



Strategic Plan

MISSION: Advancing the science of water to improve the quality of life

VISION: To create the definitive research organization to advance the science of all things water to better meet the evolving needs of subscribers and the water sector

VALUES: Integrity • Leadership • Respect • Innovation • Collaboration

Goals and Objectives

Be the trusted source in One Water research

We empower and enable our subscribers and the water sector to unlock opportunities and solve problems with sound science

1. Deliver a research portfolio to address subscribers' greatest needs
2. Catalyze the water sector to meet future challenges
3. Cultivate innovation in the water sector

Foster enduring relationships with subscribers and our partners in the water sector

We deliver exceptional value and impact. We strengthen community among our subscribers and stakeholders

1. Exceed expectations for services and value
2. Increase organizational impact
3. Enrich the community of subscribers and stakeholders

Cultivate organizational excellence

We invest in our people, processes, tools, and resources to create an inspired and motivated organization to meet the evolving needs of subscribers and the water sector

1. Promote cycles of improvement and learning for efficiency and effectiveness
2. Spark an engaged and high-performing workforce
3. Develop and optimize Foundation talent

Ensure the Foundation's sound financial future

We will grow and diversify revenue to meet funding needs for our research goals

1. Retain existing and recruit new subscribers to ensure future revenue growth
2. Supplement revenue through diverse sources
3. Ensure sound financial stewardship of Foundation resources