



Ohio Section

American Water Works Association

STRATEGIC PLAN

2024-2026

VISION

A better world through better water

MISSION

Providing solutions to effectively manage the world's most vital resource

CORE VALUES

Protect public health

Safeguard the environment

Inspire innovation

Advance diversity & inclusion

Share best practices

Strengthen public trust



MEMBER ENGAGEMENT

OAWWA will foster an inclusive and valuable community for the water sector

- Maximize member experience and benefits usage
- Enhance new member experience
- Retain and recruit members representing the entire water community



ORGANIZATIONAL STEWARDSHIP

OAWWA will ensure long-term success and stability through balanced leadership

- Identify and incorporate new voices and perspectives
- Effectively generate, invest, and manage resources to serve members
- Continue to develop volunteer talent within Districts



TRAINING & DEVELOPMENT

Diversify training offerings for drinking water professionals

- Develop facilitated and interactive learning for operators pursuing or renewing drinking water licenses
- Optimize program affordability and relevance
- Leverage relationships with other industry organizations



COMMUNICATIONS

Optimize and advance communications to set the standard for member awareness and organizational transparency

- Continuously communicate the value of OAWWA membership
- Evaluate Section member communications and outreach in relation to peer Sections and local industry organizations



WORKFORCE

Enhance visibility of water careers for a more resilient workforce

- Create and curate recruitment materials emphasizing the variety of opportunities in water
- Advocate for clearer and streamlined water career paths
- Increase events, outreach, and engagement with trade schools, colleges, and high schools