



# EOCP 2021-2025 STRATEGIC PLAN

## Vision

A Canada where all people have access to safe drinking water and effective wastewater management. We are committed to making this a reality.

## Mission

To protect human health and the environment by investing in Operators and facilities through increased knowledge, skill, and proficiency in all matters related to the water cycle.

## Strategic Priorities

# 1

Encourage sustainability of our industry by promoting the Operator profession, education, training, and recruitment.

1. Develop regional specific promotional campaigns to reach the general public.
2. Evaluate existing education programs and training providers to assess gaps.
3. Increase outreach to potential students to promote water industry careers.
4. Outreach to education programs to promote the water industry as 'the' career of choice.

# 3

Develop and promote existing and new certification and classification programs.

1. Assess the industry to seek new opportunities for certification and/or classification.
2. Collaborate with stakeholders to ensure programs are in the public interest.
3. Oversee classification and certification for more jurisdictions.
4. Continually assess and improve certification and classification programs.

# 2

Advocate to strengthen the industry, with a focus on vulnerable communities.

1. Advocate support for small and vulnerable communities.
2. Bridge connections with key stakeholders.
3. Build capacity within the industry.

# 4

Continue to develop the CRM as our primary data collection, reporting, and communication technology.

1. Prioritize the CRM to improve reporting functions.
2. Increase data sharing and communication.
3. Capture all facility classifications, including SWS and SWWS.

## Our Core Values



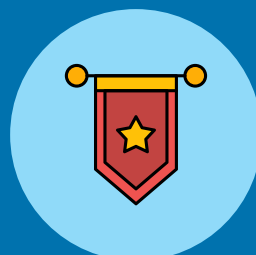
Strategic



Agile



Transparent



Accountable



Inclusive