NORTHEAST PUBLIC POWER ASSOCIATION
2017-2020 STRATEGIC PLAN

MISSION
To develop and unite public utility professionals by advancing their knowledge, capabilities, and voice in the industry and workplace.

VISION
To be the most valuable utility resource and training organization in the Northeast

STRATEGY

GOAL 1: Develop and acquire top-tier training content and establish expertise

Objective 1: Assess market trends, regulatory impacts, and member needs
- Establish relationships with key points of contact at each utility
- Conduct interviews with all members to assess needs and trends
- Analyze feedback, trends, and member needs for content development
- Understand competition including content, products, price and expertise

Objective 2: Identify and allocate resources for content development and latest equipment acquisition
- Recruit subject matter experts
- Form alliances with superior content providers
- Audit and update existing core program content
- Enlist members to provide experts, equipment, software and facility access

Objective 3: Design and implement marketing strategies to increase enrollment and enhance member experience
- Provide a customizable member experience
- Encourage career-long engagement with NEPPA educational programs

GOAL 2: Design effective learning environments and adopt advanced delivery systems

Objective 1: Utilize virtual technology to deliver and support the total learning experience
- Provide online access to live education and training offerings
- Develop on-demand training options and train all instructors on integration of technology into teaching
- Organize “can’t miss” conferences and meetings

Objective 2: Evaluate, develop and promote trainer competency and expertise to enhance in-person learning experience through a facilitative approach
- Implement a comprehensive trainer excellence program
- Adopt student-centered training techniques

Objective 3: Measure success in terms of quality, satisfaction, retention and competency
- Create system to collect and analyze feedback on training programs
- Develop system to track educational services by utility and by student
- Ensure knowledge retention and student competency
GOAL 3: Grow and strengthen NEPPA’s leadership, capacity, and capability

Objective 1: Implement policy and procedures with staff and board that align to the strategic direction
- Use strategic plan as a blueprint for success
- Revise organizational structures to align with plan

Objective 2: Develop new or alternative sources of revenue
- Expand education and training offerings
- Implement membership value-adds that increase revenue

Objective 3: Invest resources in infrastructure improvements
- Improve NEPPA’s information technology platforms
- Provide necessary support to enhance education and training options

Objective 4: Actively promote the public power perspective to regional and national policymakers
- Coordinate regional and national advocacy efforts
- Lead by example