



Minnesota Rural Electric Association

11640 73rd Avenue N | Maple Grove, MN 55369 | p: 763-424-1020 | f: 763-424-5820 | www.mrea.org

Strategic Plan 2018 – 2020

Adopted by the MREA Board of Directors March 2018

Mission: Serving our members with collaborative leadership and expertise.

Vision: Strength through unity.

Values:

- Integrity: Caring about who we are and where we are going. Honest and straightforward in all we do.
- Leadership: Unified and co-op strong. Relevant for today and prepared for tomorrow.
- Excellence/Quality: Excellence through innovation. Providing uncompromised quality.
- Service: Be the preferred choice by putting our members first.

Strategic Themes & Objectives

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

- Provide professional services and resources to drive actions and solutions that support a culture of safety.
- Provide a process for reporting information about incidents to effectively share lessons learned and prevent accidents.
- Encourage safe practices by providing tools and information to all areas of the cooperative community.
- Explore opportunities to market additional services to members and non-members

2) Positively influencing national, state, and local energy policy. Proactively developing and pursuing beneficial policies and react to external threats.

- Strengthen the grassroots network at all levels and carry out a revitalization of REPAC.
- Collaborate with the membership on policy priorities and foster unity in addressing them.
- Seek unity around defining improvements to the Conservation Improvement Program and pursue favorable outcomes.

3) Providing education, expertise, and offerings that uniquely focus on members' needs.

- Analyze and adapt to changing demographics.
- Explore partnerships to leverage MREA resources.
- Proactively identify and educate the membership on evolving industry trends.

4) Enrich the voice of Minnesota's electric cooperatives.

- Enhance MREA communications and public relations.
- Investigate the creation of financial tools to support this strategy.

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

- Attract and retain qualified staff and maintain an engaged workforce.
- Continually enhance a culture of teamwork.
- Ensure MREA remains fiscally stable and financially healthy.
- Consider new sources of revenue to support the needs of our members.
- Continue to demonstrate value so our members recognize MREA as the provider of choice.
- Continue MREA Board of Directors outreach and development.
- Identify talent and expertise within the network of cooperatives, including outside experts, to address emerging and critical issues such as beneficial electrification.