Informational Materials – Speaker Handouts

- Summary: The role of community and perturbation dynamics in harmful algal bloom ecology
- Great Lakes and St. Lawrence Governors and Premiers Resolution: Great Lakes St. Lawrence Sustainable Agriculture Initiative
- Report: Great Lakes Region Unprepared for Increasing Water Use
- Charter: Great Lakes Water Innovation & Stewardship Exchange
- Summary: WateReuse Association Strategic Plan

The role of community and perturbation dynamics in harmful algal bloom ecology

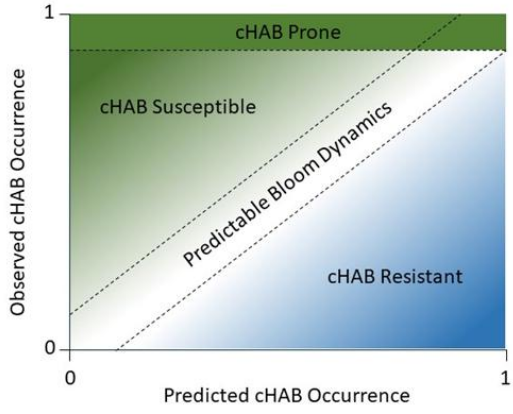
IN SEPTEMBER 2023, A COOPERATIVE INSTITUTE FOR GREAT LAKES RESEARCH (CIGLR) Summit, co-hosted by the Great Lakes HABs Collaborative and the Ohio State University, brought together experts from the fields of phycology, limnology, molecular biology, microbiology, and resource management from the Great Lakes region and beyond to discuss the knowledge gaps and opportunities to build a more holistic paradigm of HABs management in the Great Lakes basin. Following the summit, a research paper was drafted highlighting these discussions; this document summarizes that paper, which is in preparation for peer review and publication.

TERMS TO KNOW

ABIOTIC	physical or chemical rather than biological (e.g., a factor not derived from living organisms)
BIOTIC	factors relating to or resulting from living things, especially in their ecological relations
PHOSPHORUS	A nonmetallic chemical element which is essential for all life and a primary ingredient in commercial fertilizer for growing crops. Phosphorus has long been viewed as the primary driver of harmful algal bloom formation in the Great Lakes basin
PHYCOLOGY	a branch of the field of botany that is specifically focused on seaweeds and algae
PHYCOSPHERE	refers to the microenvironment immediately surrounding algal cells or colonies

Background

- Cyanobacterial harmful algal blooms (cHABs) are being reported with increasing frequency in global freshwaters, including all five of the Great Lakes.
- The main drivers of cHABs are typically reported as increased temperature and nutrient inputs like phosphorus and nitrogen
- While some freshwater ecosystems experience cHAB intensity and frequency consistent with these drivers, other freshwater ecosystems have been found to be:
  - **Bloom resistant** - experience fewer, smaller, or less severe cHABs than expected
  - **Bloom susceptible** - experience larger or more frequent blooms despite an absence of the traditional drivers
  - **Bloom prone** - experience near-constant bloom state
- The difference between the expected bloom status and the reality is likely caused by biotic factors affecting the algal community's response to changing conditions
- This can be seen in blooms which occur in naturally low-nutrient or cold lakes across the globe and in the absence of blooms in some warm, high-nutrient agricultural lakes



Biotic factors which likely influence blooms

- **Community and food web dynamics**
  - Competition among phytoplankton for resources or changes in the food web when one species disappears may trigger a cHAB
  - Cyanobacteria cooperate with other microbial species, directly or indirectly, which influences how well cyanobacteria can perform core metabolic functions (e.g., photosynthesis, nitrogen fixation, or cyanotoxin production) by extending the metabolic functions of the micro-community
  - Selective predation on non-cyanobacterial algae by filter feeders, grazers, and zooplankton may open up opportunities for cyanobacteria to proliferate in a bloom (i.e., dreissenid mussels changing food webs)
  - Mortality pressures from other bacteria, parasites, viruses, and fungi may change the population dynamics of cyanobacteria and influence blooms
- **Phycosphere**
  - A sphere of microbial interactions surrounding the cell of a cyanobacteria, called the "phycosphere" is enhanced for cyanobacteria by colony formation
  - This phycosphere intensifies the community, food web, and cooperative dynamics
- **System-wide disturbances**
  - Disturbances to freshwater systems, such as climate change or anthropogenic watershed impacts, create periods of rapid change to biological communities where organisms adapted to a particular habitat (specialists) do not compete as well as those who can function in many different systems (generalists)
  - Cyanobacteria and their phycosphere partners may operate as generalist consortia, and are able to maintain biomass or proliferate during periods of disturbance and environmental variability

