

Rocky Mountain Water  
Environment Association

Creating our  
Vision, Mission,  
and Values

**WEFMAX 2017**



## Agenda

- **Introduction to RMWEA**
- **Purpose:** Why does this matter?
- **Process**
  - Defining a Culture
  - Values, Vision, Mission
  - Obstacles
- **Moving Forward**
- **Questions**



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## RMWEA

- Approximately 1,300 Members
- Colorado, New Mexico, And Wyoming
- Collaborates with AWWA Membership Association

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# *Purpose*

If you have no clear direction, it's  
tough to know where  
you want to go.

# Vision, Mission, and Values

Our Core Values shape our culture, define who we are and how we operate.



Our Mission is our "purpose in action"; it's what we do every day to achieve our vision with guidance from our values.



Our Vision is what we aspire to be; it helps drive decisions and is our overarching purpose in everything we do.

Can you recall your  
organization's vision?



water for people

#### VISION

We envision a world where every person has access to reliable and safe drinking water and sanitation.

#### MISSION

Water For People exists to promote the development of high quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments.

#### VALUES

Our values are based on demonstrating integrity in all we do.

**Accountability** – to communities, partners and each other

**Courage** – to innovate, to risk, to lead

**Empowerment** – of citizens, families and local institutions

**Partnership** – on the ground, in the sector and at all levels of government

**Transparency** – in what we do, what it costs and what is working

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American Water Works  
Association

## VISION

A better world through better water

## MISSION

Providing solutions to effectively manage water, the world's most important resource

## CORE PRINCIPLES

Protect Public Health

Safeguard the Environment

Share Best Practices

Inspire Innovation

Foster Diversity and Inclusion

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## 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



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# Original RMWEA Vision and Mission

**RMWEA's Vision:** The Rocky Mountain Water Environment Association will be the leading organization of dedicated and knowledgeable professionals collectively working together to preserve and enhance the watershed environments originating in the states of Colorado, Wyoming, and New Mexico. The Association will have adequate finances and resources to accomplish our mission.

**RMWEA's Mission is to:**

- Advance and promote effective and efficient wastewater treatment processes and technologies,
- Advance the professional development of members,
- Educate the public in preserving and enhancing our water,
- Be proactive on water issues,
- Build a positive professional image for the Association and its members, and
- Promote a sustainable environment through reuse of water and residuals

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# *Process*

Creating a vision is an involved yet  
**rewarding** process.

You're writing a constitution and a  
frame of reference for **everyone**.

## Board Support

- Desire to change
- Importance of a Facilitator

## Create a Champions Team

## Broad Representation

- Make sure everyone has a voice, not just members of the board

## Create Our Values

- Principles the organization holds
- Foundation for Vision and Mission

## Consolidate and Find Themes

## Define a Culture

- Write down everything that RMWEA is and wants to be

## Create the Vision

- Overarching purpose and goal

## Create the Mission

- How we accomplish our Vision
- "Purpose in action"

