

# **Groundwater Resources Association of California**

## **2012 Strategic Plan**

**(adopted 4/2/10)**

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## **BACKGROUND**

The Groundwater Resources Association of California (GRA) is a statewide, nonprofit organization of scientists, engineers, planners, educators, attorneys, students, hydrogeologists, geologists and other professionals that focuses on all aspects of California's groundwater resources, including assessment, development, water quality, management, protection, and education. GRA also focuses on the technical and regulatory aspects of environmental site assessments and on the identification, assessment and remediation of contaminated soil and groundwater.

Since its formation in 1992, GRA has been committed to initiating and facilitating the development of viable, credible solutions for the complex issues involved in groundwater management and protection. This commitment requires that a multitude of topics and issues be represented by interested and affected scientific, public, and governmental constituencies. Therefore, GRA strives to provide neutral, nonpartisan forums that initiate participation by a diverse group of professionals and stakeholders in the groundwater industry.

GRA's Strategic Plan outlines and documents how GRA intends to organize and expend its resources to ensure growth, awareness, longevity, and success as defined by its Vision, Mission, and Objectives. The Strategic Plan also sets forth overarching future goals for GRA. Annually, the Board of Directors will review the Strategic Plan with particular attention to the progress of the Strategic Initiatives Implementation Plan.

## **VISION**

The Vision of the Groundwater Resources Association of California is to be the State's leading advocate and educator on groundwater resources.

## **MISSION**

The Groundwater Resources Association of California is dedicated to resource management that protects and improves groundwater supply and quality through education and technical leadership.

## **OBJECTIVES**

- Promote the professional development of scientists, engineers, planners, educators, attorneys, students, hydrogeologists, geologists and other professionals involved in all aspects of California's groundwater resources, including assessment, development, water quality, management, protection, and education.
- Formulate statewide policy and legislation related to the assessment, use, management, and protection of groundwater.

- Disseminate scientific and technical information relating to the assessment, use, management, and protection of groundwater to GRA members, groundwater professionals, policy leaders, regulators, and the public.
- Assist in the development of educational programs that promote greater understanding of the importance of groundwater resources.
- Facilitate the development of alternative technologies and standardization of methods to advance groundwater assessment, use, management, and protection.
- Encourage cooperation among groundwater professionals, policy leaders, regulators, managers, and the public locally, statewide and nationally.
- Be recognized as an authority on all issues relating to groundwater.

## **KEY ACTIVITIES AND SERVICES**

After 18 years of carefully planned activities and a continuously expanding membership, GRA is known as the leading groundwater advocate and groundwater resource management and protection educator in California. GRA's membership is a comprehensive collection of professionals and stakeholders interested in groundwater resources, which naturally initiates and facilitates strong and continuous cooperation among national and statewide water resources organizations, local and state public officials and regulators, the education community, and the public.

Activities and services include:

- **Advocacy** - Through GRA programs and contact with policy makers, GRA members actively participate as the Association provides input toward developing wise groundwater policies based on sound science and technology.
- **Networking** - GRA's Annual Meeting, symposia, seminars, workshops, and Branch meetings provide educational experiences and opportunities for members and others to exchange ideas and information. Members and other invited speakers present and discuss original papers, share technical posters, and explore new techniques and innovations in groundwater science, technology, and management.
- **Exchanging Information** - Members receive GRA's published electronic newsletter *HydroVisions*, which provides coverage of ongoing technical, management, policy, and regulatory issues in groundwater.
- **Continuing Education** - Members can stay up-to-date on the latest groundwater science, technologies, new strategies, and recent policy, legal and regulatory developments through GRA conferences, symposia, seminars, and workshops. Members receive discounts to GRA events, and access to speaker presentations if they are unable to attend.
- **Accomplishing the Mission** - GRA is a collective voice for people dedicated to protecting and improving the State's supply and quality of groundwater.

## **STRATEGIC INITIATIVES (OVERVIEW)**

Strategic initiatives are selected to address the challenges and opportunities currently facing GRA and its membership. Key elements of each initiative are defined goals and action plans to accomplish the initiatives. Selected initiatives for 2010 are summarized as follows, and a detailed discussion of each initiative is included in Appendix A.

### 2010 Initiatives:

- Technical Leadership
- Branch Empowerment Project
- Education and Information Dissemination

## **IMPLEMENTATION OF STRATEGIC PLAN**

This Strategic Plan provides the background and framework for achieving the Association's Vision and Mission of being California's leading groundwater resources advocate and educator of its members and the public on managing and protecting groundwater. Achieving the strategic initiatives in the plan requires the committed and coordinated action of Association Officers, Directors, support services, members, and federal, state and local leaders. The following guidelines were developed to successfully implement the plan and effectively monitor and evaluate progress.

- Specific goals and action plans are developed for each strategic initiative.
- Leaders, support service, volunteers and funding for each strategic initiative are identified and reviewed at quarterly Board meetings to monitor the progress of each strategic initiative.
- Leaders and support service are assigned the authority, responsibility, and accountability for implementing each strategic initiative.
- The Association President and Executive Committee ensure cooperation and communication among the Directors, leaders, and support service assigned to implement each strategic initiative.
- The Strategic Plan elements are communicated to all members on an annual basis, and comments and suggestions are solicited and considered.

The Strategic Plan, including the Strategic Initiatives Implementation Plan, will be reviewed annually at GRA's planning meeting to ensure that it is current and aligns with the Association's Vision and Mission, reflects changing needs and priorities, and continues to be supported by the Board of Directors and annual budget.

## **OVERARCHING FUTURE GOALS – GRA IN 2012**

The GRA Strategic Plan is a “living” document that will guide the Association’s planning and decision-making processes and is currently structured to aid GRA in accomplishing the following by 2012.

- GRA will remain the primary resource for groundwater-related knowledge exchange, professional development and education for its members, groundwater professionals, policy leaders, regulators and those involved in the assessment, use, management, and protection of California’s groundwater resources.
- GRA will be an internationally recognized source of credible California groundwater-related information and expertise.
- GRA will be a widely recognized and active leader in collaborative partnerships to enhance the collective success of the California groundwater resources community.

**Appendix A**

**Strategic Initiatives Implementation Plan**

**TBD**

**Appendix B**

**2010 Proposed Annual Budget**

**WEB SITE FORMATTING IN PROGRESS**