



# STRATEGIC PLAN

## 2021-2026



The Southeast Stormwater Association was formed in 2005 to assist stormwater professionals in the southeast as they seek solutions to surface water quality and stormwater management challenges. SESWA's boundaries mirror those of EPA Region 4 and include the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

### SESWA's PURPOSE

**Education** - To provide education and training for stormwater professionals.

**Advocacy** - To be an advocate for the interests of stormwater programs in the decision-making processes of regulatory agencies and the courts.

**Management** - To promote and enhance the effective management and operation of stormwater management systems.

**Information** - To research, collect, and distribute information about stormwater management practices, water quality, and the creation/operation of stormwater utilities and other financing mechanisms.

### SESWA's STRATEGIC GOALS

#### ORGANIZATIONAL MODEL

To position SESWA so that it reflects the needs of its members in a continuously changing environment.

#### GROWTH

To grow our association, the profession and our individual members through education, engagement, influence, promotion of services, and leadership in ways that benefit SESWA and its members.

#### VALUE

To enhance member value for the benefit of the stormwater industry.

#### ADVOCACY & PUBLIC POLICY

To educate and advocate for policies that impact stormwater professionals and the stormwater industry throughout the southeast.

