

Strategic Plan



Our Purpose	To advance the science of water to improve the quality of life for all communities.
Our Vision	The science and knowledge we generate allow the water sector to provide high-quality, safe, accessible, and affordable water services that contribute to healthy, resilient communities and a sustainable global environment.
Our Mission	<p>To help our subscribers discover opportunities and solve problems by delivering actionable water research to meet the needs of the communities they serve.</p> <ul style="list-style-type: none">• We partner with our subscribers and the water community to develop and advance our research agenda.• We produce the highest quality research and provide resources for our subscribers to put that research into action.• We maintain our position as a trusted, independent source of water science.
Our Outcomes	<ul style="list-style-type: none">• There's continuous improvement in utility operations (what they do and how they do it).• The knowledge we develop is applied across the water sector.• We're prepared for the next opportunities and challenges.• There's strong trust and confidence in us, our outputs, and our community.

Objectives and Key Results

① Set the standard for how water research is done	<ul style="list-style-type: none">• Refine our method for generating research topics and identifying future trends• Streamline the ways we get subscriber input while increasing subscriber engagement• Communicate and promote the WRF research approach
② Deliver actionable research to the water sector	<ul style="list-style-type: none">• Define and standardize a product suite and resources that enable our subscribers to put research into action• Identify the most impactful ways to maximize the expert network we convene• Improve the accessibility and delivery of our research and resources• Increase the number of research and resource items accessed
③ Cultivate relationships that amplify our impact	<ul style="list-style-type: none">• Secure the absent leading utilities as subscribers• Increase the number of champions within key utilities• Deepen our relationship with key partner organizations• Enhance our visibility and recognition within global water research organizations• Deepen and broaden our relationship with research institutions that may not have taken advantage of our research funding opportunities in the past• Explore the consultant and manufacturer subscriber value proposition and rate(s)
④ Pursue grant funding as a major funding source	<ul style="list-style-type: none">• Enhance our ability to proactively solicit and compete for grant and award funding• Increase grant and award funding
⑤ Invest in what we need to grow	<ul style="list-style-type: none">• Ensure that we're learning and growing as one team• Increase the number of growth opportunities for our staff• Invest in the capacity we need to grow

Our Values

We explore in all directions.



We create space to explore up and down the organization, across and outside our sector, through new ideas and by building on past achievements, and from failure to success so we can improve and grow. We explore approaches before settling on a solution. We bring our findings back to further our work.

We design for timeliness.



We proactively address research needs and future challenges. We streamline processes and access to information. We're flexible and agile while maintaining essential guardrails that ensure our work meets our requirements and remains of the highest quality.

When we speak, we strive to put ourselves in the other person's shoes.



We provide a safe space for people to contribute, and we listen actively and think carefully about how the other person will hear what we say. We're considerate of other people's perspectives and experiences so we can both include and support them. We appreciate they may have context we do not. We empower each other to self-advocate while respecting each other's roles.

We complete quality work.



We hold our work to high standards while acknowledging the human element. Doing so enables us to keep lives in balance and still deliver the outstanding work that moves the water sector forward.

We're in this together.



We seek new and diverse perspectives, and both remove barriers and provide support to facilitate participation. We believe everyone brings something valuable to the table. We achieve workable solutions for all through understanding, creativity, and practicality.