



Minnesota Rural Electric Association

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## Strategic Plan 2021 - 2023

*Adopted by the MREA Board of Directors on April 22nd, 2020*

**Our Mission:** Providing our members collaborative leadership and expertise.

**Our Vision:** Serving as a leading voice influencing energy policy, promoting a strong culture of safety, and providing relevant educational opportunities.

**Our Values:**

- Integrity: Possessing integrity in all we do
- Service: Serving and supporting each other and our members
- Forward-thinking: Partnering with our members as we embrace the future

### Strategic Themes & Objectives

#### 1) Strengthening the culture of safety for our cooperative community

- Provide a strong safety foundation through professional services and resources to continuously improve the standard of safety
- Lead a learning environment where lessons are shared and recognition is given to make our world safer
- Encourage safe practices by providing tools and information to all areas of the cooperative community
- Explore ways MREA can enhance cooperation among cooperatives in times of need

#### 2) Positively influencing state and national energy policy

- Define, pursue and influence state and national policy priorities in collaboration with the membership, including the government affairs advisory committee
- Enhance the grassroots network and modernize grassroots technology
- Facilitate broad engagement of cooperatives at energy policy venues

#### 3) Providing expertise and educational opportunities that uniquely focus on members' needs

- Consider the changing member demographics and evolving industry trends in developing and delivering educational programming
- Leverage available resources and enhance opportunities through partnerships
- Identify and deploy technologies that build internal efficiencies and enhance member engagement

#### 4) Being the statewide voice of Minnesota's electric cooperatives

- Strengthen MREA's presence in traditional and social media to amplify the voice of Minnesota's cooperatives
- Facilitate the development and distribution of communication tools and efforts across MREA's membership, including the association services advisory committee
- Identify opportunities for outreach and engagement with non-traditional cooperative audiences

**5) Sustaining a healthy organization, whose employees have the resources necessary to meet the needs of the membership**

- Ensure MREA remains fiscally stable and financially healthy
- Attract and retain qualified staff with opportunities to engage in continuing education
- Maintain an engaged and dynamic workforce that demonstrates MREA's values
- Continue to strengthen MREA board of directors' outreach and development efforts