

Strategic Plan

MISSION

Since 1928, the Water Environment Federation and its members have protected public health and the environment.

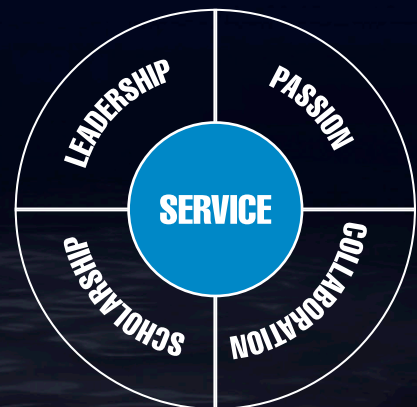
As a global water sector leader, our mission is to:

- Connect water professionals
- Enrich the expertise of water professionals
- Increase the awareness of the impact and value of water
- Provide a platform for water sector innovation

VISION

A community of empowered professionals creating a healthy global water environment

CORE VALUES



Critical Objectives & STRATEGIC GOALS

- 1** Develop an engaged membership that is representative of the multiple practice areas of the water environment industry.
 - a. Increase the percentage of WEF members who actively participate in key strategic areas of WEF and use WEF services.
 - b. Increase the number of members from sectors that are currently under-represented: academics/researchers, operators, stormwater, young professionals, and students.

- 2** Provide a broad range of professional content and programming that is relevant and widely valued by the water sector worldwide.
 - a. Actively engage water sector leaders in WEF content and programming.
 - b. Increase offerings in practice growth areas such as stormwater, water reuse, and resiliency to meet water sector priorities while maintaining WEF's core excellence.
 - c. Expand global and sector diversity of participants in WEF content/programming to foster international information-sharing and enrich member value.
 - d. Provide a broad spectrum of opportunities for water sector professionals to publish and share information.
 - e. Lead the development and adoption of national standards for operator certification.

- 3** Generate an increased public awareness of the value of water leading to increased funding to protect water quality through appropriate levels of infrastructure, management approaches, and services.
 - a. Be a visible and effective partner in national initiatives that increase public awareness of the value of water.
 - b. Provide tools for members, Member Associations, utilities, and others to communicate the value of water to the public and decision-makers.
 - c. Educate the water sector on the infrastructure funding gap, and engage potential stakeholders to effectively narrow the gap.

- 4** Establish the conditions that promote accelerated development and implementation of innovative technologies and approaches in the water sector.
 - a. Collaborate with water sector partners to define and create a bold, aspirational, and public call to action to accelerate resource recovery.
 - b. Identify, analyze, and decrease barriers to innovation in the U.S./Canadian regulatory framework.
 - c. Increase opportunities to synthesize the current state of knowledge and advance the state of science, focusing on priority innovative approaches or technologies that would most benefit the sector.
 - d. Promote the adoption of innovative utility management and financing practices.
 - e. Catalyze sectorwide action toward development of the water workforce of the future.

- 5** Operate a sustainable business that supports our mission, and enables WEF to seize new opportunities in the emerging water sector.
 - a. Grow financial reserves to ensure WEF meets the needs of future generations of water professionals.
 - b. Increase WEF's total membership.
 - c. Expand revenue growth opportunities to support new initiatives.
 - d. Annually update the WEF Risk Management Program.
 - e. Ensure WEFTEC remains relevant to the industry and THE water conference to attend.