

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
- 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

