

Florida Section American Water Resources Association, Inc.
Strategic Plan – January 2020

Introduction

The Florida Section American Water Resources Association, Inc. (Florida Section) was established in 1971 and has been incorporated as a non-profit scientific organization since 1994. The National American Water Resources Association (AWRA) recognized the Florida Section as the Outstanding State Section seventeen times. The Florida Section remains committed to supporting the goals and visions of the AWRA.

The mission of the Florida Section is to promote understanding of water resources and related issues by providing a multidisciplinary forum for information exchange, professional development, education and networking. The Florida Section vision is to be recognized as the preeminent organization for information exchange about water resources topics and concerns in Florida. AWRA will focus our branding on the following benefits:

- Non-denominational – we promote all things water (One Water)
- Non-advocacy – we focus on science – not politics
- Voluntary – “all” revenue is used to promote student engagement
- Collaborative – we encourage the involvement of other professional groups

The purpose of the Strategic Plan is to outline the future of the Florida Section while celebrating its past. The Strategic Plan is set for a five-year period and contains specific tasks with measurable deliverables including an Annual Report intended to update the Florida Section membership and serve as our national section of the year award nomination. Additionally, the reporting mechanism will seek input from our membership to enhance the Strategic Plan.

The Florida Section Strategic Plan will consist of five main components:

I. Membership Involvement

- A. Training and Development
- B. Promotion of Florida Chapter
- C. University engagement/ Student Chapters

II. Comprehensive Meeting Planning

- A. Bi-Monthly Meeting Planning
- B. Young/Early Career Professional Meetings
- C. Joint Networking Receptions

III. Comprehensive Scholarship/Award Program

- A. Funding the Education Program
- B. Promoting the Education Program

IV. Cohesive Annual Work Plan Development

- A. Implementation of the Strategic Plan
- B. Annual Report

V. Reviewing and Updating the Strategic Plan (every 5 years)

I. Membership Involvement

A. Education and Development

It is the goal of the Board of Directors of the Florida Section (Board) to assist the membership in developing and furthering their careers through the dynamic relationships and educational opportunities the Florida Section provides and to get members involved and therefore vested in the continued growth and success of the organization.

1. To accomplish these goals the Board will continue the tradition of reaching out to members, engaging them in discussions about how the Section can meet their needs, and gathering input on technical topics for future meetings.
2. New board member selection will take into account the mission and focus of AWRA and strive to maintain a diverse membership. Potential new board members will be approached for appointment to the board once the board has discussed and approved their election. Consideration of new board members will be based on level of engagement in the organization, sector of the water industry served, and geographic location.
3. Board Members will make contacting new members prior to meetings held geographically close to the member a priority for keeping them engaged.
4. If logistically practicable, meeting attendees should be given the opportunity to introduce themselves and identify whether they are a member of Florida Section.
5. Membership will be promoted in the opening remarks of each meeting.
6. Annually, a membership survey will be conducted to obtain input from Section members regarding meeting locations, topics and meeting format to gain knowledge of our member's needs and improve our meeting agendas to better serve our members.
7. Annually, each Board Member will be provided a list of members who have not renewed their membership. Each Board member will be assigned a list of non-renewing members to contact to find out why the person did not renew. The information will be presented to the Board for review and discussion to address issues highlighted and outline potential challenges.

B. Promotion of Chapter

1. The Vice-President shall chair the promotional committee and develop a promotional plan to further recognition of the Section and increase attendance at meetings.
2. This plan shall include all forms of media for promotion including webpage, social media and mention in calendar section of media announcements

C. Student Chapters

To develop a solid future for the Florida Section and the future of water resources management, strong student chapters should be established and supported by the Section.

1. Assign board members to be liaison with each student chapter.
2. Attend student chapter meetings
3. Board members should offer assistance with student meetings (i.e. presentations, speaker panels, etc).

