

# MEUW@100 2019-2028 Long-Term Strategic Plan

Building on the work of the ENERGY Project launched in early 2018, MEUW has developed a long-term plan to guide the association's activities over the next 10 years. The Plan was presented to the Board of Directors, which adopted the plan at the Annual Business Meeting on Friday, May 17, 2019. MEUW members can expect to receive regular updates on the plan in coming years.

## 1 Strategy One: Strengthen member engagement

- Conduct annual membership survey to evaluate services and affirm future direction
- Revive nominating and governance processes to solidify pipeline of association's future leaders
- Improve "forums" for sharing leading practices and develop a repository of that information on MEUW.org
- Provide training targeted toward governing body members
- Create specialized programs and services targeting small utilities to aid in strengthening the utilities' operations

## 3 Strategy Three: Maintain high-quality programs and a talented team of professionals

- Explore new offerings that will help to strengthen collaboration among municipal power communities
- Provide competitive pay and benefits to attract and retain qualified employees to deliver MEUW services
- Host an event to showcase careers in public power, promote safety and highlight the skills required for electric line work
- Increase overall awareness of community-owned utilities by drawing more attention to ourselves through events and special activities (e.g., "Public Power Parade")

## 2 Strategy Two: Solidify relationships with key stakeholders

- Initiate regular opportunities to engage Public Service Commission staff
- Identify opportunities to raise municipal utilities' profile in regulatory proceedings and legislative policy discussions
- Improve materials shared with stakeholders and promote advantages of public power
- Educate members about legislative processes and advocacy successes
- Grow participation in the Friends of Public Power
- Maintain partnerships with other associations and stakeholder groups that share public power's position on legislative and regulatory issues
- Conduct consumer research to determine overall awareness of differing utility operating models and evaluate effectiveness of public power messaging

## 4 Strategy Four: Focus on the future

- Improve use of technology to conduct committee meetings, host training sessions, and facilitate news and information sharing
- Provide targeted sponsorships of public television and radio to reach influencers and promote public power
- Host more frequent networking events to encourage peer collaboration and information sharing
- Support efforts to grow Wisconsin Utility Suppliers Association to enhance the scope and diversity of the supplier network
- Grow sponsorships for major association events
- Launch a Leadership Academy to provide skills training and developmental experiences for the next generation of public power leaders
- Grow "Powering Futures" scholarship fund to provide more or larger awards to qualified applicants seeking careers in public power
- Continually evaluate association operations and eliminate inefficiencies in internal processes/systems