

## Frequently Asked Questions

### **Q. Where can I obtain information on the new WEF Strategic Plan?**

**A.** The 2022–2025 WEF Strategic Plan and supporting resources are on the WEF website at: <https://www.wef.org/amplify>.

### **Q. When is the new WEF Strategic Plan effective?**

**A.** The WEF Board of Trustees adopted the 2022–2025 WEF Strategic Plan in August 2022. The Plan is effective immediately. Implementation has started and will progress over the Plan’s three-year time horizon.

### **Q. How did the WEF Board of Trustees develop the new WEF Strategic Plan?**

**A.** The WEF Board of Trustees led the development process and as the organization’s governing body was responsible for its adoption. The Plan developed over a 14-month period with extensive input from WEF members, WEF volunteer leaders, water professionals, association/ non-profit experts, staff, and a strategic planning consulting firm. The process included surveys, interviews, focus groups, a luminary session (with leaders from diverse industries), a Pathfinder Group (representing key WEF stakeholder groups), and multiple Board meetings.

### **Q. What does “Circular Water Economy” mean?**

**A.** The sustainability of water resources and the planet depends on new economic models based on factors such as resource conservation, recovery, and reuse. It is imperative that we accelerate the adoption of these practices across the water sector and connect water to the broader circular economy.

WEF members have been working in and on the circular water economy for many years. The Plan is sharpening WEF’s focus on resource conservation, recovery, and reuse, building from our base as “the water quality people” to become THE leader in the circular water economy.

WEF will not have all the answers or address every issue relating to the circular water economy. Instead, WEF member experts will develop a WEF framework for it during the coming year and push it out to the water sector and beyond through enhanced and increased collaboration, partnerships, engagement, and communications. Additional work will continue through WEF committees and staff.

**Q. Do you have more info on what the “Core Values” mean?**

**A.** With WEF members’ input, the Board identified the values necessary to move WEF’s culture toward a growth oriented, future-focused, and impactful organization. These values are the framework for operationalizing the plan. They are the guideposts we will use to set priorities, evaluate choices, operate, and act. They are essential components of our success. WEF’s leaders and plan implementers must understand, communicate, and embody these values to help us lead.

**Q. How will my WEF member experience change?**

**A.** The Plan focuses on our members’ expertise in the Circular Water Economy and driving improvements in the WEF member and customer experience. The WEF Board wants to ensure that the organization offers best in class customer service, from joining WEF as a member, to learning about and volunteering for activities, to registering for events, and communicating with WEF colleagues. Over its three-year horizon, the Plan will drive customer-centric changes in WEF processes and procedures.

**Q. How will WEF committees change?**

**A.** WEF Committees will continue as part of the Committee Leadership Council (CLC). They will evolve to cover topics relevant to the Plan and of interest to our members as committees have over the life of the organization. Each committee should examine the Plan to align their work. Committee leaders should also ensure WEF members understand what their committee is working on and find it easy to engage and contribute. In addition, The WEF Board will appoint a Board level task forces in Fall 2022 to define WEF’s Circular Water Economy Framework.

**Q. How will the WEF organizational structure change?**

**A.** WEF is and will remain a federation of individual organizations focused on our common mission. Individuals will still be at the core of our activities as WEF prides itself on being a grassroots organization. WEF will still be the organization for leading water practitioners to come together to meet their colleagues, share their expertise, obtain new knowledge, contribute to the advancement of our mission, and celebrate our achievements.

**Q. What do Member Associations need to do?**

**A.** Member Associations (MAs) are a critical component of WEF. MAs are where many members obtain the benefits of membership and become part of the WEF community. At this time, MAs should familiarize themselves with the Plan and look for opportunities to align their activities. MAs should also focus on ensuring that their organization is providing a welcoming and transparent environment for individuals to engage and participate that is consistent with the Core Values.