Use a scheduler tool.	Committee	Q2

### Newsletter Committee

Goal	Strategies	Assignments	Deadlines
Expand pool of writers/geographically and in diversity	Reach out to various organizations for writers. Mountain, western slope and southern CO etc.	BOD and NL committee	EOY
Require each BOD member submit at least one article (themselves or find one) each year.	Create a calendar for BOD so they know when they are due.	Committee	Quarterly with each issue
Solicit more industry articles from members and prospects	Do warm contact emails or calls to our industry partners. Possibly offer a 1/4 page add with submission or offer article with one paid ad.	Committee	Quarterly with each issue
Publish newsletters quarterly	Stick to a well-defined calendar and deadlines.	Committee	Quarterly with each issue
Create calendar requests	Create a reoccurring editorial committee meeting and deadlines.	Editor	January

### Data and Tools Committee

Goal	Strategies	Assignments	Deadlines
Promote outdoor water efficiency	Conduct a pilot project to roll out Greeley's irrigation app to other service areas and evaluate longer-term potential for CWW to	Lead: Kevin	Q2 2021 (define) Q2-Q3 2021 (execute)

	assume ownership as a member benefit. Evaluate CWW's role vs. participating utilities, funding, app development and maintenance, marketing and promotion, etc.	Support: Lance, Eric, TBD Thornton rep	Q4 2021 (analyze and make recommendation to CWW board)
Promote outdoor water efficiency	Select and plan the next educational event on landscaper certification and training programs (webinar, annual symposium, technical training, etc.).	Lead: Lance Support: Eric	EOY
Promote outdoor water efficiency	Advertise landscaper training opportunities on CWW website as they arise where appropriate.	Lead: Kevin, Lance, Eric Support: Melissa/Diana	Ongoing
Promote outdoor water efficiency	Draft a framework and recommendations for a statewide landscape and irrigation certifications standard.	Lead: Lance Support: Rick, Eric, Kevin, John	EOY
Improve technical resources	Update CWW's Best Management Practices Guide	Lead: Courtney Support: Lance, Eric	EOY
Improve technical resources	Complete the State of CO Conservation Programs pilot report	Leads: Amy and Diana Support: Charlotte, Courtney, Thomas, Tyler	EOY
Promote CII efficiency	Explore, and if feasible plan, a 1-day workshop focusing on CII efficiency programs	Lead: Amy Support: Diana, Lyndsey	EOY

### Educational Events Committee

Goal	Strategies	Assignment	Deadline
Hold at least six events	Develop a schedule for planning and holding educational events in 2021	Brad	Q1
Push for broader equity and diversity in speakers and topics	1. Increase participation of minorities and women speakers 2. Reach out to groups advocating water equity and ask what topics might be relevant	Committee	EOY
Hold events that are timely and relevant	Address current Issues facing the greater Colorado water community	Committee	EOY
Hold events that have broad appeal for greater attendance	1. Develop targeted themes that extend our reach	Committee	EOY

	2. Use as a mechanism for membership recruitment 3. Deliver co-branded webinars with other professional water associations		
Provide an incentive to attendees	Look into providing CEUs, prizes, CWW certification program	Lead: Lindsay	Q2
Hold events that represent at least one industry partner and one member		Committee	EOY
Be flexible with event formats		Committee	EOY

### Symposium Committee

Goal	Strategy	Responsible Party	Deadline
Plan and execute a successful annual event	Meet early and regularly as a committee to identify details of event. Begin promotion of event as early as possible.	Committee	Prior to Symposium
Increase sponsorship by 10% over 2019 numbers	Engage with past sponsors. Identify sponsors from past events that have not sponsored recently. Identify organizations or companies that align with the topics/sessions of the Symposium	Committee	Prior to Symposium
Attract new attendees	Utilize partnerships, e.g., RMSAWWA, to reach a wider audience	Committee	Prior to Symposium
Increase the overall profits from event by 10% from 2019 numbers	Reduce costs where possible. Increase sponsorship and registration numbers	Committee	Prior to Symposium
Increase happy hour participation by 20% from 2020 numbers	Plan a happy hour that is convenient (both time and location) for attendees. Identify incentive to attend (drink tickets, etc.) Promote the happy hour prior to the event to allow attendees to plan ahead.	Committee	Prior to Symposium
Place announcements starting in January on the calendar, in the first 3 newsletters, and have a tagline in Monthly Update for all-year advertising of call for speakers, sponsors, and registration.	Work with Newsletter committee to ensure ad placements are on time and included in prior newsletter editions.	Melissa and Newsletter Committee	Prior to Symposium
Stretch goal: Plan for hybrid (online and in-person) event	1. Identify online platform for hosting online event.	Committee	Prior to Symposium

	2. Identify technology needs to ensure in-person session are streamed online. Identify pricing different between the two options		
Stretch goal: Host a training the day before the Symposium	Identify a training that would align with the session topics to increase participation.	Committee	Prior to Symposium

### Live Like You Love It Committee

Goal	Strategies	Assignment	Deadlines
Focus on partnership cultivation	<ol style="list-style-type: none"> <li>1. Execute WECO partnership re: statewide education campaign.</li> <li>2. Partner with one additional Basin Roundtable</li> <li>3. Partnership with For the Love of Colorado</li> </ol>	Committee	Ongoing
Develop toolkit material	Toolkit material to include: <ul style="list-style-type: none"> <li>• 2021 social media calendar</li> <li>• Social media graphics/ads</li> <li>• 3 slideshow videos</li> <li>• Graphics/infographics for drought material</li> <li>• Market drought material to partners and to groups e.g. Water Availability Task Force</li> <li>• Review and update LLYLI material as needed</li> </ul>	Evoque	June
Increase social media presence	<ol style="list-style-type: none"> <li>1. Utilize 2021 social media calendar</li> <li>2. Increase social media posts 1-3 times per week</li> </ol>	Staff/Committee	Ongoing
Copyright / trademark CWW materials	Continue the process and finalize	Attorney	Q2
Make LLYLI website improvements	<ol style="list-style-type: none"> <li>1. Complete upgrade</li> <li>2. Keep website current</li> <li>3. Improve connection between CWW and LLYLI websites</li> </ol>	Thomas Wright/Committee	Q1