Implications

- Abiotic factors such as nutrient inputs and high temperatures impact cHAB formation and size, but more nuanced biotic factors likely impact bloom onset and maintenance, as well as other aspects of blooms, including toxin production, dominance of particular strains of cyanobacteria, and system susceptibility to cHABs
- These biotic factors and their influence on cHABs remain a knowledge gap as the studies reviewed were not conducted with the objective of investigating these factors directly
- More research into this new line of thinking is needed and the factors described here provide a template for guiding investigation and research into this topic which could have a profound impact on the regional understanding of cHAB prediction and management

October 6, 2025

Great Lakes St. Lawrence Sustainable Agriculture Initiative

WHEREAS, the Great Lakes St. Lawrence region is home to more than 110 million people, a $9.3 trillion (US) regional economy, abundant natural resources including water, forests, and fertile soils and is uniquely positioned to be a center for innovative solutions to sustain and grow the agricultural sector for years to come; and,

WHEREAS, the agriculture industry contributes over $1 trillion (US) to the region's economy and employs over 6.5 million people; and,

WHEREAS, agricultural lands account for over 125 million acres and forested land accounts for 740 million acres across the region's States and Provinces; and,

WHEREAS, taking action to invest in the region's agricultural industry is critical to sustain agriculture, further grow the region's economy, and improve the quality of life in the region; and,

WHEREAS, the agriculture industry faces increasing risks to operate and grow, including less predictable weather and more extreme events, rising production costs, uncertain international markets, an aging farming cohort, loss of available farmland, and decreased labor availability; and,

WHEREAS, beginning farmers experience barriers to entering the industry, including high cost of land, high cost of equipment, lack of access to financial resources, technical assistance, and critical infrastructure; and,

WHEREAS, supply chain uncertainty increases risk for producers interested in expanding or diversifying their operation; and,

WHEREAS, public, private, and non-governmental entities have a vested interest in sustaining agriculture into the future and ensuring the production of healthful food, high-quality crops, and other farmed livestock and goods; and,

WHEREAS, sustainable agriculture should create social benefits such as a robust and resilient economy, healthier people, and environmental benefits including improved soil health, water quality, and water management; and,

WHEREAS, timber, aquaculture, horticulture, and greenhouse grown products are recognized as important agricultural goods.

WHEREAS, the Great Lakes St. Lawrence States and Provinces have established programs that recognize the importance and benefits of sustainable agriculture practices.

NOW, THEREFORE, BE IT RESOLVED that the Great Lakes St. Lawrence Governors & Premiers hereby create the “Great Lakes St. Lawrence Sustainable Agriculture Initiative” with the goal to foster sustainable agriculture in the region, strengthen the region’s agriculture economy, and increase resilience and food security.

BE IT FURTHER RESOLVED that the Great Lakes St. Lawrence Governors and Premiers will meet on an ongoing basis to share information, including learnings, challenges, and opportunities for continued binational collaboration, to ensure the long-term success of the region’s agriculture industry.

BE IT FURTHER RESOLVED that the Great Lakes St. Lawrence Governors and Premiers will identify and address data and information needs, with input from the Great Lakes Commission, other governmental agencies, and stakeholders.

BE IT FURTHER RESOLVED that the Great Lakes St. Lawrence Governors and Premiers will engage with corporations, non-governmental organizations, universities, and producer-led entities to complete its tasks under the Initiative.

Adopted by the Great Lakes and St. Lawrence Governors and Premiers on this 6th day of October, 2025.

Great Lakes Region Unprepared for Increasing Water Use

Current & Future Threats

The Great Lakes hold the world's largest supply of surface freshwater – but it is also a finite resource that must be managed responsibly for today and tomorrow.

Simultaneously converging on the water resources in this region, large water-using industries including **data centers**, **critical minerals mining**, and **agriculture** have the potential to cause dramatic localized impacts. This fact sheet summarizes a larger report on the issue, available at greatlakes.org/wateruse.

