



Vision

AWT will be the voice of the global water treatment industry.

Mission

To support the viability, growth and development of our members and the water treatment industry.

Values

- Member Success
- Association Success
- Education: Knowledge and Learning
- Engagement: Cooperation, Collaboration, Teamwork, and Relationship Building
- Open Communication: To the members and within the Board
- Innovation
- Professionalism and Ethics
- Environmental Stewardship
- Serving and Volunteering
- Service and Reliability

Outcomes and Strategies

Outcome 1: Training and Education: AWT's membership heavily utilizes the premier business & technical resources for the water treatment industry, through technologically advanced delivery mechanisms.

- S1: Technical Resources
 - S1a: Complete the Introduction to Water Treatment online modules.
 - S1b: Enhance and develop a common voice for all existing AWT in-person training.
 - S1c: Continue developing technical operational guidelines, application workbooks, *Analyst* articles and other technical products.
- S2: Business Resources
 - S2a: Create business, leadership and sales training.
 - S2b: Continue developing business resources, *Analyst* articles, webinars, and other business products.
- S3: CWT Growth

Outcome 2: Member and Industry Advocate: AWT is the recognized advocate for the water treatment industry, including creating a workforce pipeline, and is known for its contributions by members, the public, and especially the younger generation.

- S1: Impact future workforce pipeline through possible partnership with trade schools.
- S2: Work with RTOs and other alliances to promote AWT.
- S3: Educate legislators and the public about safety of our products.

- S4: Proactively author comments on standards and develop legislative resources for our members to use on their own.
- S5: Educate members on legislative/regulatory issues.
- S6: Update and revise AWT app to promote our industry and carry our messages.
- S7: Continue to develop the Advocacy Center, including the addition of career resources, STEM resources, and Young Professionals resources.

Outcome 3: An Engaged Membership: AWT has increased its membership, addressed membership model options, and is known for enhanced communication that encourages a diverse, engaged membership to continuously design a relevant association.

- S1: Communications
- S2: Engagement
- S3: Explore Membership Model Options

Outcome 4: Charity Focused on Water: AWT demonstrates its commitment to global clean water as “the first environmentalists” through its charitable pursuits related to water.

- S1: Continue to develop our relationship with Pure Water For the World and promote PWW to our members.