2010-2011 Business Plan

Name of Committee / Chapter: Public Comm. & Outreach

Chair: Julianne LaRock

Director-At-Large: Christine Miranda

Primary Association Strategic Goal Supported by this Committee: Advancement of Water Environment Science and Technology

Secondary Association Strategic Goals Supported by this Committee:
1)
2)

ASSOCIATION GOALS AND OBJECTIVES

What Objectives of the Association's Strategic Plan does this Activity support? (Enter "X" for no more than three)

Activity Description	When	Budget Revenue	Budget Expense	Goal 1			Goal 2							Goal 3			Goal 4					Goal 5							Breakout Objectives (*Identify Association SP Goal & Describe Below)		
				1 Student Design Competition	2 Educational Water Science	3 Non-Edu water research	1 Technical Seminars	2 On-line training	3 Local Chapter Seminars	4 Educational Accreditation	5 Workforce Development	6 Promote Best Mgt / Perf	7 Technology Transfer	1 Improve Strat. Planning	2 Expand Constituency	3 Build Alliances	1 Maintain HQ Website	2 Review Committees	3 Establish Finance Ctte	4 Evaluate Chapter Geography	5 Enhance Assn Revenue	1 Institute MARC	2 Increase Student Involvement	3 Increase YP involvement	4 Recruit New Members	5 Retain Existing Membership	6 Enhance diversity	7 Promote Joint Meetings	a	b	c
World Water Monitoring Day	Mar - Dec	$ -	$ 1,500		X											X							X								
Stockholm Jr. Water Prize (St. Louis)	June	$ -	$ 2,500		X											X							X								
Florida Association of Science Teachers Conference	October	$ -	$ 1,500		X											X							X								
Biosolids Training (FWPCOA, FDEP, Orange County)*	???	$ -	$ -				X	X		X																					
Public Education Tips (magazine)	Quarterly	$ -	$ -		X								X				X														
Develop Outreach PCOC Program	Ongoing	$ -	$ -																												
Boy Scout Jamboree (Funded in 09-10 budget)	1-Jul-10	$ -	$ -		X											X															
Public Education Awards (Expand Awareness)	Ongoing	$ -	$ -		X											X															
Recruit new committee members	Ongoing	$ -	$ -												X											X					
		Indicate $ earned by this activity	*Indicate $ expense of this activity*																												
		Indicate $ earned by this activity	*Indicate $ expense of this activity*																												
		Indicate $ earned by this activity	*Indicate $ expense of this activity*																												
	Totals:	**$ -**	**$ 5,500**																												

*Additional offering after course offered in 2010

*Breakout Objectives

Description of Proposed Objective	Aligns with which Association Strategic Plan Goal
a:	
b:	
c:	