

**VISION:** Safe and sustainable water for Nebraska, the State’s most important resource.

**MISSION:** The Nebraska Section of the American Water Works Association is dedicated to promoting quality drinking water in sufficient quantity for Nebraskans through directed efforts in education, advocacy, public awareness, and innovative water solutions.

Goals	Objectives
<p><b>1. Recruit &amp; Retain</b></p> <p>Recruit and retain membership, provide opportunities to serve, and enhance diversity</p>	Encourage service and recognize achievements
	Understand and meet diverse membership needs
	Encourage active participation of our members through committee involvement and Section activities
<p><b>2. Participate</b></p> <p>Actively participate as an advocate in the legislative and regulatory process</p>	Monitor state and federal water related legislation and regulations and engage where appropriate to support the Section mission and membership
	Represent and communicate the interests and concerns of the drinking water community to local, state and federal agencies, and law makers
<p><b>3. Promote</b></p> <p>Promote education, professional development, training, and information/technology exchange</p>	Organize education and training programs for the water community
	Identify and develop water industry leaders
	Encourage utilities to utilize best practices to enhance water operations
<p><b>4. Collaborate</b></p> <p>Collaborate with water stakeholders</p>	Promote the value of water to owners, customers, and general public
	Cultivate strategic partnerships to enhance the Section’s ability to achieve its goals
<p><b>5. Maintain &amp; Renew</b></p> <p>Maintain and renew the section through effective leadership and organization management practices</p>	Maintain the effectiveness of volunteer leadership in guiding the Section
	Periodically review processes and improve the Section’s finances, operations, committees, and programs

This Section strategic plan does not establish details or costs of implementation. The Section board and committees are the primary driving force to achieving the section’s vision and advancing its mission through goals of the strategic plan. Specific plan initiatives and proposed budgets are determined at the committee level.