2010-2011 Business Plan

Name of Committee / Chapter: Public Relations Committee

Chair: Suzanne Meyer

Director-At-Large: Christine Miranda

Primary Association Strategic Goal Supported by this Committee: Public Communication and Advocacy

Secondary Association Strategic Goals Supported by this Committee:
1) The Membership of FWEA
2) Professional Development

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)		
				Student Design Competition 1	Educational Water Science 2	Non-Edu water research 3	Technical Seminars 1	On-line training 2	Local Chapter Seminars 3	Educational Accreditation 4	Workforce Development 5	Promote Best Mgt / Perf 6	Technology Transfer 7	Improve Strat. Planning 1	Expand Constituency 2	Build Alliances 3	Maintain HQ Website 1	Review Committees 2	Establish Finance Ctte 3	Evaluate Chapter Geography 4	Enhance Assn Revenue 5	Institute MARC 1	Increase Student Involvement 2	Increase YP involvement 3	Recruit New Members 4	Retain Existing Membership 5	Enhance diversity 6	Promote Joint Meetings 7	a	b	c
Conference Calls	Monthly	$ -	$ -												X	X										X					
Attendance at FWRC with Joint Meetings	Annual	$ -	$ -						X					X														X			
Prepare monthly articles for Chapter Corner	Monthly	$ -	$ -									X			X											X					
Complete Revised FWEA Brochure	1-Feb-10	$ -	$ -											X	X										X						
Develop Outreach Activities To Be Applied State-Wide		$ -	$ -				X								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*																												
		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*																												
		Indicate $ earned by this activity	*Indicate $ expense of this activity*																												
	Totals:	$ -	$ -																												

*Breakout Objectives

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