



*IW Strategic Planning  
Initiative*

# Strategic Planning Components

- IW Foundational Components
  - Mission
  - Vision
  - Values
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Goals 2008-2010

# Mission

- Define IW's purpose
  - What we believe
  - What we do
  - Who we serve
- Draft Mission statement

*"To provide Central Indiana with a clean and reliable water supply that enhances quality of life and promotes economic development"*

# Vision

- An articulation of the desired future
- Draft Vision

*“To be known internationally for how we combined innovation and foresight to assure a growing regional community has a quality water supply at a high value”*

# Values

- Things held dear
- Cultural rules of the road
- How people are treated
- Draft Values

*Community Satisfaction*

*Teamwork and Open Communication*

*Ethics and Integrity*

*Stewardship and Accountability*

*Innovative Spirit*

# Draft SWOT Analysis Conclusions

- 1) IW is at a transition point and beginning a new stage in its history
- 2) IW must be planning for continued growth
- 3) Think of water supply issues, by their nature, in fifty year terms
- 4) Strategic plan must be supported by annual budgets
- 5) All of the above require enhanced long term planning to assure the right priorities

# Draft Goal Focus Areas (2008 – 2010)

- Infrastructure
- Water Source
- Public Relations
- Organizational Structure

# Infrastructure

- Service territory determination
- Water service to bypassed customers
- Water quality
- Asset management program
- Unaccounted for water reduction
- Treatment capacity

# Water Source

- Source water development
- Drought preparedness
- Conservation
- 50-Year master plan

# Public Relations

- Conservation communications
- Tools and network inventory
- Lawn watering education program

# Organizational Structure

- Streamline Communication
  - Staff structure and responsibilities
  - Role of consultants
  - Communication
- Succession planning

# What's Next ??

- Receive feedback from group members and finalize goals
- Draft strategic plan to Board for review
- Finalize and approve

Questions ??

*Thank You !*