

2025 MI-AWWWA Business Plan



 **MICHIGAN SECTION**

American Water Works Association

Public Engagement & Education

Strategic Objective: Value of Water Campaign

Action: Launch statewide campaign to educate the public about the value of water and the importance of infrastructure investments.

Action Items:

- 1. Create or identify two engaging, accessible materials (infographics, videos, and brochures) highlighting the value of water and the need for infrastructure investments that can be shared with members.**
- 2. Partner with 12 local governments, water utilities, and community organizations to share campaign messaging highlighting the value of water and the need for infrastructure investments through their channels.**
- 3. Implement a targeted statewide media strategy, including social media, press releases, and local news interviews, to raise public awareness and drive engagement.**

Strategic Objective: Community Involvement

Action: Build relationships with organizations and communities, with shared interests.

Action Items:

- 1. Create a list of organizations and communities with aligned goals and shared interests.**
- 2. Schedule 2 introductory meetings or attend events to connect with potential partners and explore opportunities for collaboration.**
- 3. Co-develop at least one joint initiative or program with a partner organization or community to advance shared objective.**

Strategic Objective: Visibility

Action: Increase visibility for utility operations and decision-making processes to build public trust.

Action Items:

- 1. Publish regular updates on utility projects, operations, and decision-making processes through easily accessible platforms such as social media and WWN. Providing updates in format communities can easily reshare on social media and in publications.**
- 2. Organize community forums or open dialogue at events to showcase utility operations and gather public feedback.**
- 3. Begin to develop a member library to share educational resources (e.g., videos, infographics, or FAQs) that explain how utility decisions are made and their impact on the community.**

Advocacy

Strategic Objective: Policy Development

Action: Advocate for policies at the federal, state, and local levels that support water as a vital resource and as a service.

Action Items:

- 1. Work with Midwest Strategies to identify and document key policy objectives that align with the recognition of water as a vital resource and service.**
- 2. Schedule meetings with federal, state, and local policymakers to present policy priorities and provide supporting data and testimonials at AWWA Fly In and MI AWWA State Legislator event.**
- 3. Collaborate with industry groups, nonprofits, and community organizations to amplify advocacy efforts and mobilize support for water related policies.**

Strategic Objective: Legislative Engagement

Action: Improve engagement with legislators to elevate water issues as a priority.

Action Items:

- 1. Establish a recurring 2026 schedule to meet with key legislators and their staff to discuss water issues and share updates.**
- 2. Develop customized briefing materials highlighting water issues' local and regional impacts to present during legislative sessions or events.**
- 3. Organize a tour of a water facility or followed by a community forum to give legislators firsthand insight into water challenges and successes.**

Strategic Objective: Data Collaboration

Action: Support development and sharing of data to inform policy and community infrastructure management.

Action Items:

- 1. Collaborate with stakeholders to define standardized metrics and formats for collecting and reporting water-related data.**
- 2. Support the creation or enhancement of digital tools that enable easy sharing and access to water infrastructure and policy-related data among members.**
- 3. Host workshops or training sessions to educate policymakers and community leaders on leveraging shared data for informed infrastructure and policy decisions.**

Infrastructure Resilience

Strategic Objective: Project Implementation

Action: Support communities in their development and implementation of asset management.

Action Items:

- 1. Support and encourage the development and delivery of workshops or online training sessions to educate community leaders on asset management best practices.**
- 2. Create a network or forum for communities to share experiences, tools, and success stories related to asset management implementation.**

Strategic Objective: Leverage Technology

Action: Promote knowledge creation and information exchange to advance technology adoption.

Action Items:

- 1. Host 2 webinars, conferences, or workshops to showcase emerging technologies and share best practices for adoption.**
- 2. Establish partnerships with academic institutions, tech providers, and industry leaders to drive innovation and exchange ideas on technology implementation.**

Strategic Objective: Preparedness and Response

Action: Serve as a forum for sharing best practices regarding water sector readiness.

Action Items:

- 1. Schedule recurring webinars, panel discussions, or in-person meetings to facilitate the exchange of best practices in water sector readiness.**
- 2. Collect and distribute shared resources, success stories and case studies highlighting effective readiness strategies and lessons learned from water sector organizations.**

Workforce Development

Strategic Objective: Attract and Retain Talent

Action: Develop programs and partnerships to attract new talent and retain existing employees.