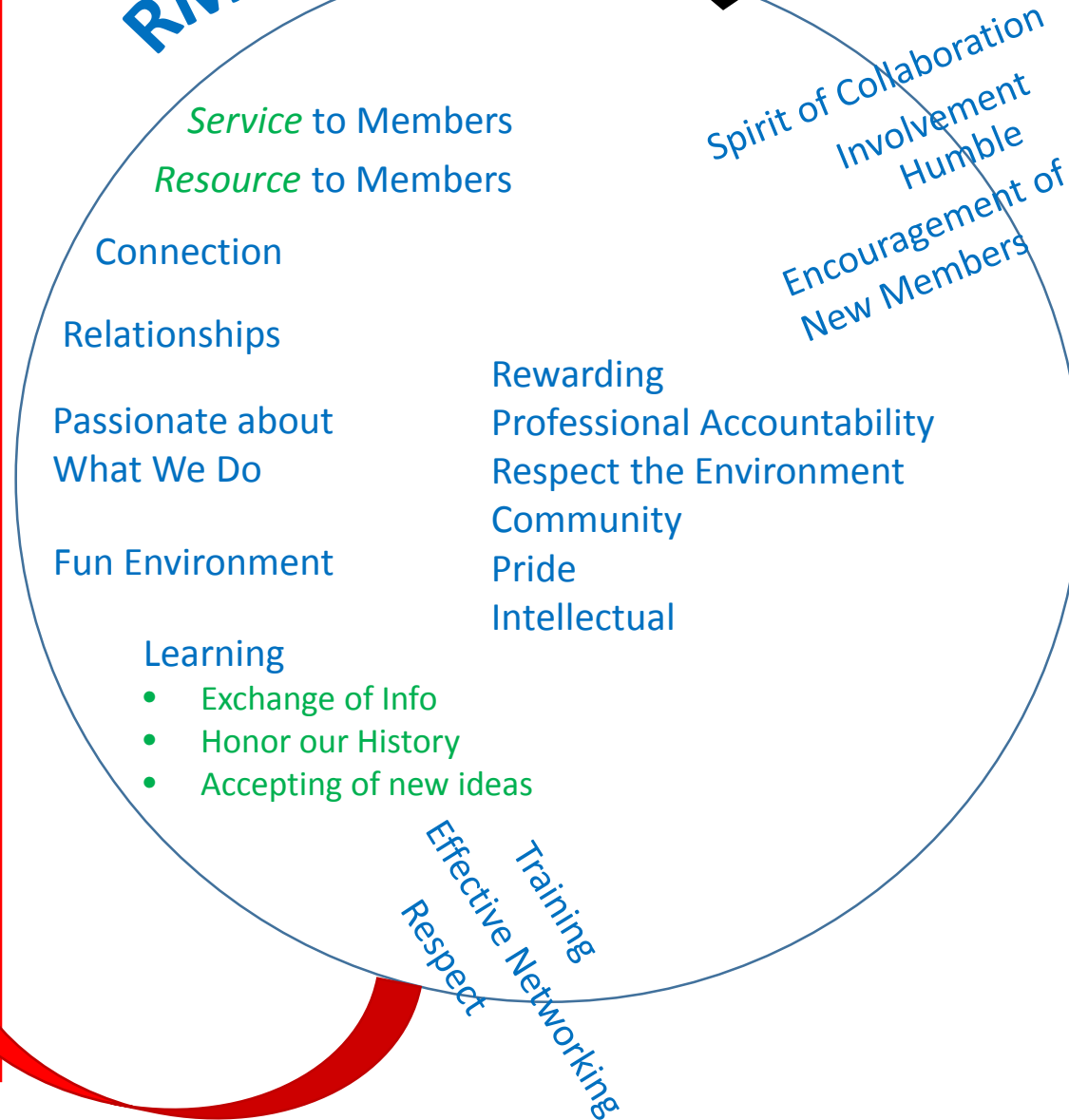
## Bring to the Organization "Roll Out"

## Implement

## Out

- Conflict with RMSAWWA
- Unapproachable
- Directive “We’ve always done it this way” Or “My idea is right”
  - Closed Minded
  - Arrogance
- Confusing organization/structure
- Not taking discussion personally
- Taking away “yuck factor” of the field
- Not WASTEWATER but more water resources
- Inner Circle

## RMWEA Culture



## In

- Appreciation / Recognition of volunteers and members
- Operator involvement
- “One Water” Concept
- Collaboration with RMSAWWA
- Professionalism
  - Leading Experts in our Field
  - Sought After
  - Advancing the profession
  - Progressive/Innovative
  - Regulations Influence (EPA, CDPHE)
- Mentoring/Involving YP’s and new members
- Diversity
- Egos @ the door
- Be Flexible
- Student Involvement
- Public Awareness/Outreach
- Advocacy
- Transparency
- Easier Navigation
- Be the Example of what is Possible
- Diversity
- Relationship between AWWA: Trust, Collaborative, Respect, Commonality purpose, honor different structure



# Refine, Refine, and...

INS  
Proactive vs. Reactive  
Peer accountability  
Principal based culture  
Confidentiality  
Positive attitude  
Exec team follow-thru  
Communication/Outreach  
agility/flexible/adaptable  
Industry participation  
Business "LABEL"  
Water awareness

## Misc. Comments

- Inspire - educate
- Memorable
- long term sustainable

- group activities - District/Dept. wide
- Industry specific activities
- Vision follow-thru!

