

A Statement of Mission, Vision, Values, and Goals



ADOPTED: February 26, 1998
REVISED: October 4, 2019
REVIEWED: September 23, 2019

I. **MISSION**

A. Deliver first-in-class innovations and solutions, where others won't.

II. **VISION**

A. Vibrant, relevant and sustainable rural communities.

III. **VALUES**

A. We, the people of Midwest Energy & Communications (Board of Directors, Management and Staff,) pledge to demonstrate the following values, beliefs, principles and standards of professional behavior as we fulfill the duties of our positions:

1. Accountability, integrity and honesty in all that we do.
2. Dedicated stewardship (social, economic & environmental) in the management of all the resources entrusted to our care by our owners.
3. Safety-mindedness in all our activities, to protect our members, customers, employees and the public.
4. Respect and goodwill toward our members, customers and one another.
5. Open and transparent communications with each other, our members and our customers, encouraging input on ideas for continuous improvement.
6. Leadership, innovation and vision in adopting best business practices and state-of-the-art technologies.
7. Vigilant focus on continuous quality improvement in both efficiency and effectiveness.

IV. **OPERATIONAL GOALS**

- A. Reliability - Improve our record of reliable and efficient electric service through the use of new/appropriate technologies, enforcing reliability standards for all engineering and design practices, requiring a safety first mindset for all activities.
- B. Safety - Continue our history of safe and efficient work practices though the application of proper tools training, documentation and operations.
- C. Governance - Ensure the long-term success of Midwest Energy & Communications through open and competent governance.
- D. Communications - Enhance communications with members, employees, policy makers and the general public by effectively utilizing a wide range of communication messages and mediums.
- E. Human Resources - Maintain an appropriately staffed work force by attracting,

developing and retaining the employees required to successfully manage and operate the cooperative, while being employed in a safe, productive working environment.

- F. Financial - Develop a long-term financial plan which will provide a roadmap to assure our financial strength as we roll out FTTH.