

colorado waterwise Strategic Plan

Mission

Colorado WaterWise addresses the state's water challenges by improving water efficiency through connecting diverse communities, creating innovative solutions, and providing valuable resources to its members.

Vision

Recognized as a collaborative leader in water efficiency, we are creating a more sustainable water future for Colorado.

Core Principles

1. Leadership: We empower Colorado to be a leader in water efficiency.
2. Collaboration: We nurture collaboration in the water community.
3. Education: We raise awareness of the importance of water for today and tomorrow.
4. Innovation: We build and share resources.
5. Stewardship: We foster the next generation of water stewards.

Strategic Goals

Water Conservation Leadership

Goal: Educate members and the water community on water conservation programs and practices.

- Objectives:
1. Serve as a hub of water efficiency best practices and resources.
 2. Develop resources through the creation of research and projects.
 3. Connect water professionals to encourage the exchange of information.

Organizational Stewardship

Goal: Seek and foster flexible means to achieve a successful organizational structure.

- Objectives:
1. Maintain an effective governance structure and decision-making process.
 2. Foster an environment that welcomes new ideas and effective implementation.
 3. Ensure that all Board and committee activities align with our mission and core principles.
 4. Embrace individual skillsets to most effectively make use of limited work time.
 5. Explore ideas for improvement.

Membership Development

Goal: Retain and grow membership and income to support our mission, vision and strategic plan.

- Objectives:
1. Ensure that CWW membership is attractive to relevant organizations.
 2. Expand current, and identify new, membership pools.
 3. Diversify membership east, west and south.

Effective Communication

Goal: Clearly communicate the role of CWW and the benefits that the organization provides in an effective and timely way.

- Objectives:
1. Provide regular communications with regarding activities, programs and new developments.
 2. Communicate innovations and best practices to the Colorado conservation community.
 3. Promote members' and organizations' recent accomplishments and achievements.
 4. Clarify the relationship between CWW and the Live Like You Love It educational campaign.