



Minnesota Rural Electric Association

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Strategic Plan 2024 - 2026

Adopted by the MREA Board of Directors on October 18, 2023

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) Amplify Voice of Minnesota's cooperatives

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

2) Foster strategic partnerships and collaborations

- Summarize ongoing partnerships to communicate to members more effectively about them and further capitalize on them across MREA and the membership. Identify potential benefits from expanding existing and creating new partnerships
- Pursue at least 1 potential constructive, collaborative partnership opportunity (inside/outside the co-op network, new/expanded) in each of the following MREA business areas:
 - Energy policy
 - Education/training/events
 - Safety programs
 - External communications

3) Use technology to achieve results

- Work with membership to facilitate their adoption of new technologies, such as those related to beneficial electrification
- Assess technologies and/or technology education programs to support members, MREA's internal business needs, and safety culture and deploy when they add value

4) Uplift culture and operationalize safety

- Assess employee and member needs and preferences in relation to whole-person safety
- Incorporate whole-person safety into MREA's internal employee communications, development, evaluation and support mechanisms

- Add options to MREA's safety program to aid in member's efforts to operationalize safety and enhance whole-person safety focus
- Enhance the opportunities to focus on culture through MREA's education & events program

5) Develop MREA Facilities options

- Assess the capabilities of MREA's current office facilities and document gaps between anticipated needs and current capabilities
- Present options to MREA's board leading to a decision to address MREA's office facilities needs, including project concept descriptions, an assessment of each option's ability to meet facilities needs, and approximate budgetary costs

6) Ensure MREA's financial security

- Explore practices for assessing and quantifying program value
- Propose additional financial tools to supplement MREA's funding/dues model to allow for more effective means of committing additional resources to efforts that many members want MREA to pursue, but not all members