Map illustrating the Great Lakes Basin.
Source: Ohio Department of Natural Resources

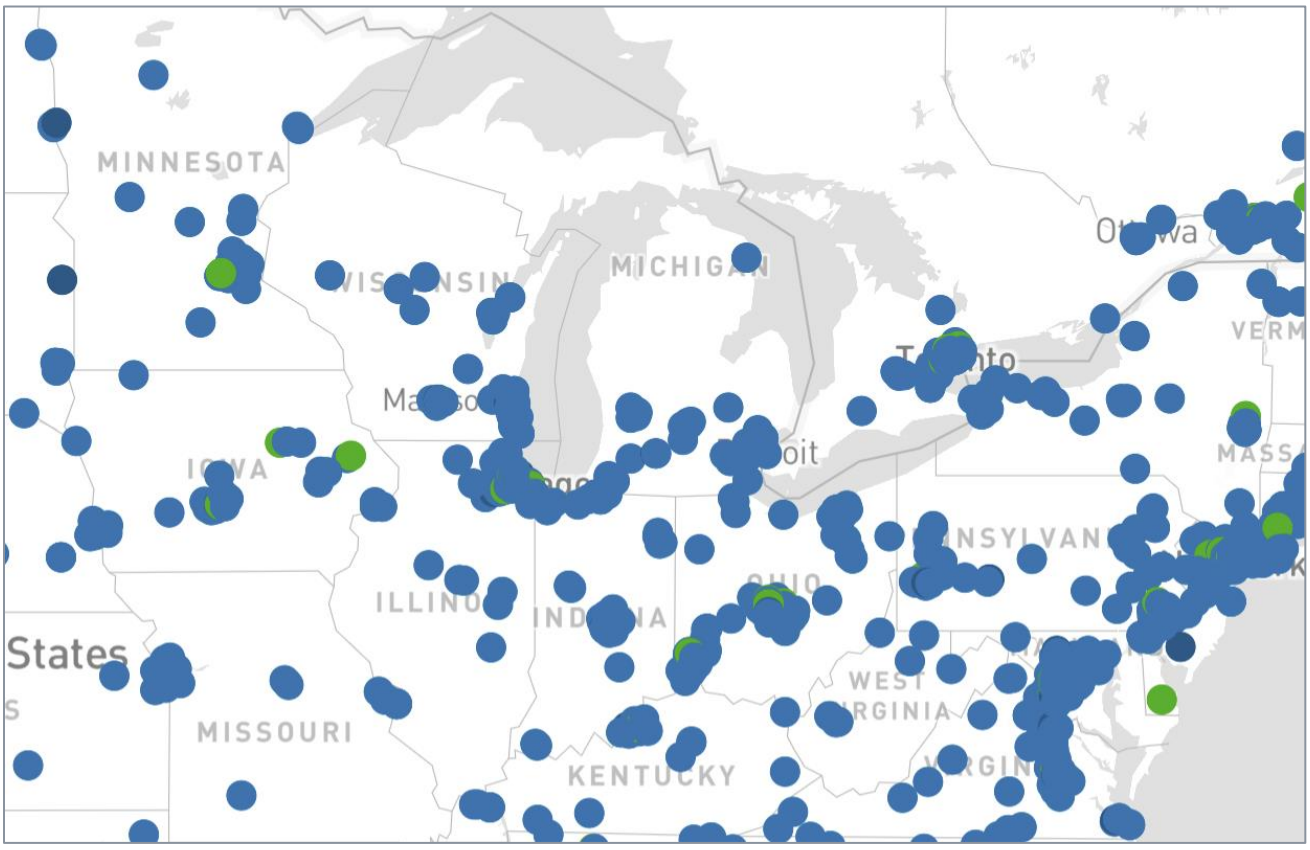
All of the Great Lakes states have enacted tax incentives over the last 20 years to attract industries like data centers and semiconductor chip manufacturing. **But the region is simply not prepared to manage the competing and overlapping demands that may soon lead to more conflict over water resources, especially groundwater.** Without the proper planning and management tools in place, water shortages, groundwater conflicts, and contaminated aquifers are all real risks.

