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## PNCWA Strategic Plan Summary

### Mission

*Dedicated to preserving and enhancing water resources in the states of Idaho, Oregon and Washington. To achieve this, we promote the professional development of our members, the dissemination of information to the public and policy makers, and the advancement of science and technology needed to protect human health and the environment.*

### Vision

*The Pacific Northwest Clean Water Association will ensure clean, sustainable watersheds for future generations.*

### Critical Goals

1. Provide information both internally to our members and to externally to stakeholders including the public, policy makers, the media, universities, regulatory agencies, other NGOs.
2. To develop and maintain PNCWA as the Pacific Northwest's leading resource for the development of water quality professionals.
3. To promote the development of watershed-related science and technology.

#### **Provide information both internally to members and externally to stakeholders**

- REACH BOTH CURRENT AND POTENTIAL MEMBERS
- INFLUENCE POLICY AND INFORM DISCUSSION
- EDUCATE THE PUBLIC
- IMPROVE ACCESSIBILITY TO INFORMATION
- CREATE AWARENESS OF EXISTING RESOURCES AND BENEFITS OF PNCWA
- LEVERAGE WEF INFORMATION
- FACILITATE COMMUNICATION WITHIN OUR ORGANIZATION/KNOWLEDGE TRANSFER

#### **To develop and maintain PNCWA as the Pacific Northwest's leading resource for the development of water quality professionals.**

- CAPTURE EVERYTHING THAT IS RELEVANT TO THE WATER RESOURCE INDUSTRY AT THE CONFERENCE
- PROMOTE SUCCESSION PLANNING
- MENTOR YOUNG PROFESSIONALS
- ENHANCE TRAINING PROGRAMS
- CREATE SOCIAL NETWORKING OPPORTUNITIES
- INVOLVE SECTIONS AND COMMITTEES TO ACCOMPLISH OUR MISSION
- BUILD A COMMUNITY AROUND WATER
- RESOURCE RELATED ISSUES
- LEVERAGE WORKPLACE AWARENESS OF PNCWA TRAINING AND OTHER BENEFITS
- ALL ENVIRONMENTAL PROFESSIONALS ARE CERTIFIED
- IDENTIFY AREAS OF STRATEGIC IMPORTANCE TO THE ASSOCIATION NOT CURRENTLY COVERED BY EXISTING COMMITTEES OR SECTIONS
- ANNUAL CONFERENCE DEVELOPMENT

#### **To promote the development of watershed-related science and technology**

- SUPPORT RESEARCH AND DEVELOPMENT OF NEW TECHNOLOGY, KNOWLEDGE AND/OR UNDERSTANDING
- IDENTIFY RELEVANT EMERGING TECHNOLOGIES THAT ADDRESS KEY ISSUES FACING OUR MEMBERS
- ENGAGE AND ESTABLISH STRONG CONNECTIONS WITH ACADEMIA
- SUPPORT ACTIVE STUDENT CHAPTERS
- RECRUIT AND RETAIN THE BEST AND BRIGHTEST TO JOIN OUR INDUSTRY