

# We are WEAT

## MISSION

The Water Environment Association of Texas is a nonprofit organization of professionals who benefit society through protecting and enhancing the environment by providing education and awareness on the value of water.

The resource for preserving, enhancing, and advocating water quality in Texas.

## VISION

## STRATEGIC PLAN PRIORITIES



### Resiliency

Emphasis on financial stability, sustainability, strengthening against shock



### Diversification

Better promote a diverse engagement



### Membership Services

Provide services that enhance value of current members and promote new members



### Identity

Articulating value and giving all champions the tools, assets, and access to be WEAT influencers



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