

# Strategic Plan Tracking

(Updated January 2026)

## 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	<b>Complete.</b> New web designer hired and new NMWCA web site implemented.
Look for opportunities for in-person membership networking including key stakeholders/partners such as Alliance for Water Efficiency	President	2025	<b>Complete.</b> In-person NMWCA membership meeting hosted at 2025 Next Generation Water Summit. Will include in-person membership meetings in future conferences.

### 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	<b>Complete.</b> All bimonthly NMWCA membership meetings include educational programming.
Support local conferences that provide training benefits to members	Board	2024	<b>Complete.</b> 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	<b>Complete.</b> Membership roundtables held at bimonthly meetings when time allows.

			Will dedicate one membership each year meeting to member share-out on on-going basis.
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## 1.4 Serve as a resource for professionals in water conservation/efficiency field

Action Items to Complete Objective	Who's responsible?	By when?	Status
Build capability to provide access to resources on the NMWCA web site (e.g. training, guidance documents, case studies, presentations from membership meetings)	Board	2025	<b>Complete.</b> Created new NMWCA web site in 2025 that has capability for resource pages. Add resources to web site in 2026.

## 1.5 Expand membership

Action Items to Complete Objective	Who's responsible?	By when?	Status
Conduct regular membership campaigns	Vice President	2024	<b>Complete.</b> Partnered with AWE to hold annual AWE/NMWCA membership drives.
Expand membership benefits	Board	2023	<b>Complete.</b> Added free Next Generation Water Summit registration as member benefit. Added access to Alliance for Water Efficiency updates on current, national water conservation issues and trends at membership meetings.
Consider different membership levels and dues dependent upon member characteristics.	Board	2026	<b>Not started.</b>

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

**2.1 Promote best practices aligned with national and state water conservation organizations such as Alliance for Water Efficiency, Bureau of Reclamation, and NM Office of the State Engineer**

Action Items to Complete Objective	Who's responsible?	By when?	Status
Bring speakers from national and state water conservation organizations to membership meetings	Board	2025	<b>Complete.</b> NMWCA extends speaker invitations to state and national partners to membership meetings on an on-going basis.

## 2.2 Support statewide public outreach campaigns on water conservation/efficiency

Action Items to Complete Objective	Who's responsible?	By when?	Status
Support statewide public outreach campaigns through the NM Office of the State Engineer and Interstate Stream Commission	Board	2025	<b>Inactive.</b> Started NMWCA 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
Comment on State legislation pertaining to water conservation/efficiency	Legislative Committee	2027	<b>Complete.</b> Legislative Committee formed. Committee provides comments on proposed bills during Legislative sessions.
Advocate for new State water conservation/efficiency legislation and funding	Legislative Committee	2026	<b>In-progress.</b> Legislative Committee formed. Reconsider scope of committee responsibilities in 2026.

# 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	<b>Complete.</b> Bylaws updated in April 2022. Established

			Google Drive for NMWCA board records. Developed online accounting system. Partnered with AWE for support with membership and fiscal management. Filed overdue tax reports and Secretary of State corporation reports. Opened new bank account. Established registered agent and virtual office for organization. Develop SOPs for board in 2026.
Document origin and history of organization on NMWCA web site	Board	2025	<b>Not started.</b> Will review existing NMWCA records for organizational milestones.

### 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	<b>Complete.</b> 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	<b>Complete.</b> Partnered with AWE for support with membership and fiscal management. Financial oversight provided by NMWCA Treasurer. Document financial management procedures further in 2026.

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

Action Items to Complete Objective	Who's responsible?	By when?	Status
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Strengthen relationship with Alliance for Water Efficiency (consider state chapter proposal)	Board	2026	<b>Complete.</b> NMWCA partnered with AWE for support with membership and fiscal management.
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## 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 membership meetings to improve access for communities outside of central NM	President	2023	<b>Complete.</b> All meetings conducted via Zoom to allow for statewide participation.
Make meeting recordings available to members on web site	Secretary	2026	<b>In progress.</b> Will begin posting meeting recordings to web site in 2026.