



## 2022-2023 Strategic Plan

<b>Vision:</b>	Committed to improving the quality of our members' lives
<b>Mission:</b>	To distribute energy and services to benefit members and to be valued by our communities
<b>Values:</b>	<p><b>S</b>afety – We work safely for our members and our families</p> <p><b>T</b>eam – Our employees make the difference</p> <p><b>A</b>ccountable – All members have a voice and we answer to you</p> <p><b>R</b>esponsive – Delivering positive and innovative solutions while responding to members</p> <p><b>T</b>ransparent – Staying true to our cooperative principles</p>
<b>Strategic imperatives:</b>	<p>Members – Create an engaged membership</p> <p>Organization – Be a positive and trustworthy partner with our members and employees</p> <p>Safety &amp; Security – Develop practices and procedures to ensure protection of cooperative employees and resources</p> <p>Infrastructure – Invest in distribution system improvements to maintain system reliability and longevity</p>

STRATEGIC IMPERATIVE AND DEFINITION	MEMBERS – Create an engaged membership	ORGANIZATION – Be a positive and trustworthy partner with our members and employees	SAFETY & SECURITY – Develop practices and procedures to ensure protection of cooperative employees and resources	GROWTH & INFRASTRUCTURE – Invest in distribution system improvements to maintain system reliability and longevity
Owner	To be assigned	To be assigned	To be assigned	To be assigned
<b>Initiative 1:</b>	<ul style="list-style-type: none"> <li>Communicate, educate, and implement rate changes for members</li> </ul>	<ul style="list-style-type: none"> <li>Ensure the continuity of services through formalized and specific internal cross-training</li> </ul>	<ul style="list-style-type: none"> <li>Continue to promote a culture of safety</li> </ul>	<ul style="list-style-type: none"> <li>Continue to enhance the quality of the distribution system by developing and implementing a comprehensive system improvement plan</li> </ul>
<b>Initiative 2:</b>	<ul style="list-style-type: none"> <li>Continue to look for innovative methods to encourage member engagement</li> </ul>	<ul style="list-style-type: none"> <li>Develop a succession plan to proactively determine future business needs</li> </ul>	<ul style="list-style-type: none"> <li>Provide a secure working environment and protect cooperative property</li> </ul>	<ul style="list-style-type: none"> <li>Explore partnership opportunities and feasibility to deliver broadband to the Lakes Region</li> </ul>
<b>Initiative 3:</b>	<ul style="list-style-type: none"> <li>Promote and educate members on the benefits and value of electric cooperative membership</li> </ul>	<ul style="list-style-type: none"> <li>Build and enhance employee relationships across the organization and with our board of directors</li> </ul>	<ul style="list-style-type: none"> <li>Protect our assets and member-related data from cyber security threats</li> </ul>	<ul style="list-style-type: none"> <li>Research the viability of a new facilities plan and deliver preliminary recommendations on potential locations, timelines, and costs</li> </ul>
<b>Initiative 4:</b>		<ul style="list-style-type: none"> <li>Provide consistent and timely communication and tools to ensure employees have the necessary knowledge to do their job</li> </ul>	<ul style="list-style-type: none"> <li>Research potential biosecurity issues and consider options</li> </ul>	<ul style="list-style-type: none"> <li>Pursue beneficial load growth opportunities (i.e. air source heat pumps, economic development, electric vehicles, and charging stations)</li> </ul>
<b>Initiative 5:</b>		<ul style="list-style-type: none"> <li>Promote internal job training and career development opportunities</li> </ul>		