

STRATEGIC PLAN 2024-2027

MISSION GOALS

- 1 Maintain Missouri as a preeminent state for banking
- 2 Make every banker an advocate
- 3 Innovate to address evolving member needs
- 4 Maximize Member Value



ADVOCACY & GOVERNMENT AFFAIRS

Develop in-district engagement programming with state legislators led by area banks.

Develop and implement a plan for candidate recruitment and development to ensure long-term support for banking issues at the state level.

Implement Government Relations programming as a core component in all MBA activities and develop easy-access resources to support advocacy at every level of the bank.

Increase NextGen Banker grassroots involvement and implement advocacy onboarding structure.

Ensure banking industry issues are considered central policy issues at the state and federal levels.



MEMBER EXPERIENCE & ENGAGEMENT

Develop career pathing journeys with targeted programming that maps to modern bank career ladders and skillsets.

Explore packages that promote deeper bank involvement with MBA across education, services and advocacy.

Promote "careers in banking" opportunities to new audiences to support bank talent needs.

Develop partner programming to identify and fill gaps in banker development and bank operations.

Develop communities and forums for banker peer engagement hosted within MBA and focused on areas of specialization.



SERVICE OPTIMIZATION & INNOVATION

Develop a model for "slow growth" new service/product roll-out that enables innovation while prioritizing service excellence.

Develop ongoing needs assessment for MBA member banks.

Prioritize product and service growth in areas that support hard-skill banking needs.

Implement programs and services to support banker ecosystem, including director and customer needs.

Identify and grow opportunities to be a service leader among state banking associations.

Develop stronger partner relationships to enhance joint service offerings.



COMMUNICATIONS AND SCALE

Develop data analytics capabilities that enable targeted communication based on role, experience, and history for consistent delivery across channels.

Invest in platforms that enable member-driven connections to MBA content at their discretion.

Develop digital communications resources that can be leveraged by MBA and its member banks to increase efficiencies and scale messaging impact.

Explore new communication modes to support real-time government relations alerts, resource access and profile management.

Invest in service-support technologies that ensure timely, accurate and seamless interaction with MBA.