**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