- **Groundwater is critical.** Between 20 to 40% of the Great Lakes' water budget (the total water flowing in and out of the system) originates as groundwater and between 40 to 75% of Great Lakes state residents rely on groundwater for their drinking water.
- **Demand for water in the Great Lakes region is increasing.** The tremendous growth of the data center industry, increasing use of irrigation for agriculture, and critical minerals mining are all placing increased pressure on Great Lakes water resources. That demand has potential to peak during hot summer months when many sectors, including data centers, agriculture, and the public, use more water.
- **Water is not factoring into economic development decisions.** Economic development corporations and local governments are not holistically considering water resources when incentivizing large water users to locate.
- **States lack the ability to limit groundwater use.** No state in the Great Lakes region has the legal authority to halt or curb groundwater use before impacts occur.
- **Conflicts between industry, agriculture, and households over groundwater are already occurring** in the Great Lakes region: Southwest Michigan, the Central Sands region of Wisconsin, and Little Rock Creek in Minnesota.
- **Great Lakes cities are subsiding.** When aquifers are depleted and not adequately replenished, the pore space the groundwater once occupied can collapse – permanently reducing the storage capacity of the aquifer. This causes compaction underground and sinking at the surface level. Chicago, Columbus, Indianapolis, and Detroit are all subsiding at a rate of 2mm or more annually, threatening drinking water supplies, infrastructure, and public safety.

Data Centers Drive Vast Water Use

Data centers tend to cluster where fiber optic networks and energy transmission lines are readily available. The Great Lakes region has already seen tremendous growth in this sector and will continue to do so. As of August 15, 2025, **two Great Lakes states are in the top five in the nation for the number of data centers: Illinois and Ohio.**

- **Hyperscale data centers require vast amounts of water.** A hyperscale data center, the likes of which supports generative artificial intelligence, can use more than 365 million gallons of water a year, equivalent to what 12,000 Americans use in that time.
- **Data centers are high consumptive water users.** When evaporative cooling is used in data centers, more than half the water evaporates. When data centers are powered by fossil fuels or nuclear energy, water is also consumed for cooling. This water is lost to the watershed and not necessarily returned.
- **There are no water use reporting requirements when users purchase water from municipal supplies.** 97% of data center operators are buying water from municipal supplies, which can draw on groundwater aquifers. These users are not required to report or track their water use – less than 1/3 of data centers even track water use.
- **Population growth that follows data center development creates new water demand.** While not creating many direct jobs, growth in the data center sector often drives a second wave of indirect employment and population growth, requiring more drinking water resources.
- There are currently no conservation or efficiency standards for the data center industry.



Map showing data center locations and concentrations. Source: Datacentermap.com

State Policy Solutions

The Great Lakes states are fortunate to have a solid foundation to respond to these kinds of increased demands. Agreed to in 2008 by the eight Great Lakes states and the two Canadian provinces, the Great Lakes – St. Lawrence River Basin Water Resources Compact requires states to manage their in-Basin water use, set conservation and efficiency standards for that use, and, most importantly, generally prohibits diversions of Great Lakes water outside the Basin. Policy solutions states can implement to build upon the foundation of the Compact include:

- Funding and conducting **regional water demand studies** to determine capacity as part of ongoing conservation programs and for use in economic development decision-making.
- Requiring **disclosure of proposed water and energy use** and utilizing **community benefit agreements** to build community trust, secure best conservation and efficiency practices, and ensure long-lasting community value.
- **Eliminating sales and use tax incentives** specific to data centers.
- Requiring all water users with the capacity to withdraw more than 100,000 gallons per day to **register with the state and report their water use**.
- Examining consumptive **use permit thresholds** to determine if they are appropriate in the face of both new demand, simultaneously converging demands, and climate change.
- Fully funding **groundwater mapping** to increase understanding of groundwater recharge rates.
- Revising state **groundwater management laws** to allow state agencies to curb groundwater use where adverse groundwater impacts are likely but have not yet occurred.
- Setting **energy and water efficiency standards** for hyperscale data centers and large water using industries.

Learn More

To learn more about these threats to Great Lakes water quantity and policy solutions to address them, read the Alliance for the Great Lakes report: greatlakes.org/wateruse.

COUNCIL OF THE GREAT LAKES REGION
Solving for Sustainability®

Great Lakes Water Innovation & Stewardship Exchange

Our Why

The Great Lakes region is North America's economic engine and holds 20% of the planet's fresh surface water. As both the guardian of one of the largest freshwater systems in the world and the generator of over $6 trillion in GDP, the region's future depends on smart and thoughtful management of the Great Lakes water resources. Our "Why" is to ensure this sacred and life-sustaining natural resource is used wisely and responsibly to protect it for future generations and sustain the long-term economic success of the region.

