






Strategic Plan 2022-2024

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 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. ◆ Continued development of transparent financial materials. ◆ Manage rates through effective spending and appropriate budgetary planning. 	 <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 safety, health and engagement for current and future employees.</p> <ul style="list-style-type: none"> ◆ Continual enhancement of tools, equipment, processes, and resources to foster a safe and healthy working environment. ◆ Continual assessment and planning for the skills needed to meet future opportunities. ◆ Foster an inclusive environment that supports employees through communication, development, training, and competitive total compensation. ◆ Seek opportunities and grow relationships within the community and relevant organizations to develop strong sources for future employees. 	 <p>Lead community efforts and reduce impact on the environment.</p> <ul style="list-style-type: none"> ◆ Reduce MU’s environmental impact. ◆ Proactively protect, promote, and enhance community environment. ◆ Explore opportunities for implementing environmentally friendly service offerings to enhance the utility’s position as a community resource.