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SUMMARY

The Texas Water Conservation Association (TWCA) conducted its first strategic planning seminar in 2018. The purpose of the strategic planning process is to identify a vision and mission statement and define goals and strategies for the association.
VISION

Trusted resource promoting sound water policy for Texas.
MISSION

EDUCATE

Advocate on Water Issues

SUSTAIN

Sustain TWCA's Impact and Measured Growth

BUILD

Build Consensus

ADVOCATE

Educate Members
**1. Improve and Expand Communications With TWCA Members and Outside Interests**

- Continue to advance TWCA communication efforts and platforms inclusive of newsletter, website, and social media
- Develop materials to educate TWCA members, legislators, and agencies regarding TWCA positions and priorities
- Consider having a TWCA presence at annual meetings of other statewide or national professional water associations
- Explore opportunities for partnering with other Texas organizations on education initiatives

**2. Develop Member Knowledge of The Organization**

- Update members on current water and environmental policy issues and corresponding advocacy activities
- Share historical TWCA moments using social media and other platforms
- Engage members in the organization through panels, committees, and other avenues
- Develop strategies for connecting new and experienced members and explore the creation of a mentorship program within the Association
Grow The Value of TWCA Conferences and Membership

- Enhance efforts to involve TWCA panels in identifying relevant topics for conferences with a continued emphasis on avoiding professional services marketing
- Determine and select topics of relevance to TWCA members when choosing agenda items for conferences
- Recognize influential public agencies or political subdivision members for their contributions to the Association during TWCA events

- Approach National Water Resources Association (NWRA) leadership regarding enhancing membership benefits for TWCA members within that organization
- Conduct member surveys to define and rank membership benefits and identify new benefits that can be added
1 Use TWCA’s Experts to Develop Sound Water Policy

- Bring legislative and policy issues to TWCA members through a transparent and inclusive process to build consensus and develop recommendations
- Use TWCA’s committee and panel systems to identify legislative and regulatory policy issues and develop informational papers when needed
- Develop procedures to effectively identify and address conflicts between TWCA members on policy and legislative matters
- Engage TWCA experts to assist in developing legislation and policy positions, evaluate legislation, and provide advocacy before the legislature and regulatory agencies
- Communicate information to the TWCA membership regarding legislative and regulatory processes, policy positions and advocacy efforts, and methods for members to assist with these initiatives
2 Maintain and Improve Communications With Policy Makers

- Provide greater interaction between TWCA members and legislative and regulatory leaders during TWCA conferences

- Explore opportunities for hosting a Texas Water Day in Austin during the Texas Legislative session to educate lawmakers and their staff on current issues affecting TWCA members at the state and federal level, taking care to differentiate TWCA efforts with similar activities sponsored by other water organizations (or partner with those other organizations)

- Support the continued hiring of TWCA staff with legislative experience and connections

- Develop materials to educate agency leaders, legislators, and legislative staff on the work and purpose of TWCA

- Strengthen relationships with other affiliated organizations so that TWCA can coordinate with those entities on policies and legislative issues that are of common interest or concern
3 Determine The Most Effective Way to Accomplish Federal Outreach Initiatives

- Increase member participation in and effectiveness of Texas Water Day in Washington, D.C.
- Encourage member participation in NWRA and the National Waterways Conference
- Develop an efficient method for keeping TWCA members informed regarding relevant federal legislative and regulatory matters
- Engage state leadership such as the Governor, Lt. Governor, and Speaker of the House on federal issues that may affect TWCA members or state water law and policy
- Educate the Texas congressional delegation about the role of TWCA and engage the delegation on federal issues of interest to TWCA members
- Coordinate with national and other state organizations regarding federal legislative and policy developments that may impact TWCA members
- Highlight the attendance of federal agency representatives at Association conferences
- Invite speakers and participants from other states with common objectives to speak at TWCA conferences and increase the membership’s awareness of Texas’ position in the national landscape of water issues
1 Build Consensus Within TWCA on Water Policy

- Use TWCA panels and committees as a platform for discussion, including identification of common interests and areas that may need particular action, attention, or advocacy by the Association
- Assess and/or restructure panels and committees as necessary to address emerging issues
- Ensure that all key TWCA interests are represented in each panel and committee in order to facilitate recommendations reflective of the breadth and knowledge of the Association
2 Partner With Other Organizations to Create Policy Solutions

- Identify pertinent water and related professional and industry organizations at the state and federal levels and ensure consistent communication and dialogue with those organizations
- Encourage reciprocal membership and active participation in TWCA and other related organizations
- Consider hosting joint events with other water and industry-related organizations that would help foster opportunities for collaboration on issues of common interest

3 Formalize TWCA Decision Making Process and Define Consensus

- Consider formalizing procedures for making consensus policy determinations through TWCA panels and committees, including clearly defining and communicating to the membership what constitutes consensus
- Ensure that the above procedures include a route by which TWCA can be effective in responding to legislative or regulatory issues that do not arise through the committee structure
- Implement a lessons-learned approach to the decision-making process whereby procedures are assessed
- Develop clear communication strategies for informing TWCA members of consensus positions
1 Maintain and Increase TWCA Membership

- Develop a membership management system that efficiently and accurately allows staff to track member status and renew memberships
- Create a membership retention and recruitment plan that can be shared with board and committee members
- Encourage TWCA staff to visit members at their offices to learn more about local and regional issues affecting members and explore topics of interest that might be added to conference programs

2 Create Opportunities for Membership Participation

- Explore opportunities for increased networking among members at TWCA conferences and regionally
- Incentivize participation at TWCA conferences
- Encourage panels to utilize meeting opportunities to inform, educate, and interact with panel participants
- Continue efforts of committees to engage new members
3 Maintain Financial Health With Reliable Revenue Streams

- Explore opportunities for increasing the value of a TWCA membership through new member programs or benefits
- Consider alternative funding sources
- Monitor revenue from existing contracts to determine whether the amount of revenue received is appropriate for the costs of benefits provided
- Propose methods for streamlining TWCA billing and invoice collection procedures
- Evaluate whether dues should be indexed or subject to periodic increases based on an approved formula

4 Prioritize TWCA Programs and Responsibilities

- Increase member knowledge of TWCA’s sources of revenue and the corresponding responsibilities or obligations related to each source
- Continue coordinating with the TWCA Risk Management Fund (the Fund) and promoting the Fund among eligible members
THANK YOU, PLANNING COMMITTEE MEMBERS!

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