WISE Vision

The Great Lakes region continues to thrive, with clean, resilient, and plentiful fresh water that sustains its people, its businesses, and its natural heritage. Fresh water is used responsibly with forward-looking management that strengthens the region's economy, supports sustainable business, and ensures the Great Lakes and their watersheds are protected.

Who We Are

Administered by the Council of the Great Lakes Region (CGLR) and supported by The Water Council (TWC), the Great Lakes Water Innovation and Stewardship Exchange (WISE) is a peer-to-peer network of cross-sector stakeholders operating in the Great Lakes economic region, committed to advancing corporate sustainability performance and best practices.

WISE serves as a forum for accelerating corporate water stewardship, developing effective water sustainability solutions within enterprise operations, and collectively actioning projects that address regional water challenges and opportunities across key sectors in the Great Lakes region. As the Great Lakes system is globally unique, so are the water-related challenges and opportunities facing every sector in the region. WISE is the only forum dedicated to identifying best practices and solutions to the array of enterprise water risks faced by businesses, universities, utilities, and other stakeholders on both sides of the border. It is also the only forum bringing these interests together to help address the watershed protection challenges we face in a region increasingly impacted by a rapidly changing climate, economic activity and development, and the loss of nature.

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Value Delivered

Participation in Great Lakes WISE provides a range of technical, educational, and marketing benefits. Through involvement, participants can expect to leverage many of the following for their organizations and their respective sustainability initiatives.

- Knowledge sharing and information exchange on best practices.
- Networking and network-building.
- Introduction and exposure to innovative technologies.
- Brand enhancement by association with commitment to water stewardship.
- Be recognized as an example for others to learn from by demonstrating impact and leadership to sustainable development.
- Public spotlight through the communication of successful projects and initiatives.
- Potential to address material water challenges and opportunities.
- Opportunity to co-create and co-invest in water-focused projects.
- Understand how to improve performance and water management strategies.
- Exposure to sustainability and industry topics and experts in the region.
- Be part of a collective voice that is heard by regional decision-makers.
- Opportunity for thought leadership to be featured on CGLR's Online Great Lakes Economic Forum and webinar series.
- Discount (10%) to the WAVE verification program, and companies who successfully complete WAVE receive a 50% discount on their first year of participation in WISE.

How We Work

- WISE links local and regional water issues and solutions impacting the material and reputational risks faced by WISE participating organizations to global conversations.
- Following the Chatham House Rule, we share non-competitive information and best practice among the peer-to-peer network.
- WISE is a forward-looking platform for regional, solution-focused discussion, exploring collaborative projects and collective action while supporting knowledge-sharing opportunities.
- The WISE Network brings a regional and collective voice to engage with local, state/provincial, and federal governments.
- As a network of stakeholders committed to the WISE vision, we leverage our collective knowledge and influence to advance water solutions and strengthen water stewardship across the Great Lakes region and beyond.
- As dialogue turns into action, WISE will develop working groups to deepen engagement in demonstrable projects.
- WISE is non-partisan.
- WISE is a neutral platform, and commercial promotion or endorsement is avoided.
- All participants agree to adhere to federal and state/provincial antitrust laws. Great Lakes WISE is committed to the competitive process, and discussions or topics that can create antitrust concerns will be avoided.

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WISE Structure

- The forum is powered by the Council of the Great Lakes Region (the Secretariat), supported by The Water Council, and collectively directed by the participating organizations.
- WISE meetings take place quarterly, with at least one meeting each year held in person in the Great Lakes region.
- The initial phase of WISE will prioritize dialogue that will identify gaps and key pressure points in advancing corporate sustainability performance and accelerating water innovation and stewardship in the region.
- As the WISE forum grows, more structure will be added and working groups or committees will be formed to support multiple focus areas to be addressed in parallel.
- Creating added value, the formation and implementation of activation projects will be initiated, as determined through WISE's initial phase dialogues and the key gaps identified. These projects will be supported by additional investments and contributions from WISE partners beyond the annual fees.
- Participating organizations appoint primary delegates and their alternatives to participate in WISE meetings and working groups.

