

**Strategic Plan for the Future of IRWM**

**Workbook for  
Preliminary Goals Exercise  
CWP Plenary**

**September 13, 2012**

**Sacramento, CA**

## Purpose

The purpose of the preliminary goals exercise is to develop goals to realize the vision for the future of IRWM.

## Vision for the Future of IRWM

California embraces and practices IRWM as the best way to manage water and aligns related programs, policies, and regulations to advance IRWM.

This vision statement has three parts:

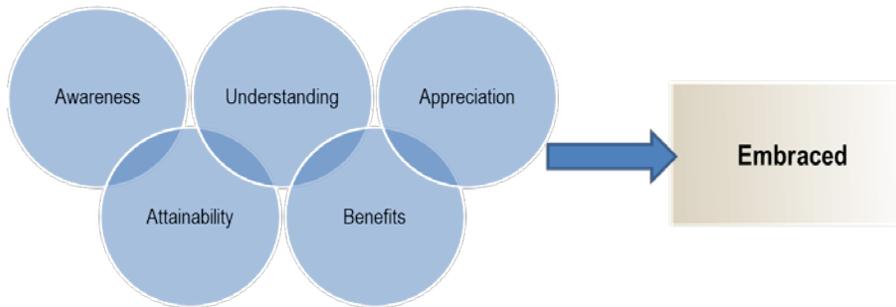
1. California embraces IRWM as the best way to manage water
2. California practices IRWM as the best way to manage water
3. California aligns related programs, policies, and regulations to advance IRWM

## Goal Setting Process



- ◆ Vision is a desired endpoint
  - Goals are desired outcomes that support a vision
    - Objectives are actions/methods for achieving goals

**Vision Statement Part 1: California embraces IRWM as the best way to manage water.**

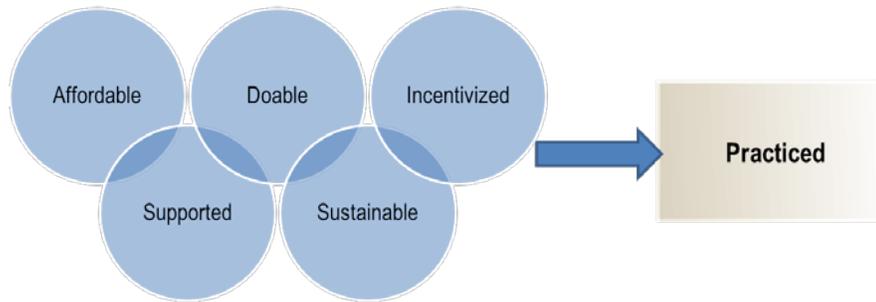


**What should be done so that Californians more fully embrace IRWM as the best way to manage water?**

**Think about goals that can increase awareness, understanding, appreciation, attainability, and benefits to help realize this part of the vision statement.**

Embrace

**Vision Statement Part 2: California practices IRWM as the best way to manage water.**

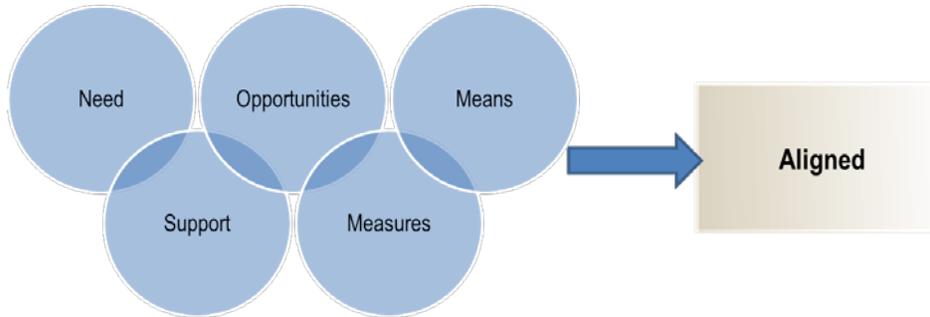


**What must be done so that Californians will practice IRWM as the best way to manage water?**

**Think about goals that can make IRWM an attractive and beneficial practice.**

Practice

**Vision Statement Part 3: California aligns related programs, policies, and regulations to advance IRWM.**



**What must be done to effect changes in programs, regulations, and policies to advance IRWM?**

**Think about goals that will align programs, regulations, and policies to advance IRWM.**

Alignment