

Strategic Plan Tracking

(Updated December 2024)

Goal #1: Provide support for the water conservation/efficiency professional community

1.1 Provide opportunities for networking

Action Items to Complete Objective	Who's responsible?	By when?	Status
Develop web site to facilitate networking (e.g. publish member lists)	Board	2025	Not started. Hire new web administrator to develop new NMWCA web site.
Look for opportunities for in-person membership networking including key stakeholders/partners such as Alliance for Water Efficiency	President	2025	Not started. Consider providing NMWCA membership lunch at Next Generation Water Summit.

1.2 Support members with professional development

Action Items to Complete Objective	Who's responsible?	By when?	Status
Integrate educational programming into each membership meeting	Board	2024	Complete. All bimonthly NMWCA membership meetings include educational programming.
Support local conferences that provide training benefits to members	Board	2024	Complete. NMWCA provides members with free registration to Next Generation Water Summit.

1.3 Facilitate knowledge-sharing between water conservation/efficiency programs and professionals

Action Items to Complete Objective	Who's responsible?	By when?	Status
Develop platforms for members to share expertise, lessons learned, innovations, emerging technologies, and current best practices (e.g. membership roundtables at meetings, add blog to NMWCA website)	Board	2025	In-progress. Membership roundtables held at select meetings. Consider dedicating one membership meeting to member share out in 2025.

1.4 Serve as a resource for professionals in water conservation/efficiency field

Action Items to Complete Objective	Who's responsible?	By when?	Status
Provide access to resources on NMWCA web site (e.g. training, guidance documents, case studies, presentations at membership meetings)	Board	2025	Not started. Add resources to NMWCA web site.

1.5 Expand membership

Action Items to Complete Objective	Who's responsible?	By when?	Status
Conduct regular membership campaigns	Vice President	2024	Complete. Partnered with AWE to hold annual AWE/NMWCA membership drives.
Expand membership benefits	Board	2023	In-progress. Added free Next Generation Water Summit registration as member benefit in 2023. Added access to Alliance for Water Efficiency updates on current, national water conservation issues and trends at membership meetings in 2024.

Goal #2: Promote awareness and coordinate action on water conservation and efficiency

2.1 Promote best practices aligned with Alliance for Water Efficiency, Bureau of Reclamation, NM Office of the State Engineer, and Qualified Water Efficient Landscaper (QWEL)

Action Items to Complete Objective	Who's responsible?	By when?	Status
Bring speakers from these organizations to membership meetings	Board	2025	Complete. NMWCA extends on-going speaker invitations to state and national partners in membership meetings.

2.2 Conduct statewide public outreach campaigns

Action Items to Complete Objective	Who's responsible?	By when?	Status
------------------------------------	--------------------	----------	--------

Coordinate statewide public outreach campaigns through the NM Office of the State Engineer	Statewide Public Outreach Committee	2025	In progress. Started Statewide Public Outreach Committee led by NMISC in 2023. Initiative is currently not active.
--	-------------------------------------	------	---

2.3 Establish organization as stakeholder in State legislation on water conservation/efficiency

Action Items to Complete Objective	Who's responsible?	By when?	Status
Track and comment on State legislation pertaining to water conservation/efficiency	Legislative Committee	2027	Completed. Legislative Committee provides comments on proposed bills during legislative sessions as it sees fit.
Advocate for new State water conservation/efficiency legislation and funding	Legislative Committee	2027	Completed. Legislative Committee advocates for water conservation bill proposals in partnership with AWE and Western Resource Advocates.

Goal #3: Build organizational capacity

3.1 Formalize organizational structure and processes

Action Items to Complete Objective	Who's responsible?	By when?	Status
Update and improve bylaws and procedures for key functions (e.g. financial management) to ensure continuity between boards	Board	2023	In progress. Bylaws updated in April 2022. NMWCA partnered with AWE for support with membership and fiscal management. Board is identifying need for and developing new procedures on an on-going basis.
Document origin and history of organization to build institutional memory	Board	2023	Not started.

3.2 Strategic planning

Action Items to Complete Objective	Who's responsible?	By when?	Status
Develop 5-year Strategic Plan. Board will revisit Strategic Plan and report to the membership on progress annually	Board	2023	Complete. 2023-2027 Strategic Plan adopted on 1/3/23.

3.3 Contract for administrative support for organization

Action Items to Complete Objective	Who's responsible?	By when?	Status
Utilize membership dues to contract with accountant/bookkeeper to manage finances	Board	2024	Complete. NMWCA partnered with AWE for support with membership and fiscal management.

3.4 Explore opportunities to partner with other organizations to strengthen organizational capacity

Action Items to Complete Objective	Who's responsible?	By when?	Status
Strengthen relationship with Alliance for Water Efficiency (consider state chapter proposal)	Board	2026	Complete. NMWCA partnered with AWE for support with membership and fiscal management.

Goal #4: Expand reach statewide

4.1 Increase accessibility of membership meetings

Action Items to Complete Objective	Who's responsible?	By when?	Status
Continue Zoom meetings to improve access for communities outside of central NM	President	2023	Complete. All meetings conducted via Zoom to allow for statewide participation.
Make meeting recordings available to members	Secretary	2023	Not started.

4.2 Obtain funding for water conservation/efficiency for member communities in the State

Action Items to Complete Objective	Who's responsible?	By when?	Status
Serve as financial hub for water conservation/efficiency funding and allocate to members through an open application process	TBD	2027	Not started.