



# Strategic Plan 2024-2027

## Vision :

UCOWR is an inclusive, inter-disciplinary organization that builds capacity for a diverse community of researchers, educators, and extension professionals to address complex water challenges regionally and globally.

## Strategic Planning Initiatives

## Strategic Planning Objectives

### Creative Networking and Activities

- 1.1 Host 4+ regionally focused sessions at the annual conference from outside the host region
- 1.2 Hold annual series of engagement events between national conferences to elevate regional issues
- 1.3 Develop a plan for improving virtual activity across UCOWR (not conferences)
- 1.4 Build communities of research across UCOWR

### Build a Stronger Student Base

- 2.1 Increase student engagement through membership in 2024 by creating a student membership category
- 2.2 Increase student engagement at the conference (every year)
- 2.3 Create value-added proposition for student engagement

### Supporting Extension and Engagement

- 3.1 Develop an Extension and Engagement working team for UCOWR
- 3.2 Partner with regional extension directors, Sea Grant, Climate Hubs, Climate Adaptation Science Centers and other engagement networks
- 3.3 Increase participation of Extension and Engagement professionals at the annual conference

### Visibility and Membership

- 4.1 Increase membership within 3 years to 75 members (15 new members by Dec 2026)
- 4.2 Increase diversity by doubling membership of minority-serving institutions
- 4.3 Increase the number of joint activities with partner institutions
- 4.4 Re-envision journal model – Decide on a vision for the future of the journal within 1 year
- 4.5 Increase the amount and sources of funding for UCOWR (total should = 15% of budget)
- 4.6 Board members commit to promoting UCOWR at 1+ event each year