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)