



2022 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 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. Combine list from Google with Wild Apricot list.	Lead: Melissa	Quarterly
\$45,000 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
Refine communications to prospective members	Continue reviewing messaging. Ensure regular communications to prospective members.	Committee	Quarterly
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
Write a member spotlight column for each newsletter	This will be similar to the current Board Member spotlight but more detailed	Lead: Melissa	Quarterly
TBD: Plan and host a membership event	If save, develop an event, perhaps with a happy hour (drink ticket is a member benefit).	Committee	Symposium in October
Set a goal for all Directors to attract a new member	Make sure each Director has handouts. Track progress.	All Directors	EOY

Website Committee

Goal	Strategies	Assignments	Deadlines
Post jobs, events, etc. in a timely manner	Remind members to submit calendar items.	Committee	Regularly
Polish seasonal pages	Polish ideas for pages and regularly update resources and drought monitor image.	Committee	Semiannually
Post to Facebook	Borrow ideas from LLYLI social media calendar. Post twice weekly. Use a scheduler tool.	Committee	Weekly

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
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	<ol style="list-style-type: none"> Continue irrigation audit app pilot Select and plan the next educational event on landscaper certification and training programs (webinar, Symposium, technical training, etc.) Advertise landscaper training opportunities on CWW website as they arise where appropriate 	<ol style="list-style-type: none"> Eric, Jason, Lance, Ben, Brian Lance, Jessica, Eric Eric, Lance, Melissa 	<ol style="list-style-type: none"> EOY EOY Ongoing
Improve technical efficiency resources	<ol style="list-style-type: none"> Update CWW's BMP Guide Complete the State of Colorado Conservation Programs pilot report 	<ol style="list-style-type: none"> Courtney Amy, Diana 	<ol style="list-style-type: none"> EOY Q1
Promote CII efficiency	Explore, plan and hold a 1-day workshop focusing on CII efficiency programs	Amy	December
Collaborate with other CWW committees	Better coordination with education committee (on topic overlap) and LLYLI (on CII)	Eric, Jessica	Ongoing

Educational Events Committee

Goal	Strategies	Assignment	Deadline
Hold at least six events	Develop a schedule for planning and holding educational events in 2022	Brad	January
Push for broader equity and diversity in topics and speakers	<ol style="list-style-type: none"> Increase participation of minorities and women event speakers Read out to groups advocating water equity and ask what topics might be relevant 	Committee	Ongoing
Hold events that have a broad appeal for greater attendance	<ol style="list-style-type: none"> Develop targeted themes that extend our reach Use as a mechanism for membership recruitment Deliver co-branded webinars with other professional water associations 	Committee	Ongoing

Provide an incentive to attendees	Look into CEU's, prizes, and certificates.	Lindsay & Board	Ongoing
Hold events that represent at least one industry partner and one member		Committee	EOY
Be flexible with event formats		Committee	Ongoing
Reach Goal: To the greatest extent possible, conduct all events bilingually in English and Spanish (language justice)	Use technology and resources available. Budget additional funds as needed.	Committee	Ongoing
Reach goal: Leverage technology to capture the audience's attention, orient them to the topic and deliver message	In addition to slide shows and verbal presentations, use video technology for "live reports from the field" and drone footage.	Committee	Ongoing
Note: Both Reach Goals are applicable to in-person, on-line, and hybrid formats. Both Reach Goals further improve the quality, value and extent of our existing goals. We like the term 'Reach Goal' because they extend our reach!			

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 \$18,700	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 summer newsletter. Have a tagline in the Monthly update email for year-round advertising.	Committee and Newsletter committee	August
Solicit more abstracts	Place abstract submissions in monthly email announcements.	Committee and staff	February, 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
Expand awareness	<ol style="list-style-type: none"> 1. Attend Conference/Events 2. Partner with Breweries/Restaurants 3. Participate in Water 2022 4. Partner with Boss Defrost 	Committee	Ongoing
Develop toolkit material	<ol style="list-style-type: none"> 1. 2022 social media calendar 2. Social media graphics/ads 3. Brewery/Restaurant material 4. Package for events 5. Review and update material as needed 	Evoque	June
Maintain social media presence	<ol style="list-style-type: none"> 1. Utilize 2022 social media calendar 2. Continue social media posts of 1-3 times per week 	Committee and staff	Ongoing
Copyright / trademark CWW materials	<ol style="list-style-type: none"> 1. Continue process and finalize 2. Update material with TM 	Attorney, committee and staff	Q2
Website	<ol style="list-style-type: none"> 1. Keep website current 2. Add new content to other pages i.e., Care & Commit 	Staff/committee	Ongoing