



# Association of Water Technologies

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## Strategic Plan

Developed November 2015

Updated March 9, 2016

With input gathered from AWT member surveys, environmental scans, and association initiatives exploring future issues and trends, the AWT Board of Directors, Committee, Subcommittee and Task Force Chairs, as well as our Related Trade Organization Liaisons, developed the Strategic Plan in November 2015.

Since 1985, when it began, AWT has been delivering value to the professional community and industry through knowledge transfer and networking among professional colleagues who are dedicated to the water treatment industry

## Values

- Member Success
- Association Success
- Education: Knowledge and Learning
- Engagement: Cooperation, Collaboration, Teamwork, and Relationship Building
- Open Communication: To the members and within the Board
- Innovation
- Professionalism and Ethics
- Environmental Stewardship
- Serving and Volunteering
- Service and Reliability

## Vision

AWT will be the voice of the global water treatment industry.

## Mission

To support the viability, growth and development of our members and the water treatment industry.

## Outcomes and Strategies

### Outcome 1: AWT is the premier water technical resource for members and the industry.

- S1: Offer web-based on-demand AWT training and supplier training.
- S2: Create webinars demonstrating how to use AWT materials.
- S3: Create a portal for members to request training topics for development.
- S4: Enhance existing AWT training and finish the Service Tech Certificate program.
- S5: Continue developing technical operational guidelines, application workbooks, Analyst articles and other technical products

### Outcome 2: AWT is the premier business resource for members and the industry.

- S1: Recruit certified business and management trainers to join AWT and create business, leadership and sales training.
- S2: Create a co-op for better rates for AWT members on services such as IT, HR, payroll, benefits, safety training, etc.
- S3: Continue developing business resources, Analyst articles and other business products.
- S4: Explore a coordinator and/or instructor for business management training classes.

### Outcome 3: AWT is the recognized advocate for the water treatment industry and is known for its contributions by members, the public, and especially the younger generation.

- S1: Segment our audiences via demographics and target messages.
- S2: Develop our story and messages.
- S3: Identify our preachers, champions, and celebrity spokesperson.
- S4: Identify our partners (RTOs/Alliances) and coordinate via staff/volunteers.
- S5: Educate legislators and the public about safety of our products.
- S6: Proactively author supportive industry legislation.
- S7: Develop an AWT app to carry our messages.
- S8: Educate members on legislative/regulatory issues.

### Outcome 4: Charity and social connectivity, focused on water, is integral to AWT.

- S1: Board of Directors to establish a task force to explore starting our own foundation.
- S2: Board of Directors to establish a task force to explore partnering with an existing water charity.