WISE Partner Commitments

- Annual WISE fee (supports administration and facilitation).
    - $350 Non-profit
    - $2500 Academic Institutions
    - $5000 Government
    - $5000 Small-Medium Enterprise
    - $10,000 Large Company
- Participate in 75% of all meetings.
- Publicly support WISE and promote it across respective networks.
- Commit to being part of the collective WISE movement and supporting projects and collaborations with time and resources where relevant and feasible for your organization. This means further funding and investments for the identified activation projects that will lead to the transformative change and advancement of corporate water stewardship priorities.
- In-kind and/or financial contribution is encouraged to support the development of projects within the first two years of participation in Great Lakes WISE.
- Demonstrate leadership in water stewardship by putting water conservation principles into practice within your organization.
- Alignment with and action on the UN Sustainable Development Goals (SDGs).
- Commitment from the organization's top leadership.
- Adhere to the highest standards of professional ethics and comply with all applicable laws and regulations; commit to anti-corruption and transparency in your business practices.
- Abide by the Chatham House Rule.

Our Focus Areas

Key focus areas will be directed by the participating organizations of WISE. Through dialogue and engagement, critical topics such as the following will be explored.

- Water quality
    - Pollution and toxins (PFAS)
    - Nonpoint source pollution
- Water resource management
    - distribution, access, availability, reuse
    - consumption
    - wastewater treatment
    - stormwater management
    - groundwater monitoring and health
- Data management and data sharing
    - Data baselines
    - Identifying common performance metrics
    - Informed target setting
- Community engagement and partnerships
    - Education
    - Collective action projects
- Technology and engineering strategies
    - Research
    - Innovation and technology deployment

Eligibility

Great Lakes WISE is fueled by a commitment to, and sense of urgency for, safeguarding freshwater resources across the region, particularly the Great Lakes, a globally significant natural resource and watershed in the heart of the region, while strengthening the region's economic success and future. Great Lakes WISE and its network of business, academic and NGO stakeholders value a multi-sector and multi-stakeholder approach to deepening corporate sustainability, fostering innovation, spearheading collective action, and demonstrating stewardship of the Great Lakes.

Businesses have the power to lead by example and can move swiftly and with impact, but they cannot solve water issues and risks alone. Public sector and civil society organizations that can actively contribute to Great Lakes-related solutions needed by businesses are welcome to join Great Lakes WISE alongside the private sector.

WISE aims for a diverse community, with all industries represented that utilize water in their value chain directly or through key sourced inputs. Key industries include, but are not limited to:

manufacturing, automotive, chemistry, agriculture, mining and energy, tourism, health, finance, utilities, retail, property management and owners, etc.

Any business, university or utility headquartered and/or operating in the bi-national Great Lakes economic region and shares this sense of responsibility towards the Great Lakes is eligible for participation in Great Lakes WISE, given they oblige to the commitments outlined above.

Organizations that are not able to meet the above commitments but are aligned with the WISE vision and want to support the WISE focus areas may contact the WISE Secretariat, CGLR, to explore options for involvement.

Figure 1. Great Lakes Region
The Great Lakes economic region is comprised of eight US states (Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York), two Canadian provinces (Ontario and Quebec), and the traditional territories for many Indigenous peoples. It is home to over 107 million people, provides 51 million jobs, and accounts for roughly 50% of all US-Canada bilateral border trade.

2023 - 2027

2025 UPDATE

WATEREUSE® STRATEGIC PLAN

The WateReuse Association (WateReuse) was established in 1990 to advance water recycling through advocacy and education. Since 2000, WateReuse has operated as a national trade association for water utilities, businesses, and institutions who are engaged in advancing water recycling. Members have also formed state and regional WateReuse Sections across the nation to facilitate local engagement and advocacy.

In collaboration with our membership, the WateReuse Board of Directors developed a five-year Strategic Plan spanning 2023 to 2027, identifying strategic goals and objectives to support its vision and mission. The strategic plan was informed by a market analysis conducted by Bluefield Research, a private research firm focused on water markets; and an operational assessment conducted by Association Headquarters, an association management company. These two commissioned reports helped the Board and staff identify a strategic focus for the next five years as well as business tactics necessary to achieve it.

In September 2024 and March 2025, the Board of Directors reconvened to assess and revise the Strategic Plan to guide the Association through 2027.

VISION

A nation in which every community uses water recycling to safeguard public health and achieve environmental and economic resilience.

MISSION

To empower communities and businesses to embrace water recycling as the cornerstone to safe, resilient, and sustainable water resources.

STRATEGIC PLAN ROADMAP TO SUCCESS: HIGHLIGHTS & KEY ASSUMPTIONS

The Strategic Plan articulates a national organizational vision whereby every community embraces water recycling as a way to safeguard public health, the environment, and economic resiliency.

