

CENTER FOR  
**WATERSHED  
PROTECTION**

---

**2021 – 2025**

---

STRATEGIC PLAN



At the **Center for Watershed Protection**, our goal is simple—reduce polluted runoff while protecting clean water resources and healthy natural ecosystems. We have been a leader in our field for nearly 30 years, and our updated strategic plan will enable us to adapt and expand our capacity to address key watershed issues by building on the powerful base we have developed.

The core strategies of our strategic plan rest on the goal of becoming a full-service watershed organization that supports our members and their communities—the practitioners, regulators, and advocates.



## MISSION

The Center for Watershed Protection advances clean water resources and healthy ecosystems through responsible land and water management.

## VISION

The Center for Watershed Protection is the premier organization for advancing state-of-the-art practices in watershed and stormwater management to ensure a future where all communities have access to — and value — clean water resources and healthy ecosystems.

## VALUES

**Empowered citizens.** Everybody can take tangible actions to improve their local watersheds.

**Community.** Our collegial atmosphere encourages clear and transparent communication and decision-making.

**Accountability.** We are accountable to our fellow colleagues and to the public we serve.

**Quality.** We embody passion for science, customer-focused interactions, and drive toward excellence in our practices and work.

**Integrity.** We maintain integrity and high ethical standards in all that we do.

**Equity.** Maintaining inclusion, diversity, and equity in our staff, board, and audiences increases our relevance as an organization and adds breadth and depth to our work.



## STRATEGIC GOALS

### **Lead the nation in advancing science-based solutions for watershed management.**

The Center will continue to identify and pursue opportunities to research water resource impacts and management strategies in partnership with local and national organizations, and to translate scientific research into practical guidance on watershed protection and restoration.

#### STRATEGY

- Launch a National Watershed Research Council to identify, fund, and implement watershed research priorities.
- 

### **Promote the adoption of responsible land and water management policies, programs, and practices.**

The Center will work with existing community partners and reach out to new partners to continue this meaningful watershed and stormwater work.

#### STRATEGIES

- Advance watershed planning and stormwater management work that incorporates climate resilience.
  - Expand our capabilities to provide services for rural and agricultural watersheds
  - Partner with stream restoration firms to apply our GIS and crediting expertise to target and design the most effective stream restoration projects.
- 

### **Educate, connect, and grow our community of watershed practitioners, regulators, and leaders.**

The Center will continue to host a number of training and learning services to advance the knowledge of individuals, professionals, and community decision makers on watershed and stormwater management.

#### STRATEGIES

- Increase the number of members and membership value.
- Grow the capacity of watershed practitioners, regulators, and leaders through extensive training programs.
- Increase outreach to various organizations to diversify our audience.
- Advance the Clean Water Certificate program to include multiple levels and opportunities.



cwp.org

---

11711 E. Market Place, Suite 200, Fulton, MD 20759