



# STRATEGIC PLAN SUMMARY

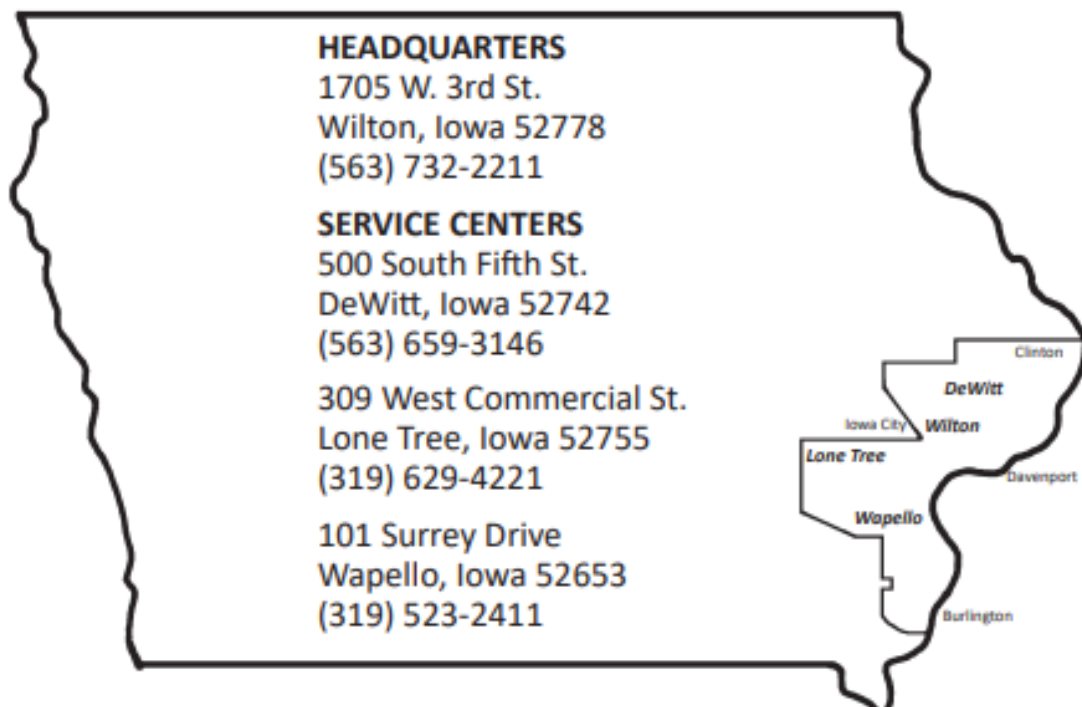
## Mission Statement:

Eastern Iowa REC is committed to providing safe, reliable and affordable offerings to our members to enhance their quality of life.

## Cooperative Principles:

- Voluntary and Open Membership
- Democratic Member Control
- Members' Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Community

## Territory and Service Centers:





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**Goals:**

Achieve safety excellence through culture, training & leadership support.

**Initiatives:**

Cooperative wide safety culture; Enhance safety training; Leadership engagement.



**Goals:**

Enhance technological adaptability & efficiency.

**Initiatives:**

Cloud & cybersecurity enhancements; Leverage data; System optimization; Workforce scan; Monitor emerging & member facing technology.



**Goals:**

Expand & enhance member engagement & education.

**Initiatives:**

Enhance digital engagement; Promote grassroots efforts; Enrich member education tools; Strengthen community events.



**Goals:**

Maintain & modernize aging infrastructure for long-term reliability.

**Initiatives:**

Conductor replacement plan; Feasibility of OH to UG; Labor force planning; Substation transformer plan; Reliability investments.



**Goals:**

Build tomorrow's leaders.

**Initiatives:**

Develop leadership pipeline; Leadership engagement & organizational alignment; Build skills for tomorrow's workforce



**Goals:**

Strengthen corporate governance & strategically manage finances & facilities.

**Initiatives:**

Board governance; Facilities planning; Financial planning & transparency.