Action Items:

- 1. Partner with educational institutions, NGOs, and industry organizations to support the creation of internships, apprenticeships, and career awareness programs for attracting new talent.**
- 2. Collaborate with workforce development agencies and peer organizations that address skills gaps and promote career growth within the water sector.**

Strategic Objective: Knowledge Transfer

Action: Facilitate knowledge transfer through mentorship and educational programs to preserve institutional expertise.

Action Items:

- 1. Develop a program to pair experienced professionals with newer professionals to foster one-on-one knowledge transfer and skill development.**
- 2. Create and deliver 2 training sessions or webinars focusing on key institutional knowledge areas, such as historical decisions, operational best practices, and policy development.**

Strategic Objective: Comprehensive Training

Action: Develop and implement training programs tailored to current and future industry needs.

Action Items:

- 1. Collaborate with industry experts and members to identify current skills gaps and emerging trends to inform training program development.**
- 2. Create a flexible, competency-based training module that addresses an immediate or anticipated future industry requirement and/or challenge.**
- 3. Create a feedback mechanism to regularly assess the effectiveness of training programs and update content to reflect evolving industry needs.**

Innovation

Strategic Objective: Research and Development

Action: Support initiatives and cross-industry partnerships with a focus on advancing the water sector.

Action Items:

- 1. Map out 5 initiatives and industries (e.g., energy, agriculture, technology) that align with advancing water sector goals.**
- 2. Host roundtable discussions or networking events to connect stakeholders across industries and identify shared objectives for joint projects.**
- 3. Promote pilot programs or research collaborations that leverage cross-industry expertise to develop innovative solutions for water sector challenges.**

Strategic Objective: Knowledge Sharing

Action: Facilitate forums, conferences, and workshops to share innovative practices and solutions.

Action Items:

- 1. Begin planning and organizing at least one 2026 major forum or conference to bring together industry leaders and stakeholders to exchange innovative practices and solutions such as sustainability, technology integration, or policy updates.**
- 2. Include 3 dedicated sessions during 2025 forums and conferences to facilitate peer-to-peer learning, partnerships, and collaboration among participants.**

Strategic Objective: Regulator Collaboration

Action: Work with regulators to build relationships and approach issues as partnered stakeholders.

Action Items:

- 1. Schedule 4 recurring 2026 meetings or forums joining regulatory agencies and industry stakeholders to discuss shared goals, challenges, and opportunities.**

Financial Sustainability

Strategic Objective: Rate Structures

Action: Advocate for best management practices for sustainable and equitable water rate structures.

Action Items:

- 1. Create a public education resource about water costs and rates.**
- 2. MI-AWWA Board representatives hold an initial meeting with 3 representatives of water affordability advocacy groups to find common ground in support of water infrastructure sustainability.**

Strategic Objective: Funding

Action: Influence and promote new funding strategies.

Action Items:

