

Blue Sky IV: Recommended Goals

1. Build awareness of PNWIS: Strategies and actions related to this goal will focus on:
 - Creating high quality communications and marketing vehicles
 - Continuing to improve PNWIS' relations to its chapters and to A&WMA and building partnerships with other organizations
 - Developing additional technological tools with which to communicate with members/potential members
 - Reviewing the PNWIS "brand"
2. Advance environmental knowledge: Strategies and actions related to this goal will focus on:
 - Mentoring students, Young Professionals and professionals
 - Developing platforms and mechanisms for exchange of knowledge
 - Creating content and mechanisms for disseminating emerging issues to members only
 - Developing holistic approach to information dissemination—different ways of disseminating information & giving the Big Picture (not just technical information but history and social realities of issue)
3. Ensure PNWIS/A&WMA continuity and growth: Strategies and actions related to this goal will focus on:
 - Growing the Waste side
 - Recruiting under-represented groups
 - Developing deeper relationships with faculty and universities
 - Improving cohesion between PNWIS, its chapters, A&WMA & potential partner organizations
4. Provide excellence in member services & value: Strategies & actions related to this goal will focus on:
 - Networking
 - Information dissemination
 - Professional development/job opportunities
 - Mentoring (and reverse mentoring re technology)
 - Perceived membership value (communications)