

POLK-BURNETT ELECTRIC COOPERATIVE

Policy No.: **BD-25**

Subject: **Strategic Planning**

Objective: To set forth policy relating to development and implementation of the cooperative's mission and vision statements, core values, strategic objectives and supporting action plans.

Policy:

A. *Commitment to Strategic Planning*

It is the policy of the Board of Directors to guide the conduct of its business and community service by means of thoughtful, fact-based and collaborative strategic planning. To that end, the cooperative's strategic plan will be updated no less than once per year and more often if necessary.

B. *Foundations of the Cooperative's Strategic Planning*

The cooperative's strategic planning shall be based upon careful consideration of its:

1. Mission: a statement of the member needs it presently satisfies, the member groups whose needs it satisfies, and the cooperative's approach to delivering value and meeting needs.
2. Core Values: a statement of the behaviors that the Board of Directors and employees of Polk-Burnett are to demonstrate as these individuals fulfill their respective duties and responsibilities.
3. Strategic vision: a statement of the cooperative's aspirations as well as its member and business focus over the next three to five years, in light of alternative economic, regulatory, demographic, technological and other scenarios.
4. Strength, Weaknesses, Opportunities and Threats: a realistic assessment of the cooperative's internal capabilities and shortcomings as well as potential positive and negative external developments and influences.

C. *Setting Strategic Objectives*

The cooperative shall adopt specific, measurable three-to-five-year strategic objectives supporting fulfillment of its present mission, core values and future vision while considering its strength, weaknesses, opportunities and threats. Those objectives will center on the following four performance areas:

1. Member Satisfaction
2. Financial Stability
3. Employee Safety/Development
4. System Reliability

D. *Development and Implementation of Action Plans*

Management shall be held accountable for achievement of the cooperative's strategic objectives. Obtaining required interim and final results will occur after development and diligent execution of two sets of action plans.

1. High-level, joint interdepartmental action plans developed to assure the achievability of strategic objectives.
2. Detailed three-to-five year departmental action plans developed to accomplish specific results and identify staffing and budget requirements.

Management will routinely report to this board regarding progress toward strategic objectives as well as opportunities to improve the cooperative's strategic plan and this policy.

The initial policy was established by the Board of Directors at its meeting on March 23, 2009.

Edward O. Gullickson, President
September 22, 2014