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

Strategic Themes & Objectives

1) Strengthening the culture of safety for our cooperative community.
   o Provide professional services and resources to drive actions and solutions that support a culture of safety.
   o Provide a process for reporting information about incidents to effectively share lessons learned and prevent accidents.
   o Encourage safe practices by providing tools and information to all areas of the cooperative community.
   o 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.
   o Strengthen the grassroots network at all levels and carry out a revitalization of REPAC.
   o Collaborate with the membership on policy priorities and foster unity in addressing them.
   o 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.
   o Analyze and adapt to changing demographics.
   o Explore partnerships to leverage MREA resources.
   o 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.