






Strategic Plan 2019-2020

Mission: A forward-looking stakeholder-focused organization providing reliable and safe services to our customers while providing value and enhancing quality of life in the community.

Vision: Be a prominent cornerstone of the community that provides value added services with innovative solutions while ensuring environmental stewardship.

Financial Health	Customer Relationships	Business Excellence	Employee Engagement	Environmental Guardianship
 <p>Maintain financial stability and high bond ratings to create value for stakeholders (Customers, City of Marshfield, and the Community).</p> <ul style="list-style-type: none"> ◆ Advance MU's financial position to provide future stability. ◆ Update and develop advancements to financial materials. ◆ Maintain effective management and oversight of rates. 	 <p>Understand and continue to meet customer expectations.</p> <ul style="list-style-type: none"> ◆ Develop customer focused solutions and resources that enhance service. ◆ Participate in community outreach through events, educational opportunities, and features. ◆ Foster effective communication opportunities with stakeholders. 	 <p>Improve operational efficiency and selectively pursue opportunities that add customer value.</p> <ul style="list-style-type: none"> ◆ Meet or exceed industry best practices. ◆ Maximize value of existing resources and processes. ◆ Explore potential opportunities and expand service offerings that provide value and efficiency to current and future customers. 	 <p>Advance employee safety, health, and engagement.</p> <ul style="list-style-type: none"> ◆ Provide better communication, training, and engagement opportunities for current and future employees. ◆ Provide employee feedback, competitive compensation, and career development. 	 <p>Lead community efforts and reduce impact on the environment.</p> <ul style="list-style-type: none"> ◆ Reduce MU's operational environmental impact. ◆ Proactively protect, promote, and enhance community environment.