



THE SPIGOT

from the NORTH DAKOTA RURAL WATER SYSTEMS ASSOCIATION

North Dakota Rural Water Systems Association

STRATEGIC PLAN

(October 2017)

The NDRWSA's strategic plan was revised in July during a meeting at Lake Metigoshe. Board members, staff, rural water managers, and associate members all took part in crafting the future of NDRWSA. Scott Fry of The Consensus Council helped revise the plan and moderate the event.

NDRWSA would like to thank AE2S (Diamond sponsor), Ackerman-Estvold, Arntson Stewart Wegner PC, SEH (Gold sponsors), and Bartlett & West, Interstate Engineering, Garrison Diversion Conservancy District (Silver sponsors) for their generous donations.

Vision

All of North Dakota has access to affordable, ample, and quality water.

Mission

To educate, promote, support, and lead North Dakota's water industry in providing quality service to their customers.

North Dakota Rural Water Systems Association's Goals and Objectives

These goals are not in order of priority. The items in **bold** are the goals and those in *italics* are the objectives for the goals which they are under.

I. SERVICES: To improve the overall technical, managerial, and financial capacity of North Dakota's water industry.

- a. Provide quality technical, managerial, and financial training and assistance.
- b. Offer biennial Leadership Retreat for Managers and Board Members.
- c. NDRWSA staff speak at systems' meetings when requested.
- d. Help member systems and cities develop plans for dealing with emerging issues, such as waste water in rural residential developments.
- e. Enable and emphasize best practices sharing.

II. FINANCIAL RESPONSIBILITY: To diversify and strengthen the association's finances.

- a. Support NRWA's efforts to obtain federal funding.
- b. Nurture and grow existing funding source relationships.
- c. Promote NDRWSA's fee-based financial and billing management services.
- d. Increase the number of fee-based services provided outside of federal programs.
- e. Evaluate dues structure annually.
- f. Investigate non-federal grant opportunities.
- g. Seek out and develop innovative programs and funding sources.
- h. Retain existing membership.
- i. Increase Associate memberships.
- j. Increase the percentage of paid membership.
- k. Develop an individual donor system.
- l. Set target amount for Reserve Operating Fund and Political Action Committee fund.

III. POLICY: To advocate for legislation, regulations, and funding that advances the association's mission.

- a. Strengthen relationships with key agencies.
- b. Strengthen legislative presence at the State Capitol through positive relationships with legislators and partners/allies and getting on the legislative calendar each biennium.
- c. Support Dakota Water Resources Act funding.
- d. Expand grassroots involvement during the legislative session.
- e. Provide information to members about legislative and regulatory issues and provide a mechanism to involve them in contacting legislators and regulators.
- f. Have six RW members on LAWA.
- g. Develop biennial legislative and regulatory priorities.
- h. Monitor and attend pertinent interim legislative committee meetings.

IV. PUBLIC RELATIONS: To enhance and promote the public image of the association and North Dakota's water industry.

- a. Publicize NDRWSA's and its members' achievements through North Dakota Water magazine's Spigot and feature articles.
- b. Support the North Dakota Water Education Foundation and other water-focused educational programs.
- c. Promote the Quality On Tap campaign.
- d. Review promotional brochures and other materials twice a year.
- e. Encourage staff to participate in and spearhead public events, school functions, water fairs, and water education programs.
- f. Develop and implement a public relations plan utilizing available media resources.

V. OPERATIONS AND GOVERNANCE: To operate and govern in the best interest of the association.

- a. Do an in-depth review of NDRWSA's strategic plan annually.
- b. Refer to a section or two of the strategic plan every board meeting.
- c. Continue biennial management and leadership retreats.
- d. Determine if a policy is still needed for members to bring issues to the association.
- e. Consider revising bylaws to include associate and city member representation on the board of directors.
- f. Utilize staff expertise for critical decision making.
- g. Provide and promote avenues for youth education and continued funding for scholarship program.
- h. Develop a system for board and leader development within member systems.