

APPENDIX D



2023 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
Targeted outreach to west slope organizations	Possibly coordinate with BMP projects and outreach to organizations through that effort	Committee and BMP committee	First half of 2023
Continue targeted outreach to schools and students	Focus timing on start of semesters and leading up to Symposium	Committee	January, August, October
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
Refine communications to prospective members	Continue reviewing messaging. Ensure regular communications to prospective members.	Committee	Quarterly
Write a member spotlight column for each newsletter	This will be similar to the current Board Member spotlight but more detailed	Lead: Melissa	Quarterly
Plan and host a membership event	Develop a more causal post work type event for members and non-members. Could incorporate Water Stewards program or other initiatives	Committee	April event
\$55,000 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
Set a goal for all Directors to attract a new member	Make sure each Director has handouts. Track progress.	All Directors	EOY
Reach Goal: Evaluate	Identify what members we have for	Committee	EOY

contractor level membership	these stakeholders and build resources if needed. Develop promotion process to reach these stakeholders		
-----------------------------	---	--	--

Website Committee

Goal	Strategies	Assignments	Deadlines
Post jobs, events, etc. in a timely manner	Remind members to submit calendar items	Committee	Regularly
Post to social media	Utilize LLYLI materials and templated posts across channels.	Committee	Weekly
Track analytics on social media	Gather and discuss analytics on posts and engagement to identify areas for improvement	Committee and Staff	Monthly
Polish seasonal pages	Polish ideas for pages and regularly update resources and drought monitor image.	Committee	Semiannually

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 (partner with an ad)	Do "warm contact" emails or phone calls to our industry partners.	Committee	Quarterly/ongoing
Solicit more industry advertisements	Start with industry sponsors from Symposium and try to get them to advertise in more issues.	Ruth, Melissa	Quarterly/ongoing
Publish newsletters quarterly (march, June, Sept., Dec.)	Stick to a well-defined calendar and get the newsletter out during the first week of the publish month.	Committee	Quarterly
Include a calendar of events	Solicit ideas	BOD, Committee, membership, sister orgs., & Partners Committee and staff	Quarterly

Tools Committee

Goal	Strategies	Assignment	Target	Notes / Action
Promote outdoor water efficiency	Draft a framework of recommendations for a Statewide landscape and irrigation certification program /	Eric, Rick Lance,	Ongoing and check in Dec 2023	WRA and landscape professionals are meeting and identifying similarly structured standards and working locally with municipalities

	policy			
Promote outdoor water efficiency	Create and provide simple, actionable methods to improve watering efficiency	Full team	March 2023	PDFs of processes like changing out spray nozzles to rotary; how to convert a spray zone to a drip system- make these available for CWW members
Promote outdoor water efficiency – Landscape transformations	Support, host and advertise workshops to support landscape transformations	Lance, Eric, Kevin, Rick, Northern, etc	Ongoing 2023	Acquire and investigate BMPs for native grass transformations.
Improve technical resources	Update CWW’s Best Management Practices Guide	Courtney, BMP Update Committee	Dec 2023	Update our BMP guide
Promote indoor water efficiency for commercial and industrial (CII)	1 day workshop or tour of comm facilities, ID notable methods to monitor and observe wasted water	CWW board members	2023	Like tour in FC years back. Evaluate CII processes and allocating water use or ID practices to improve water efficiency
Promote outdoor water efficiency	Advertise training opportunities on CWW website as are scheduled	Eric, Lance, Melissa,	Ongoing	Promote these in each municipality and advertise with enough time to plan. Share with landscape professionals and organizations
Promote outdoor water efficiency	Educational events (CWW Ed Committee) and promotion on contractor certification trainings supported by CWW	Lance, Eric, Jessica, Kevin	Ongoing	Advertise and promote landscape and irrigation certification events and trainings.
Collaborate with other CWW Committees	Better coordination with Ed committee (ID topic overlap or support) and LLYLI	Eric, Jessica	Ongoing	Work with Committees on public facing materials - Coordinate better

Educational Events Committee

Goal	Strategies	Assignment	Deadline
Hold at least five events	Develop a schedule for planning and holding educational events in 2023.	Lindsay & Committee	January
Push for broader equity and diversity in topics and speakers	1. Increase participation of minorities and women event	Committee	Ongoing

	<p>speakers</p> <ol style="list-style-type: none"> 2. Reach out to groups advocating water equity and ask what topics might be relevant. 3. Hold at least one water equity-focused webinar. 		
Hold events that have a broad appeal for greater attendance.	<ol style="list-style-type: none"> 1. Develop targeted themes that extend our reach. 2. Use as a mechanism for membership recruitment 3. Deliver co-branded webinars with other professional water associations. 	Committee	Ongoing
Partner with other organizations to co-host webinars and events	Organizations may include, but are not limited to: WRA, WNA, WeCo, WateReuse Colorado, AWE, and APA Colorado.	Committee	Ongoing
Provide an incentive to attendees	Offer as CEU credits (APA Colorado, QWEL, IA, etc.), prizes (e.g. rain barrels), and certificates.	Committee	Ongoing
Be flexible with event formats and include new tools	<ol style="list-style-type: none"> 1. Offer virtual and in person events 2. Consider working with partners to include video footage from the field in events (or sharing afterwards). 	Committee	Ongoing
To the greatest extent possible, conduct all events bilingually on English and Spanish (language justice).	<ol style="list-style-type: none"> 1. Use technology and resources available. Budget additional funds as needed. 2. Conduct outreach to organizations that will reach more Spanish-speaking participants. 	Committee	Ongoing
Track metrics to better understand whether we're achieving goals	<ol style="list-style-type: none"> 1. Speaker diversity 2. Attendee participation numbers and diversity 3. Attendees electing to participate in Spanish & those who viewed the 	Committee	Ongoing

	<p>Spanish recording</p> <p>4. Co-branded partner organizations & those we consult with.</p> <p>5. Correlation between attendees and new CWW members.</p>		
Reach goal: Increase geographic diversity of events	<p>1. Include speakers from outside of the Front Range.</p> <p>2. Hold one event outside of the Front Range.</p>	Committee	Ongoing
Identify, apply and participate in at least 2 partner events and conferences	<p>1. Host exhibit booths or present at partner conferences and events in Colorado including ProGreen, Water Education Colorado, Water Congress, etc.</p>		

Symposium Committee

Goal	Strategies	Assignments	Deadlines
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
Build on translation offerings	Identify one bilingual session opportunity in session	Committee	July
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 \$20,570	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	Ongoing

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. Partner with Boss Defrost 	Committee	Ongoing
Develop toolkit material	<ol style="list-style-type: none"> 1. 2023 social media calendar 2. Social media graphics/ads 3. Create 2-3 new pieces based on membership needs 	Evoque	June
Social media presence	<ol style="list-style-type: none"> 1. Utilize 2023 social media calendar 2. Continue social media posts of 1-3 times per week 	Staff/committee	Ongoing
Membership Outreach / Use Agreements	<ol style="list-style-type: none"> 1. Target members not using LLYLI 2. Instructional video on "How to Access Material" 3. "How to add logo to Material" video 4. Gather testimonials from members on use of LLYLI. 	Staff/Committee	Q2
Website	<ol style="list-style-type: none"> 1. Keep website current 	Staff/Committee	Ongoing

Fundraising Committee

Goal	Strategies	Assignments	Deadlines
Evaluate membership needs	Work with all committees to identify financial gaps.	Committees and other committees	First Quarter
Identify fundraising opportunity to fill one identified gap	Brainstorm ideas and institute one idea for 2023	Committee	EOY