- Water-centric
- dynamic
- celebrate RWSD
- sustaining life

- service matters
- embrace change

- Customer importance
- Integrity and Honor
- Accountability
- Sustainability - culture
- Quality excellence
- teamwork

- Professionalism
- value employee (invest, dignity, presence)

- Character
- reliability
- Commitment (to greatness)

- high performance
- innovation
- Collaboration

- Spirit/passion (exhibit/demonstrate)
- transparency
- Honesty

- Leadership
- Continuous Striving
- Respect

- Buy-in
- vitality and drive

Thoughts  
• Delivering life to communities

• Quenching communities

• Exhibit good model embracing growth

## OUT

- Attitude towards growth and "being too busy"
- Micromanagement perception
- Directive "We've always done it this way"

- Fear of retribution
- Vulnerability
- Power + Victim
- Under the radar
- Don't want to get in trouble
- They're drinking the KOOL

- Suck-up
- Resistance

- Adaptability
- Relationships
- Responsibility
- RESPECT
- Communication

- Collaboration
- Accountability
- Integrity
- Learning
- Investment in People

- Support
- Outreach
- Internal/external
- People/Leadership

- Transparency
- Board
- Internal
- Public
- Agencies

## PWSD Culture

- Trust
- Reliability
- Capability
- Authenticity

- Implementing Ideas
- Adaptability
- Relationships
- Responsibility
- RESPECT
- Communication

- Collaboration
- Accountability
- Integrity
- Learning
- Investment in People

- Support
- Outreach
- Internal/external
- People/Leadership

- Transparency
- Board
- Internal
- Public
- Agencies

## In

- Broad Spectrum
- Run more like a business
- Management Support
- Commitment
- We're all customer service
- Take the Risk - it's ok that's how we learn
- Coaching
- Sustainability
- Consistency
- All qualities are a WTP on a priority
- Make recognition a priority
- Industry specific competencies
- Strive for a goal

