

NORTHEAST PUBLIC POWER ASSOCIATION
2021-2023 STRATEGIC PLAN
Goals and Objectives

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.

CORE VALUES

NEPPA embraces five core values:

- A focus on public power and community
- A passion for safety
- Training excellence
- Collaboration and innovation
- Industry leadership

STRATEGY

GOAL 1: Develop, acquire and maintain top tier training content and expand expertise

Objective 1: Monitor and adapt to market trends, regulatory impacts, and member needs

- Conduct in person or virtual interviews to assess current training needs and value of NEPPA services
- Conduct member issues survey to inform advocacy efforts
- Initiate Climate Roundtable
- Create cyber-security guide
- Develop electric industry primer for new industry professionals
- Pursue International Accreditation for Continuous Education and Training (IACET) accreditation in 2022/2023

Objective 2: Identify and manage resources for content development and acquire appropriate equipment

- Evaluate subject matter expert (SME) pool and develop plan to close existing gaps
- Review need for distributed generation safety training
- Identify and address barriers to virtual learning, make recommendation to Board

Adopted 11/19/2020

Objective 3: Design and implement marketing strategies to increase enrollment and enhance member experience

- Frame NEPPA's value proposition, leveraging member survey results
- Implement new website by 3/31/2021
- Increase social media presence through specialized campaigns

GOAL 2: Expand effective learning environments and adopt new technologies for delivery

Objective 1: Utilize virtual technology to enhance the total learning experience

- Explore use of virtual reality/simulator-based training
- Evaluate purchase or creation of a digital lineworker course
- Offer training hybrid/remote model as appropriate
- Evaluate an enhanced platform for delivery of hybrid/remote teaching model

Objective 2: Maintain and support a top tier training team

- Expand regional training model
- Develop safety council/safety advocates to create/refresh training
- Establish volunteer training team to assist with apprentice training

Objective 3: Measure success in terms of quality, satisfaction, retention and competency

- Design knowledge mapping to ensure students can see next steps in their education
- Develop and implement searchable tracking system of all student records

GOAL 3: Grow and strengthen NEPPA's leadership, capacity, and capability

Objective 1: Implement policies and procedures with staff and board that align to the strategic plan

- Review governance structure
- Conduct Board self-assessment
- Develop and implement board orientation program by March 2021 board meeting
- Create new GM Resource Guide
- Create Mutual Aid Playbook
- Evaluate and implement board portal
- Define committee member selection process
- Update financial objectives

Objective 2: Enhance & expand non dues revenue

- Increase website advertising
- Enhance job posting site
- Increase Benevolent Fund coffers

Objective 3: Invest resources in infrastructure improvements

- Evaluate energized training for distribution, transmission and meter voltages. (i.e. Timpson)
- Re-organize training garage to create indoor metering and substation areas
- Revitalize training yard
- Develop underground training and expand facilities as warranted
- Create electrical confined space rescue training

Objective 4: Advance the Public Power mission

- Define and differentiate the public power model value
- Develop a NEPPA wide succession plan (Board, staff, committees, training)
- Support workforce development
- Support diversity, equity and inclusion (DEI)
- Create Professional video series to tell our story
- Solicit SME guest contributors to website/newsline

NEPPA
*Northeast
Public Power
Association*

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