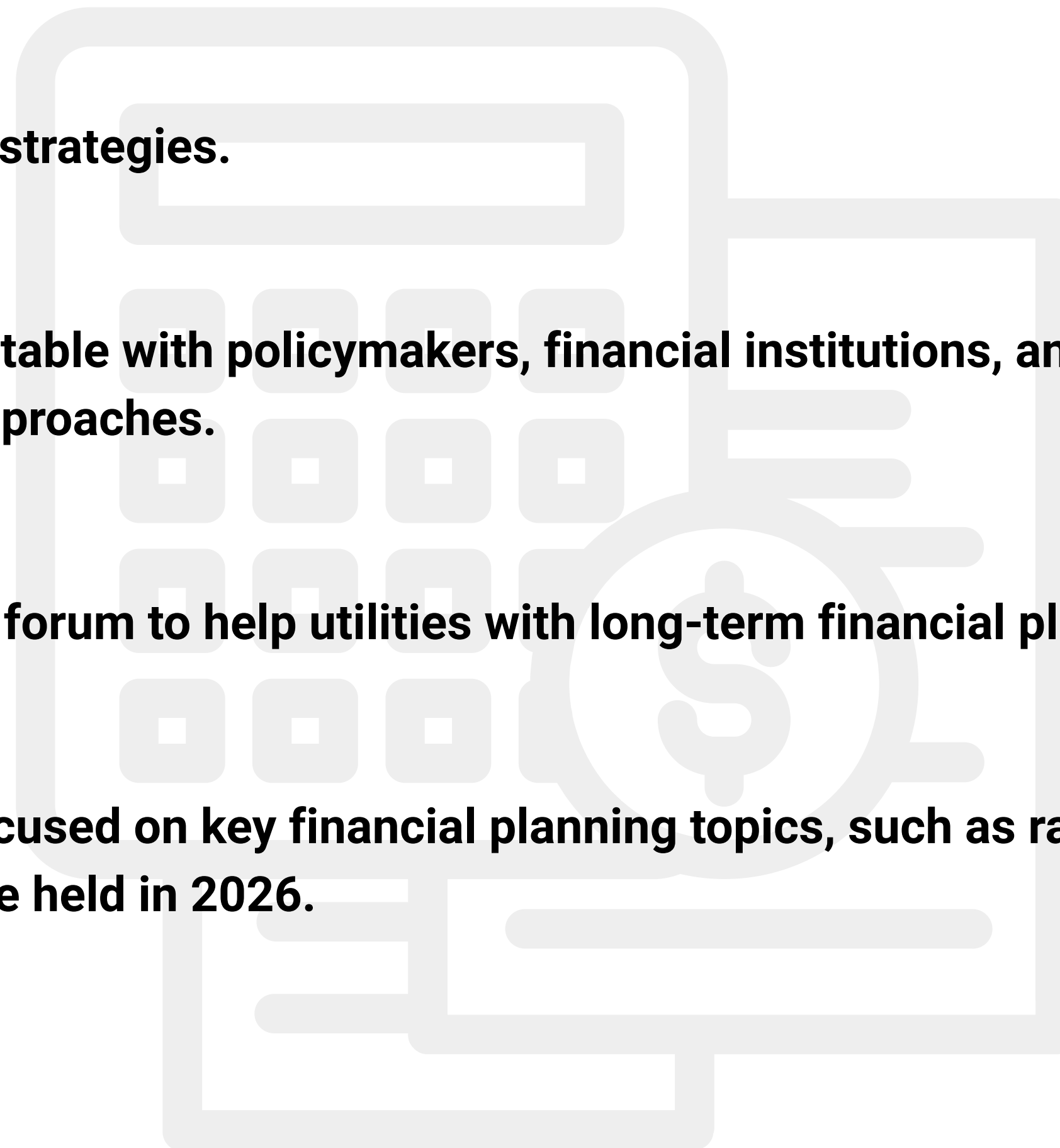
- 1. Plan one informational session or roundtable with policymakers, financial institutions, and industry leaders to discuss and promote the adoption of new funding approaches.**

Strategic Objective: Financial Planning

Action: Provide education, resources, and a forum to help utilities with long-term financial planning.

Action Items:

- 1. Organize two workshops or webinars focused on key financial planning topics, such as rate setting, capital investment strategies, and revenue forecasting to be held in 2026.**



Key Performance Indicators

	KPI	Description	Year End Target	Status	Comment
1	Section Membership Retention KPI	The percentage of members retained is a good indicator of Section health.	98% Percentage Retained		
2	Section Membership Growth KPI	The number of new members is a good indicator of Section Health	2% growth		
3	Net Income KPI	Indicates overall financial health. Operating Income (i.e., contribution margin) serves as a proxy for recurring activities and planned changes in financial reserves and cash flow.	\$xx		
4	Sector Engagement KPI	Percent of membership that engage in MIAWWA offerings	Percent unique members who engage		
5	Stakeholder Collaborations KPI	Collaborations with other stakeholders indicate MI-AWWA's value to the water sector. This can be measured through the creation of new relationships/partnerships or by delivering water sector information in new and innovative ways.	Two collaborations		

Prepared by the MI-AWWA Executive Committee and Staff, the 2025 MI AWWA Business Plan is organized by the strategic objectives found in the MI-AWWA 2024-2029 Strategic Plan.

The 2025 Business Plan supports each of the 6 strategic goals, 18 strategic objectives, includes actions with evaluation metrics, due dates, and 5 key performance metrics.

**~MI-AWWA Director, Chair, Secretary/Treasurer and Executive Director
Submitted July 18, 2025**