II. Comprehensive Meeting Planning

The diversity and quality of meeting technical sessions and networking opportunities has and will continue to be the key to the success of the Florida Section. Members should be encouraged, in conjunction with a Board liaison, to develop the technical portions of the bi-monthly meetings (i.e.: serve as the meeting chair).

A. Meeting Planning

To achieve this goal, the Board will:

1. Create annually a meeting plan identifying the meeting chair and Board Liaison for each meeting.
2. Devote a portion of each meeting to student chapters and/or matters of interest to students and university professors. Ideally, the Board should consider devoting an entire meeting to student chapters and/or matter of interest to students and university professors. Encourage the student chapters to work together to chair such a meeting.
3. Develop a meeting survey to measure success and aid in developing future agendas. Annually, a report will be generated specifying the meeting topics suggested by the membership and a compilation of results of the surveys.

III. Comprehensive Scholarship /Award

The Florida Section of AWRA has a mission to support education through the Education Program which includes **J.B. Butler Science Grant, William V. Storch Student Award, Buddy and Laura Blain High School Scholarship** and the **Sanford N. Young Scholarship**. Funding for the Education Program currently comes from proceeds from meetings and sponsorships and from the “cooler of cheer” fundraiser at the Annual Meeting.

To achieve the goal of continuing to support the Education Program the Board will:

A. Education Program Funding

1. Develop and approve a policy on investment strategy to manage award and scholarship funds. Review the policy at least bi-annually to ensure the policy is still sound in light of current economic conditions.
2. Continue using the proceeds of the cooler of cheer fundraiser held at the annual meeting in July for the benefit of the education program.

The Treasurer and Education Committee will produce an annual plan proposing a strategy to increase the money in the Florida Section’s accounts budgeted for scholarships and awards. The goal is to grow the Butler investment account to a point that it produces annual investment income adequate to fund the Butler award initiative.

B. Promoting the Education Program

1. Engage each board member to target potential applicants with a consistent and concise message promoting Section awards and scholarships.
2. Encourage recipients to attend meetings and provide the opportunity to the recipient to explain how they benefited from having received the award.
3. Discuss the Education Program at each meeting to promote the initiative among the members.
4. Annually, generate a report for distribution to the membership detailing the disbursement of the J.B Butler Science Grant, the Sanford N. Young Scholarship, Buddy and Laura Blain High School Scholarship, and the William V. Storch Award.

IV. Cohesive Annual Work Plan Development

A. Implementation of the Strategic Plan

To ensure the goals in the Strategic Plan are met the following action items shall be implemented:

1. The incoming president shall develop an Annual Work Plan that meets the strategic goals described herein. The Annual Work Plan will include the following:
 - a. Schedules of meetings and meeting “themes” that meet the mission statement of the Florida Section;
 - b. A procedure for soliciting member input on meeting topics;
 - c. The establishment of financial goals for the Student Chapters;

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- d. Identification of universities that may support a student chapter and the establishment of a committee to pursue this goal.
2. In September of each year, the incoming president will submit for consideration by the Board and the membership the Annual Work Plan. The incoming president will seek input from the Board and the membership and will revise the Annual Work Plan as practicable to address Board and member comments. The Annual Work Plan will be implemented the following January.
3. In September of each year, the current President will review the Strategic Plan to ensure all required report or updates either have been or are scheduled to be completed.
4. At the president's discretion, monthly executive committee conference calls will be conducted to review action item status.

B. Annual Report:

At the end of the year, the current president will provide an Annual Report on the website to update the membership on the status of the goals set forth in the Strategic Plan. This report will also serve as the section's nomination for the AWRA National Section of the Year award.

V. Review and Update of the Strategic Plan:

To ensure that the Strategic Plan continues to be consistent with the goals and objectives of the Florida Section and the AWRA, the Board shall re-convene a Strategic Plan Sub-Committee at least every five (5) years but may re-convene a Strategic Plan Sub-Committee on a more frequent basis if necessary.