




**Nobles Cooperative
Electric**

Your Touchstone Energy® Cooperative 

2024 Strategic Plan

Vision: Committed to improving the quality of our members' lives

Mission: To distribute energy and services to benefit members and to be valued by our communities

Values: **Safety** - We work safely for our members and our families

Team - Our employees make the difference

Accountable - All members have a voice, and we answer to you

Responsive - Deliver positive and innovative solutions

Transparent - Practice open and honest communication

Strategic imperatives: **Members** - Encourage member engagement

Organization - Be a trustworthy partner with our members and employees

Safety & Security - Practice procedures to ensure protection of cooperative employees, members and resources

Growth & Infrastructure - Invest in distribution system improvements to maintain system reliability and longevity

STRATEGIC IMPERATIVE AND DEFINITION	MEMBERS	ORGANIZATION	SAFETY & SECURITY	GROWTH & INFRASTRUCTURE
Initiative 1:	Encourage member engagement Continue to look for innovative methods to encourage member engagement	Be a trustworthy partner with our members and employees Ensure the continuity of services through formalized and specific internal cross-training	Practice procedures to ensure protection of cooperative employees, members and resources Continue to practice a culture of safety	Invest in distribution system improvements to maintain system reliability and longevity Determine viability of a new headquarters
Initiative 2:	Promote and educate members on the benefits and value of electric cooperative membership	Build and enhance employee relationships across the organization and with our board of directors through team building activities	Ensure a secure work environment to protect cooperative employees and property	Promote beneficial load growth
Initiative 3:	Outage notification texts	Rebranding initiative - cooperative name change	Protect our assets and data from cyber security threats	Explore opportunities with communities in our footprint
Initiative 4:	Research battery backup for light consumer use		Instruct employees on Nobles policy regarding live stock barns	EV hybrid exploration
Initiative 5:	Research finance program for GSHP and battery			Identify unused building inventory

MEMBERS – Encourage member engagement

Initiative/Actions

1. Continue to look for innovative methods to encourage member engagement

- Introduction to SmartHub

- > Implement auto pay/ACH members

- > Member marketing in newsletter

- Community outreach

- > Research and promote events (Food truck Friday, Grab-n-Go sit down, holiday open house, etc.)

- > Participation in community events

- > Director engagement for targeted events

- > New member onboarding with NISC

2. Promote and educate members on the benefits and value of electric cooperative membership

- Add a section to the newsletter each month to share cooperative history, values, facts, and figures

- Additional pages?

3. Outage notification texts (NISC)

4. Research battery backup for light consumer use

5. Research finance program for GSHP and battery

ORGANIZATION – Be a trustworthy partner with our members and employees

Initiative/Actions

1. Ensure the continuity of services through formalized and specific internal cross-training

- Line Department

- Metering/Mapping

- CFO

- Office Manager

- Member services reps

- Member Services

- Staff Support

2. Build and enhance employee relationships across the organization and with our board of directors through teambuilding activities

3. Implement cooperative rebranding strategy

- Identify all items that need to be changed

- Determine timing and rollout plan

- Determine name and logo

SAFETY & SECURITY - Practice procedures to ensure protection of cooperative employees, members and resources

Initiative/Actions

1. Continue to practice a culture of safety

- New employee review (Basic Life Saving Rules and Procedures "BLRP")
- Annual review for all employees (BLRP)
- Lineworkers and apprentices ?

2. Ensure a secure working environment to protect cooperative employees and property

- Establish a Standard Operations Guide for common tasks (i.e. see something, say something)
- Picture/photo of family on iPad/device for safety reminder

3. Protect our assets and data from cyber security threats

4. Instruct our employees on our policy on live stock barns

GROWTH & INFRASTRUCTURE - Invest in distribution system improvements to maintain system reliability and longevity

Initiative/Actions

1. Continue to explore the viability of a new headquarters building

2. Develop and implement programs to promote beneficial load growth

3. Conduct conversations with community leaders and decision makers in our footprint

4. Explore hybrid electric vehicles as potential fleet option

5. Determine and itemize unused building inventory