

FLORIDA WATER ENVIRONMENT ASSOCIATION

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Vision	A Clean Water Environment for Florida's Future Generations
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Mission	Preserve and Enhance Florida's Water Environment by Supporting and Uniting Water Quality Professionals through Public Education, Professional Development, and Promotion of Sound Science-Based Public Policy
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Goal	Promote Water Environment Quality in Florida Educate students, stakeholders, and the general public about the Water Quality Profession
Strategies	Engage and Educate the Public through Charitable and Community Activity
	Engage Young Professionals in Association Leadership
	Engage and Elevate the involvement of College Students in the Association
	Encourage Professionals' Involvement in Secondary Science Education

Goal	Promote Sound Public Policy Be a United Voice to Policy Makers in matters related to Florida's Water Environment
Strategies	Engage Policy Makers through the Utility Council
	Engage like-minded organizations to maintain a consistent and unified message
	Maintain membership value for Professionals of diverse Water Environment interests

Goal	Professional Development Provide Abundant Opportunities for Professional Development that Set the Standard for Excellence
Strategies	Hold statewide conferences that offer broad-based industry technology transfer
	Provide frequent targeted local and regional seminars
	Provide on-line training
	Consistently offer CEUs and PDHs

Goal	A Growing, Well-Managed Association Recruit and Retain Members, and Engage Energetic and Rising Leaders to Continuously Improve the Association
Strategies	Plan recruiting efforts to achieve annual targets
	Maintain a low cost-benefit ratio (high value) of membership
	Make every decision to advance strategic goals