



# NRECA'S MISSION, VISION AND VALUES

**Mission:** NRECA's mission is to promote, support and protect the community and business interests of electric cooperatives. To power communities and empower members to improve the quality of their lives.

**Vision:** Be the trusted resource. Champion the cause. Inspire the future.

**Values:** We embrace the cooperative principles and values and operate with integrity, transparency and a spirit of innovation.



## 2020 PRIORITIES

# RENEW NRECA'S STRATEGIC FOCUS

- A** Advance NRECA's strategic plan with the input of the Board of Directors, Senior Leadership, and all NRECA employees
- B** Reinforce NRECA's Mission, Vision, and Values
- C** Emphasize the strategic priorities of NRECA



## 2020 PRIORITIES

# DEFINE AND ARTICULATE NRECA'S VALUE PROPOSITION TO MEMBERS

- A** Understand members' individual interests and meet their unique needs with relevant, quality solutions
- B** Improve recognition and use of high-value general membership programs
- C** Leverage NRECA member cooperation to tackle common challenges



## 2020 PRIORITIES

# INCREASE THE INFLUENCE OF NRECA AND AMERICA'S ELECTRIC COOPERATIVES

- A** Increase NRECA's recognition in DC as a leading voice for our members and their communities
- B** Expand grassroots political engagement
- C** Act boldly on priority legislative and policy issues
- D** Create clear, effective internal, external, and member communications to describe our positive, community and consumer-focused agenda



## 2020 PRIORITIES

# DELIVER STRONG BENEFIT PLAN OFFERINGS TO NRECA MEMBERS

- A** Strengthen the competitiveness of NRECA benefit plans
- B** Examine new market opportunities for NRECA benefit plan offerings and services



## 2020 PRIORITIES

# SOLIDIFY THE FINANCIAL MANAGEMENT OF NRECA AND INVEST IN LONG-TERM STRENGTH

- A** Evaluate NRECA products and services, recalibrate and transform programs
- B** Set and meet budget targets that promote positive long-term financial performance
- C** Support effective teamwork and a highly-engaged workforce