



# THE OHIO WATER ENVIRONMENT ASSOCIATION STRATEGIC PLAN 2025 AND BEYOND

## Vision

The Ohio Water Environment Association shall be recognized as the leading water resource organization for preserving and enhancing Ohio's water environment.

## Mission

The mission of the Ohio Water Environment Association is to:

- Educate our members through sharing information and networking
- Educate the public on preserving and enhancing our water quality
- Be proactive on water environment issues
- Build a positive professional image within and outside the Association

## The Strategy

### INVEST IN LEADERS

Encourage, develop and train leaders and staff for continued growth and success at all levels of OWEA and within the water sector.

### AWARENESS & IDENTITY

Strengthen our image as a steward of public health while expanding our relationships between members and with key stakeholders in the water sector.

### INFORMATION & OUTREACH

Strive to become the local and statewide hub for timely, accurate and consistent information as the leading water resource organization.

#### Invest in Leaders

- Address staff succession
- Provide leader training for volunteers
- Identify section and committee needs

#### Awareness & Identity

- Identify target audiences to improve and expand the OWEA identity
- Identify and contact stakeholders for collaboration and events

#### Information & Outreach

- Develop an outreach target list
- Prioritize and develop immediate information



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## Invest in Leaders

Encourage, develop and train leaders and staff for continued growth and success at all levels of OWEA and within the water sector.

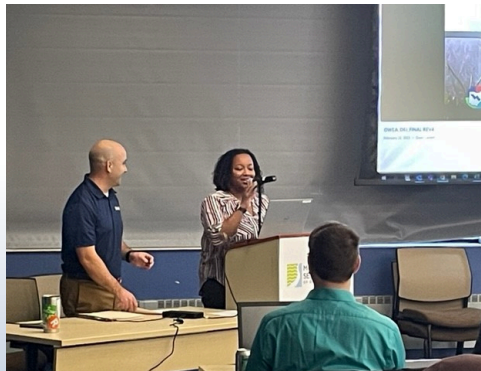
## The How

- Address staff succession with a contingency plan
- Provide leader training for volunteers
- Identify the needs of sections and committees
  - Examine volunteer identification (recruitment) and placement process
    - For example: volunteer, recruitment and succession planning
  - Communicate volunteer opportunities - Emails, Buckeye Bulletin updates – compress the process and the time
  - Transparency – making sure people understand the roles and the different avenues people can take to get there
  - Capture people who are passionate about an issue
  - Utilize technology

## The Who

**Board Sponsor:** Doug Borkosky

**Champions:** Melodi Clark, Brandon Fox, Josh Holton





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## Awareness & Identity

Strengthen our image as a steward of public health while expanding our relationships between members and with key stakeholders in the water sector.

## The How

- **Identify target audiences to improve and expand the OWEA identity**
  - Look for ways to target people, small utilities, co-workers within the water industry. We need to improve the marketing, branding, and communication of the organization.
  - Focus on the Sections and YPs in sections. Look for ways to improve our image and name recognition.
  - Provide personalized stories relating OWEA value and experience (interviews, etc.)
  - Promote water advocates – be a water advocate
- **Contacting and identifying stakeholders for collaboration and events**
  - Contact with stakeholders / other organizations (NACWA, MW Biosolids, Rural Water, etc.)
  - Identify new opportunities for event collaborations with other stakeholders

## The Who

**Board Sponsor: Dale Kocarek & Mary Ann Driscoll**

**Champions: Mike Frommer, Beth Toot-Levy, Kelli Jamison, Jamie Gellner, Jeff Lamson**







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## Information & Outreach

Strive to become the local and statewide hub for timely, accurate and consistent information as the leading water resource organization.

## The How

- **Develop an outreach target list**
  - Review existing information and outreach opportunities and prioritize the target list
  - Brainstorm with EC and Section ECs and report back to the Board / Task Force
- **Prioritize and develop immediate information and action opportunities**
  - Section resources for local outreach
    - Workforce development inside of schools – careers in water packets / information
    - Basic knowledge of what the water industry does – on the middle school level to share
  - Crisis resources for utilities
    - Basic resources on how to handle a crisis (focused on small and medium size utility, but available to all members)
    - Information in the moment – place to go on how to inform the public after an event
  - Informational resources for utilities
    - Develop infographics with QR codes that utilities can customize for distribution to their customers regarding cleaning storm drains, wipes, etc.

## The Who

**Board Sponsor: Dave Reinker**

**Champions: Eric Davis, Natalie Thompson, Kathryn Crestani**

