# **RMA Strategic Plan: 2018-2020**

## MISSION

RMA empowers its members through proactive leadership, strategic partnership, effective advocacy and collective business services.

#### VISION

Strong, vibrant and resilient rural communities

#### VALUES

The RMA is committed to the following values:

- Lead in a proactive, responsive and collaborative manner
- Operate with integrity and honesty •
- Accountable and transparent in our actions •
- Connected with and trusted by our members
- Be stewards of the environment

### ROLES

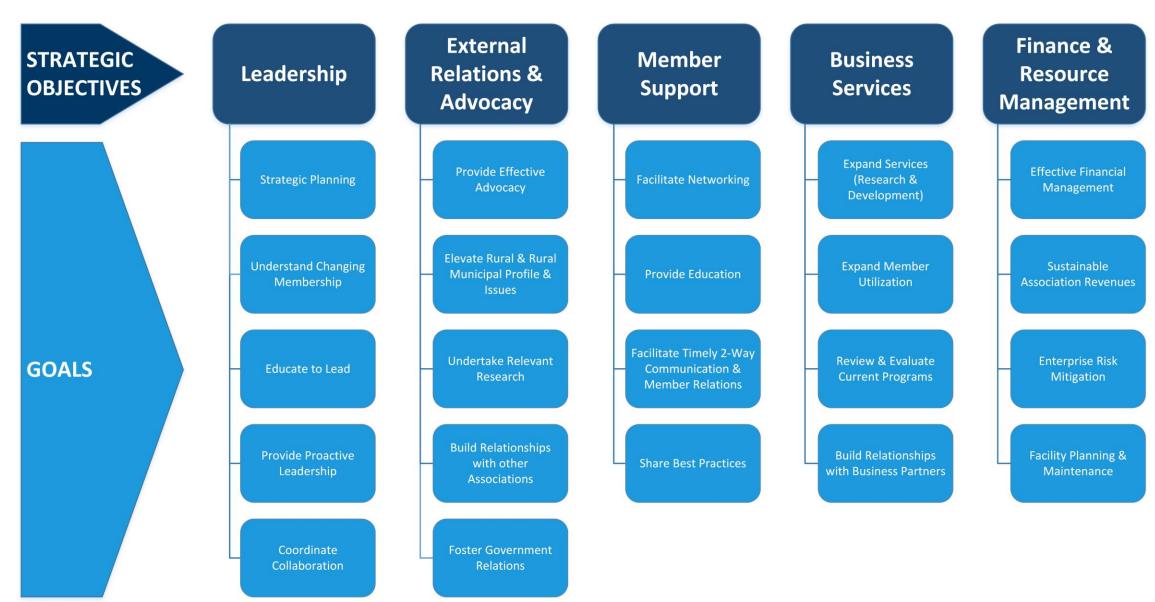
The RMA performs the following roles for our members:

- Act as a municipal and rural advocate
- Assure the rural voice is at the table for active participation and decision making •
- Work collaboratively and partner with organizations
- Provide timely two-way communication
- Facilitate networking and information sharing
- Research and share best practices
- Provide quality business services
- Create joint ventures for business expansion •
- Operate as an innovative, responsive and learning organization •
- Monitor our performance regularly to ensure continuous improvement •

# **STRATEGIC PRIORITIES**

The RMA's strategic priorities are:

- Preserve and promote rural municipalities and rural way of life • Provide proactive leadership and effective advocacy
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- Increase two-way communication and build member relations
- Provide education, research and best practices
- Expand aggregated business services and member utilization
- Achieve sustainable funding for members and association

