

## VISION

Strong vibrant rural communities

## MISSION

Strengthening rural Alberta by supporting our members through effective representation and valued services

## VALUES

The RMA is committed to the following values:

- Leading in a proactive, collaborative, and accountable manner
- Being transparent and relationship focused
- Interacting with diplomacy and respect
- Communicating with intention and authenticity
- Continuously improving as a learning organization

## ROLES

We represent and serve our members by:

- Championing and advocating on municipal and rural issues
- Cultivating strategic and collaborative partnerships
- Facilitating networking and educational opportunities
- Delivering responsive business services
- Providing procurement expertise and risk management solutions
- Being a resource of credible knowledge

## STRATEGIC PRIORITIES

We are focused on the following strategic priorities:

- Engaging our members to identify emerging issues and needs
- Providing education and sharing best practices
- Conducting research to understand issues and support evidence-based decision making
- Elevating the rural profile by communicating and promoting rural and municipal issues
- Providing tailored business services that are valued by our members to meet their needs
- Ensuring a strong organization through insightful leadership and effective internal operations
- Increasing RMA's influence by demonstrating the purpose and value of the organization and those that it represents