The Strategic Plan is built on three important guideposts:

- The Association's core membership base is the municipal water sector (including related businesses and institutions). Our advocacy, programming, communications, and operations must prioritize the need to grow, and deliver excellent value to, this member class while also continuing to serve all our members.
- There is an opportunity to establish and grow an industrial membership class given the accelerating interest in water reuse among several industry and commercial sectors.
- Our core strength is as an advocate for policies and funding to facilitate adoption of water recycling. Strong engagement by members and state sections, quality information and data, and public acceptance are all crucial to the success of our advocacy efforts.

GOAL AREA 1: **EFFECTIVE ADVOCACY**

Advocating for sound federal and state policies based on science and for funding to facilitate investments by water utilities is a core member benefit and remains a central focus of our Strategic Plan. The WateReuse Association has accomplished many advocacy goals at the federal level and, where Sections exist, at the state level toward advancing policies and funding that facilitate growth of water reuse.

GOAL 1-1: Advance policies and funding at local, state, and federal levels to promote the expansion of water recycling across all sectors.

Objective 1-1-1: Identify and increase bipartisan champions for recycled water across all government levels.

Objective 1-1-2: Increase incentives that support the adoption of water recycling across all sectors, including municipal and commercial sectors.

Objective 1-1-3: Create supportive regulatory landscape for water recycling at all government levels.

Objective 1-1-4: Enact legislation to increase funding, incentives, and support for water recycling at all government levels.

NEW! **Objective 1-1-5:** Serve as an educational resource for water recycling for members and all levels of government.

GOAL AREA 2:
STRATEGIC COMMUNICATIONS

Essential to remaining the premier authority on water recycling is establishing expertise on a range of important use applications for recycled water and being an information resource for members, policymakers and the general public. Much of this expertise resides with our members and our program goals are designed to leverage their expertise through engagement and educational opportunities managed through member standing committees. The plan also calls for establishing a board level workgroup on diversity, equity and inclusion to help ensure that these considerations are integrated effectively throughout our activities and reflected in our program goals.

GOAL 2-1: Strengthen our position as the premier authority on water reuse.

Objective 2-1-1: Optimize and expand programs to fully reflect the diversity of recycled water market sectors, drivers, solutions, and approaches.

Objective 2-1-2: Grow attendance and diversify engagement channels for WateReuse Symposia, conferences, workshops, and events.

Objective 2-1-3: Leverage strategic partnerships to reach new audiences and strengthen our leadership while maintaining brand identity.

NEW! **Objective 2-1-4:** Create a knowledge and information sharing hub for water reuse.

GOAL 2-2: Strengthen our position as the leading communications platform that creates trust and passion in our communities for water reuse.

Objective 2-2-1: Increase support for water reuse among key stakeholders and the public.

Objective 2-2-2: Strengthen our communications channels and tools.

GOAL AREA 3:
ENGAGE MEMBERSHIP

This third strategic goal area is the building block that allows for the enhancement of all the goal areas. It focuses on improving the administrative and operational functions of the Association, ensuring that value is delivered to our members, support is given to our Sections, and the organization remains strong and resilient. Much of the Association's strength, geographic reach, and effectiveness as a leading authority on water recycling is derived from the work of our Sections. The strategic plan calls for stronger alignment and coordination between the national office and Sections to ensure the Association as a whole accomplishes its mission.

GOAL 3-1: Engage and retain our membership so the Association can effectively accomplish its mission.

Objective 3-1-1: Strengthen our value proposition to retain and attract members.

Objective 3-1-2: Expand membership to reflect the diversity of water reuse market sectors, drivers, solutions, and approaches.

Objective 3-1-3: Provide engagement opportunities for members at all career levels.

GOAL 3-2: Strengthen and expand WateReuse Sections to support the overall vision and mission of the Association.

Objective 3-2-1: Increase tools and resources to support Section advocacy, communications, programming, member engagement, and operations based on the needs of each Section.

GOAL 3-3: Implement a multi-year operations, staffing, and financial strategy to achieve our strategic goals and objectives.

Objective 3-3-1: Diversify and grow revenue through membership development, Symposia and conferences, new revenue generating programs, and the optimization of existing programs.

Objective 3-3-2: Invest in adequate staff resources to achieve goals and objectives.

Objective 3-3-3: Ensure organizational alignment with WateReuse Sections on policy, programs, and operations.