

THE WATER TOWER STRATEGIC PLAN

2025 - 2030



The water sector is currently facing a convergence of complex challenges. One-third of the water workforce will retire in the next 10 years and with an insufficient influx of new, trained talent and tight competition there is an immediate risk of losing key institutional knowledge¹. Utility executives believe innovation is critical to addressing these challenges, however, many have limited resources to foster innovation within their organizations².

These challenges cannot be addressed alone. Our strategic plan is a testament to our commitment in supporting the water sector through this journey. It outlines the goals and objectives needed to achieve our vision and will serve as a guide for operational planning and decision making.



OUR VISION

Build a thriving ecosystem of innovation driven by water challenges, informed by research, and powered by people.

OUR MISSION

The Water Tower Institute

A hub for water industry solutions that fosters a thriving community and environment.

The Water Tower at Gwinnett

Provide world-class resources and infrastructure to support the Institute and the community.

OUR PROMISE

We create diverse and enriching experiences with passionate people, state-of-the-art facilities, and dynamic partnerships.

¹US Environmental Protection Agency

²Water Research Foundation

THE WATER TOWER STRATEGIC GOALS AND OBJECTIVES



The following strategic goals and objectives have been carefully crafted to guide The Water Tower's growth and impact over the next five years.

EMPOWER THE WATER WORKFORCE

Integrate and expand comprehensive programming that attracts and trains a water workforce reflective of our communities.

- Strengthen the skilled trades training programs by expanding partnerships.
- Enhance experiential learning in the cross-discipline training programming.
- Transform from a locally delivered program to a national hybrid framework.

INNOVATE TOMORROW'S WATER SOLUTIONS

Advance applied research to address utility challenges and develop new solutions for water resource management.

- Increase utilization and revenue of research and development (R&D) facilities and services.
- Collaborate with the Research Advisory Committee (RAC) to define TWT priorities.
- Increase awareness of current research capabilities and previous success.

TAILOR OPPORTUNITIES FOR COLLABORATION

Offer cutting-edge thought leadership, access to global expertise, and unique networking opportunities that collaboratively advances the water industry.

- Expand touchpoints with key stakeholders and industry leaders.
- Conduct dynamic industry assessments to identify key challenges.
- Tailor programming to address key industry challenges using appropriate communication methods for the intended audience.

BECOME AN UNDERSERVED UTILITY CENTER OF EXCELLENCE

Deliver accessible and practical solutions to underserved utilities.

- Identify effective communication methods to reach utilities.
- Translate thought leadership, research, and programming to utilities' needs.
- Strengthen and expand partnerships to foster relationships with utilities.