

**MONTANA WATER ENVIRONMENT ASSOCIATION (MWEA)**  
**2018-2019 Strategic Plan**

**1. Membership**

- Retain members, as well as increase recruitment efforts during 2018-2019.
- Continue efforts to recruit student members.
- Aim at recruitment of operators and stormwater professionals.
- Look for ways to tie to public education (below) to contact new members.

**2. Technology Optimization**

- Populate new web site with all pertinent MWEA-created documents and meeting minutes and other topics of interest to members.
- Utilize social media accounts to promote MWEA programs and grant opportunities.

**3. Operator Outreach**

- Provide better advertisement and marketing for the \$1,000 available for education scholarships to operators.

**4. Public Outreach**

- Look for standard MWEA publications and circulars for use as fliers/handouts at schools.
- Provide assistance to public works officials to promote positive perception of wastewater infrastructure and the importance of operations staff.

**5. Stormwater and Industrial Pre-Treatment Committees**

- Continue to develop the committees into viable, active groups that provide public outreach and keep abreast of changing regulations.
- Use to recruit new members with specific focus on operations and other personnel and professions in addition to wastewater.

**6. Honors & Awards**

- Improve local award recognition for all MWEA award recipients from the conference. Plan for award recognition at the community level at the location of the individual receiving the award to enable local recognition.
- Provide local media with text and funds for a press release to promote local recognition.

**7. Young Professionals**

- Find young MWEA members to become active on the Joint Young Professionals Committee on our behalf.