### Water Environment Federation Strategic Plan April 2008

#### **Vision**

The Water Environment Federation will be recognized as a leader dedicated to the preservation and enhancement of the global water environment.

#### Mission

- Develop and promote practices and policies, which assist our members to serve the public interest in providing efficient and environmentally protective water quality and wastewater management services.
- Deliver high quality products and services to members and stakeholders.
- Promote scientifically sound environmental practices and regulation.
- Educate members, the public and policy makers.
- Promote and advance the water quality profession.
- Promote public health by preserving and enhancing the global water environment.

### Program Goal 1 Advancement of Water Environment Sciences and Technology

It is the goal of the Federation to advance and promote sound scientific, engineering, operations, and management practices and their application throughout the global water environment community.

### **Objectives**

- Develop and deliver scientific, engineering, operations and management best practices and promote their application.
- Establish and make available a knowledge bank of relevant and credible resource material on water science and technology by 2011.
- Facilitate the global exchange of technical, scientific and management information on water science and technology.
- Facilitate the development of basic and applied research in water environment science, technology, and management disciplines by WERF and other organizations by 2009.
- Facilitate and support research on emerging water environment, science, technical and management topics.

# Program Goal 2 Professional Development

It is the goal of the Federation to be the preferred source of professional development for its members.

#### **Objectives**

 Deliver a relevant and timely program of educational events, training materials, publications, distance learning activities and knowledge forums.

- Develop and maintain a comprehensive and inclusive scientific, technical, and management education portfolio responsive to member needs.
- Provide education programs to advance the professional competencies of water professionals.

## Program Goal 3 Public Communication and Advocacy

It is the goal of the Federation to facilitate and promote informed decision-making through programs and activities directed to WEF members, the media, public policy makers, and the general public.

### **Objectives**

- Develop and deliver education programs for U.S. (and/or global) policy makers to influence increased investment in water sector infrastructure.
- Promote a holistic and sustainable watershed approach to protecting water resources.
- Develop and deliver a communication and messaging program to promote the important role of water professionals in protecting public health.
- Develop a strategy for positioning WEF to lead discussions of global water, sanitation and public health issues by 2010.
- Develop and deliver a communication and messaging program to strengthen the WEF reputation as a respected public health and environmental organization and authority on water.
- Expand WEF's advocacy and public policy programs to support and influence identified water quality priorities that are consistent with the organizational missions and 501©3 status by 2009.

### Operation Goal 1 The Business of WEF

It is the goal of the Federation to be a well-managed, fiscally sound, service oriented organization, operated to efficiently serve its members, publics and communities.

### **Objectives**

- Develop, maintain and support a well trained, educated and responsive professional staff
- Develop and institutionalize a business revenue management policy and annual evaluation program.
- Directly link the strategic plan to the annual budget and WEF priorities and develop performance standards and an annual business plan to provide a context for evaluation of success in achieving the WEF vision and mission.
- Increase applications for grants and other external funding to enhance the quantity, quality and variety of educational services, consistent with the WEF vision and mission
- Capitalize upon strength of WEFTEC and Specialty Conferences to promote the WEF mission and priorities
- Develop a WEF workforce sustainability program by 2009.

- Implement recommendations of Communications audit.
- Identify and implement technology tools to support electronic delivery of WEF programs, products and services.

# Operation Goal 2 The Membership of WEF

It is the goal of the Federation to develop and maintain a diverse and representative membership reflective of the water quality community and to offer that membership abundant opportunities to serve the public interest through service in WEF.

### **Objectives**

- Maintain a volunteer leadership structure that provides efficient and effective direction of the organization, responsive to and inclusive of member needs, and mindful of its commitment to maintaining public trust.
- Increase the membership of the Federation by 3% net per year for the next three years, and reduce the average age of the WEF membership by five years by 2011.
- Develop programs to coordinate and integrate WEF services with those of its member associations by 2011.
- Institute a quality assurance and service program at WEF to provide time and quality responses to member inquiries