

Approved



Maine WasteWater Control Association

Strategic Plan 2010

Developed at Hollywood Conference Center

April 22, 2010

Maine WasteWater Control Association Strategic Plan 2010

Present: Mary Waring, Dan Bisson, David Anderson, Doug Howard, Ryan Wadsworth, Mike Grove, Chuck Applebee, Paul Rodriguez, André Brousseau, Al Jellison, Aubrey Strause, June Mooney, Mary Waring, Travis Peaslee, Steve Lane, Joan Kiszely.

Facilitator: Howard Carter, President of NEWEA, Supt., Saco Treatment Plant

KEY OUTCOMES

Short Term Initiatives

- List Serve Chat
- Water Environment Letter
- Membership Survey
- Effectively Utilize Committees (renew)
- Formalize Affiliations
- Recover lost members – to committee
- Suggest having an Open House at each facility - LONG TERM
- Change Clean Water Week Posters to Calendars
- Develop accurate vendor email list
- Partnership with school – education
- Make sure legislative committee is fully supported
- Communications Technology
- Utilize surrounding communities during conventions
- Establish Webinar Network
- Establish an on-line payment system – ad hoc committee
- Establishment of a Finance Committee – Modify schedule
- Student outreach – Middle School – Junior High School
- Expand Awards – more areas
- Publicize Scholarships
- Resurrect video

Top Six Short Term Initiatives

- Website overhaul/Communications Committee/Facebook/Social/Media

- Establish young professionals committees
- Conduct a session at Fall Convention on members – brain storming – strategic planning

- Identify on environmental organizations to build on affiliation

- Elected Officials involved in DC Trip

- 45th Anniversary in 2011 – Get professional assistance with how to market

Lead Person

Steve Lane
Mac Richardson
Travis Peaslee
Aubrey Strause
Ryan Wadsworth
André Brousseau
Paul Rodriguez
Jeff McBurnie
Joan Kiszely, MMA
Mike Grove,
Government Affairs
Committee
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Government Affairs
Committee
Paul Rodriguez
Jeff McBurnie

Long Term Initiatives

- Joint conference with MWUA (on-going)
- Keep up with new technology (on-going)
- Expand our membership into areas outside of industry (PWD'S)
- Investigate Public Relations (re-evaluate)
- Develop outreach regional Directors/Coordinators
- Target Young Professionals
- Sustain our membership (on-going)
- Increase availability of grant funding for project

Top Four Long Term Initiatives

- Establish Degree Program for Wastewater Operators
- Joint conference
- Investigate professional PR
- Increase availability of grant funding for projects

Lead Person

Jeff McBurnie

Dan Bisson

Travis Peaslee

Tom Wiley

Ryan Wadsworth

Paul Rodriguez