



MINNESOTA VALLEY ELECTRIC COOPERATIVE

A Touchstone Energy® Cooperative



2026-2028 Strategic Summary

Culture and Safety: Foster a safe, positive, welcoming, and values-driven workplace where Team Members feel inspired, empowered, and connected with the organization's privilege to serve member-owners with integrity, loyalty, and care.

Goals: Build a culture of success and safety through learning, accountability, and continuous improvement that safeguards our team, systems, and public wellbeing.

Member Satisfaction and Engagement: Enhance member-owner trust, satisfaction, and engagement by communicating with excellence, proactively addressing member-owner needs and preferences, and deepening our connection with our member-owners.

Goals: Be the utility of choice by delivering exceptional member experiences and empowering our member-owners to make smart energy choices that fit their emerging needs and expectations.

Reliability, Resiliency, and Sustainability: Develop a reliable, resilient, and sustainable distribution system through smart investments, adoption of new technology, proactive maintenance, and operational excellence.

Goals: Ensure reliable, high-quality electric service through grid modernization, team member development, and sustainable resource management.

Financial Strength: Lead and manage the cooperative with a forward-looking approach, ensuring we are responsible stewards of member-owners' financial interests while actively pursuing opportunities for sustainable growth, innovation, and long-term value creation.

Goals: Maintain competitiveness and manage risks, strengthen the cooperative with financial best practices, including efficient resource management and diversified growth

Economic Development and Community: Demonstrate cooperative value by building strong and connected communities that support growth, opportunity, and a brighter future for everyone we serve.

Goals: Advance economic vitality through strong community partnerships and effective legislative engagement.

Technology and Innovation: Invest strategically in technologies and innovative approaches to doing business that meet and elevate our member-owners' evolving needs, engage Team Members, support sustainability, and improve reliability, effectiveness, and efficiency.

Goals: Drive innovation and efficiency through technology, cybersecurity, and a culture of continuous improvement.



Mission: Your trusted energy partner with the privilege to serve.

Vision: Connected by energy, driven to lead.

Core Values: Safe | Innovative | Accountable | Connected