



**UTILITY ECONOMIC
DEVELOPMENT ASSOCIATION**

2022 - 2024 STRATEGIC PLAN



Introduction

The 2022-2024 Strategic Plan for the Utility Economic Development Association (UEDA) served as a roadmap for the organization's mission and goals for the two-year period. It acknowledged the challenges posed by the COVID-19 pandemic and emphasized the importance of flexibility in adapting to changing circumstances.

Strategic Planning Process

The plan was reviewed and finalized in May 2022, with input from the Executive Director, President, Vice-President, and the Programming Committee chair. It was made available to all UEDA members through the organization's website.

Background

UEDA is a non-profit organization dedicated to supporting economic development in investor-owned electric and gas utilities in the United States. Its objectives include sharing best practices, fostering networking opportunities, creating and retaining jobs, engaging future leaders, and enhancing the corporate image of its members.

Mission

UEDA's mission is to prepare its members to meet evolving customer demands and compete for business growth and investment in the utility industry. This is achieved through education, networking, best practice sharing, and advocacy efforts.

2022 UEDA ACTION ITEMS:

1. UEDA EXECUTIVE DIRECTOR ROLE AND ASSOCIATION MANAGEMENT FIRM:

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- In 2021, UEDA hired Angela Rogers Group (ARG) as the new Executive Director and Association Management Firm.
- ARG is responsible for various tasks, including association management, financial planning, membership relations, event development and production, website management, and social media to name a few.
- ARG will collaborate with committees to increase UEDA's brand awareness, membership, and financial stability.

2. UEDA Executive Director Role and Association Management Firm:

- Several committees were restructured, and committee charters were drafted by ARG to clarify responsibilities and goals.
- The committees originally were Membership, Communication, Programming/Education, Future Leaders, Nominating, Sponsorship, Strategic Planning, Finance, and UEDA Outreach but those committees were streamlined and some duties combined. In addition, a Finance Committee was added rounding out the committee total to four.



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COMMITTEE SUMMARIES:

Membership Committee:

- The committee reviewed and revised membership categories, dues, and benefits recommended by ARG.
- UEDA explored alliances with Edison Electric Institute (EEI) and the American Gas Association (AGA) and now have members representing those companies in UEDA.
- The committee considered expanding the associate member category and accomplished this task.

Programming/Education Committee:

- The committee was streamlined to focus on economic development from the utility perspective.

Strategic Planning Committee:

- The committee will continue to review and recommend updates to the strategic plan throughout 2024.

Finance Committee:

- The committee will assist the treasurer and Executive Director to oversee the financial stability of the association.

UEDA Administration and Organizational Structure/Executive Director and Association Management Roles:

- Efforts will continue to maintain financial stability, increase revenue, and review the organization's structure

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Communication Committee:

- While there was no dedicated committee, each committee is tasked with providing communication and social media suggestions.
- The Executive Director and ARG increased contact with members and improved communication effectiveness.
- Social media efforts were enhanced and now handled by ARG.

Future Leaders Committee:

- This committee was disbanded, with a focus on including future leaders in all committees.

UEDA Outreach:

- Responsibility for increasing awareness of UEDA's purpose now lies with the Executive Director and ARG.
- The committee was disbanded.

CONCLUSION:

The 2022-2024 UEDA Strategic Plan outlined the organization's objectives, committee roles, and goals for the next two years. With a focus on adaptability and collaboration, UEDA aims to strengthen its position in supporting economic development in the utility industry. The committees and Executive Director will work together to implement these strategic initiatives, adapt to changing circumstances, and enhance the value of UEDA membership.