

Strategic Plan 2020-2023



Operations

MI-AWWA will maintain a high level of customer service to its members.

- Maintain and grow membership over all membership categories
- Effectively manage resources to encourage growth of the Section's activities
- Pursue new methods of hosting events to protect attendee health



Councils:

Communication
Conference and Recognition
Education and Training
Government Affairs
Membership
Strategic Partnership

Get Involved

Get the most out of your membership with volunteering opportunities. Although the Section does have a small staff team to provide support for the day-to-day activities, we are still member driven. That means much of what the Section offers to members is created by other members volunteering their time and expertise.

If you're interested in volunteering, visit mi-water.org/page/Volunteer



Michigan Section - American Water Works Association

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Our Vision

A better Michigan through better water

Our Mission

Improving lives through the effective management of water, Michigan's most vital resource

Core Principles

CARE for every person
SHARE knowledge and expertise
PROTECT public health and safety



Focus Areas and Strategic Goals

Professional Development

MI-AWWA will offer state-of-the-art and highly relevant learning experiences.

- Fully develop and launch the Michigan Water Academy®
- Acquire a learning management technology that supports member professional development
- Incorporate diversity training into our learning experiences

Public Trust

MI-AWWA will be a respected source of information about water in Michigan.

- Promote the value of water
- Provide tools for members to promote the value of water
- Educate water customers about the water sector

Advocacy

MI-AWWA will advocate for state and local policies that allow water supplies to effectively manage water.

- Continue to build MI-AWWA's recognition among state legislators as a resource on water policy and water-related information
- Become a resource for local governments on water policy and water-related information

- Plan and conduct a Members' Advocacy Day annually

Innovation

MI-AWWA will create a culture of innovation within Michigan's water sector.

- Develop and host a forum for sharing innovative ideas among members
- Highlight innovation in member events and communication
- Create incentives to advance innovation in the Michigan water sector

Workforce

MI-AWWA will promote the water profession.

- Develop and provide tools to help members attract new and diverse employees
- Develop partnerships that can help to advance the water sector as a career path

Funding

MI-AWWA will promote solutions for adequately funding water supplies.

- Advocate practices utility members can implement to be financially sustainable while being affordable to customers
- Promote customer affordability solutions
- Advocate for infrastructure funding