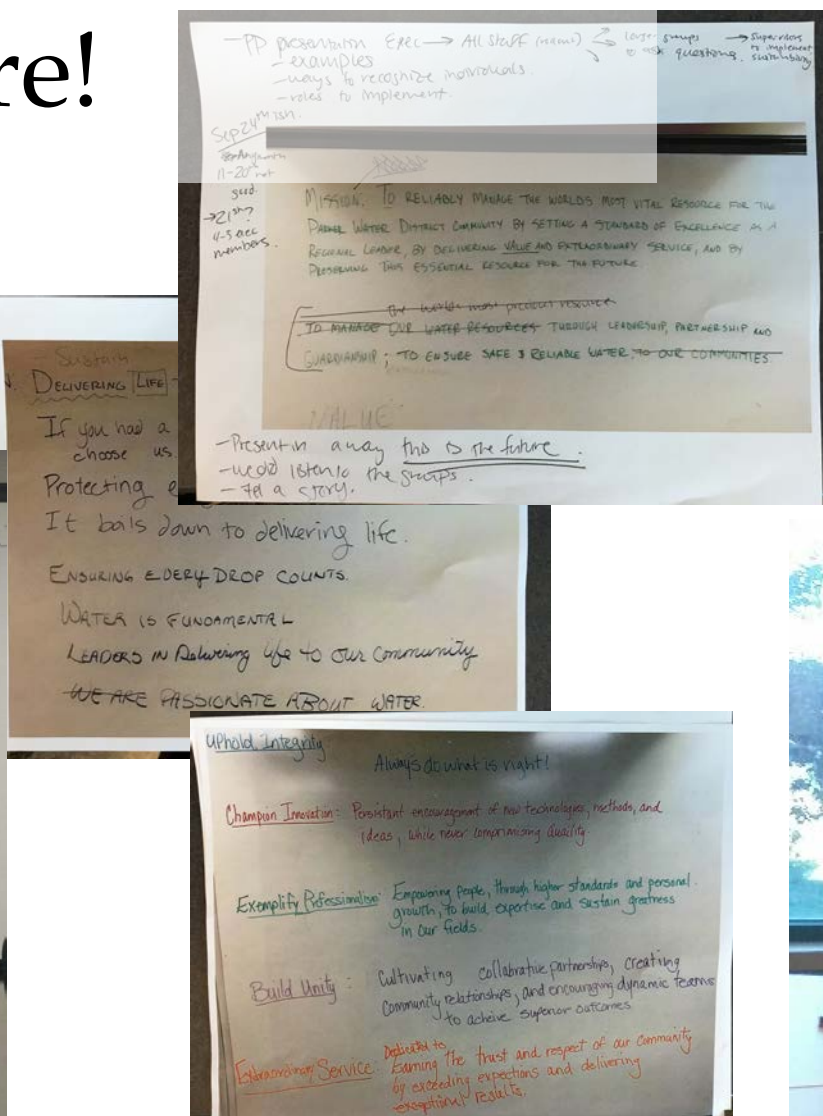
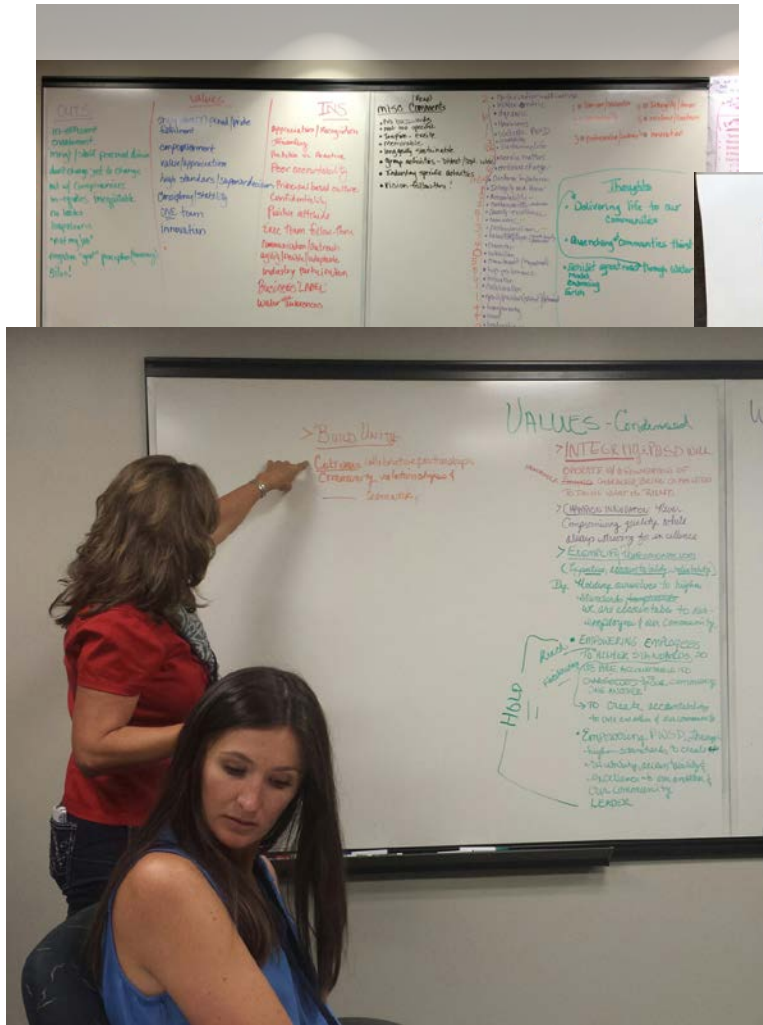
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# Refine Even More!

## The Journey

- 8 month process
- 25 meeting hours



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# Obstacles

- Getting over the “touchy-feely” perception
- Active involvement and participation from members
- Not sugar coating answers, getting the truth
  - Confidentiality is a must, safe place
- Time commitment

*Drumroll Please....*



# Values



**Collaborative:** Leveraging our collective knowledge and experience to advance the water industry.

**Professionalism:** Operating with integrity to what's right for our members.

**Passionate:** Believing in what we do drives us to always improve.

**Connection:** Bringing people together to cultivate meaningful, professional relationships.

**Service:** Providing members with the resources and training to achieve their goals.



# *Mission*

Fostering an  
environment of  
learning, networking,  
and enjoyment while  
providing value to our  
members.



*Vision*



The background image shows a professional conference setting. In the foreground, several people are seated at a long table covered with a white tablecloth. There are several glasses of water on the table. The people are engaged in conversation or looking towards a presentation. In the background, a large screen displays a presentation, and the room is dimly lit with stage lights. The overall atmosphere is professional and collaborative.

# Next Steps

- Promote and create a culture that incorporates the Vision, Mission, and Values
- Diverse representation of the organization
- Accountability
- Reinforcement

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**Thank You!  
Questions?**

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