

## VISION

Strong, uniquely rural communities and resilient rural lands that support and drive Alberta.

## MISSION

Strengthening rural Alberta through effective advocacy and valued services.

## VALUES

The RMA is committed to the following values:

- Leading in a proactive, solutions-focused and accountable manner
- Focusing on relationships and fostering collaboration
- Interacting with civility as a non-partisan and respectful organization
- Communicating with intention and integrity
- Continuously improving as an innovative organization
- Engaging openly and transparently

## ROLES & STRATEGIC PRIORITIES

We represent and serve our members by:

ROLE	PRIORITIES
1. Championing and advocating on municipal and rural issues	<ul style="list-style-type: none"> <li>▪ Elevating the rural profile</li> <li>▪ Engaging our members to identify emerging issues and needs</li> <li>▪ Applying a rural lens to protect the landscape</li> <li>▪ Advocating on the role rural municipalities play in managing the majority of Alberta’s road and bridge network</li> </ul>
2. Facilitating networking and educational opportunities	<ul style="list-style-type: none"> <li>▪ Providing avenues for members education</li> <li>▪ Encouraging member networking opportunities to support capacity building</li> </ul>
3. Being a resource of credible knowledge	<ul style="list-style-type: none"> <li>▪ Conducting research to understand issues and support evidence-based decision making</li> <li>▪ Sharing best practices</li> <li>▪ Fostering good governance</li> </ul>
4. Delivering competitive business services including insurance, risk management, and procurement expertise	<ul style="list-style-type: none"> <li>▪ Providing procurement expertise and risk management solutions valued by our members to meet their needs</li> <li>▪ Ensuring legislative compliance</li> <li>▪ Providing sustainable service delivery</li> <li>▪ Providing unique alternative risk transfer options</li> <li>▪ Providing services to support rural non-profit organizations</li> </ul>
5. Cultivating strategic and collaborative partnerships	<ul style="list-style-type: none"> <li>▪ Fostering strategic partnerships to meet shared goals</li> <li>▪ Continuing to enhance the RMA brand and value proposition to strengthen the organization</li> <li>▪ Identifying opportunities to advance issues through collaboration</li> </ul>
6. Effectively leading RMA through insightful leadership and effective internal operations	<ul style="list-style-type: none"> <li>▪ Developing the RMA leadership and governance</li> <li>▪ Investing in technology to enhance efficiency</li> <li>▪ Offering professional development opportunities to support learning and growth</li> <li>▪ Continuing to invest in the organization’s culture</li> </ul>