



2012 Strategic Plan

The mission of the Missouri Energy Development Association Supplier Diversity Task Force, made up of investor-owned regulated utilities in the state of Missouri, is to exchange information, share ideas, and provide ongoing support and advancement of each company's supplier diversity program, and identify and nurture diverse suppliers in Missouri.

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Executive Summary:

The MEDA Supplier Diversity Task Force was formed in mid-2011, and spent the latter part of 2011 working to establish itself as an organization, build and recruit membership, identify contact personnel at each member utility, develop relationships among the participants, and discuss ideas and objectives for the upcoming year.

The fundamental problem the group addressed during its Strategic Planning process was being clear about who the MEDA Supplier Diversity Task Force must be as a necessary and relevant organization in support of supplier diversity operational practices among regulated utilities throughout Missouri. The group proceeded to establish objectives and initiatives for 2012. The next step for the Board was to begin developing a mechanism for accomplishing those initiatives for the MEDA Supplier Diversity Task Force.

Some key elements of the plan for 2012 include establishing a section of the MEDA website which will better enable diverse suppliers to access MEDA Supplier Diversity Task Force members.

The major cost for implementing the 2012 Strategic Plan is time and capacity.

Assuming implementation of its Strategic Planning initiatives, the primary benefit to members, suppliers, and potential suppliers will be the creation of a user-friendly on-boarding process. Member companies will have a pool of diverse suppliers who are prepared to help them meet their business goals in a way that is mutually beneficial.

Current Situation:

Who we are: the MEDA Supplier Diversity Task Force is working to become a one-stop resource for diverse suppliers to do business with utility companies. Our mission is to forge effective working relationships that promote and enhance business opportunities between diverse businesses and regulated utilities in the State of Missouri. The MEDA Supplier Diversity Task Force will continue to fulfill its mission through the implementation of its strategic initiatives in 2012 and through its marketing & branding initiatives.

Requirements and Implementations:

What We Must Do to Accomplish the MEDA Supplier Diversity Task Force's 2012 Strategic Goals:

Four specific items emerged:

1. Update the section of the MEDA website with information and tools that support the Task Force's respective on-boarding processes and Supplier Diversity initiatives.
2. Establish a good communication plan.
3. Participate in the February 2012 MEDA Day at the Capitol (moved to April 2012)
4. MEDA Supplier Diversity Task Force Business Opportunity Fair (date to be determined).

Missouri Energy Development Association Supplier Diversity Task Force Strategic Plan 2012

MEDA Supplier Diversity Task Force Committee Mission:

The Supplier Diversity Task Force, made up of investor-owned regulated utilities in the state of Missouri, has been formed to exchange information, share ideas, and provide ongoing support and advancement of each company's supplier diversity programs, and identify and nurture diverse suppliers in Missouri.

[Adopted August 24, 2011]

Objective 1: Increase visibility of diverse suppliers with member utilities				
Strategy Owner:				
Strategy	A. Develop a mechanism that will allow the member companies to share diverse suppliers			
Action Items		Who	Date	Cost
	1. MEDA will research the cost and terms of establishing a website to provide a portal to suppliers to connect with SD Task Force utilities	MEDA	In progress	
	2. Each utility will hand out information about the website at events	Task Force		
	3. Establish a members-only portal for member utilities to share their diverse supplier lists and resources	MEDA		

Objective 2: Share information, ideas and practices, including the National Association of Regulatory Utility Commissioners' (NARUC) Utility Market Access Board (UMA) recommendations, among task force members to promote and advance their supplier diversity programs.				
Strategy Owner:				
Strategy	A. Hold Regular Meetings to Discuss Ideas and Plans			
Action Items		Who	Date	Cost
	February 2012 Meeting	Val, JP	2/9/12	Complete
	April 2012			
	June or July 2012 (TBD)			

Objective 3: Increase Opportunities via Outreach				
Strategy Owner:				
Strategy	A. Establish a committee presence at MEDA events			
Action Items	Upon invitation	Who	Date	Cost
	1. Determine what the events are, if any	All	On-going	
	2. Obtain MEDA buy-in/support	Chair	On-going	
	3. Determine costs			
	4. Coordinate logistics			
	5. Display signs with the utility and MEDA logo at each event	All	2/16/12	Complete. Event moved to 4/5/12
	6. Have one banner with all utility logos and MEDA to display at events	MEDA	2/16/12	
	7. Hand out MEDA Supplier Diversity Task Force Brochure	All	2/16/12	
Strategy	B. Establish a committee presence at non-MEDA events			
Action Items	Upon invitation	Who	Date	Cost
	1. Establish prepared talking points	Comm Team		
	2. Facts Sheet	Comm Team		
Strategy	C. Host a Business Opportunity Fair			
Action Items	Host a networking event for utility specific suppliers	Who	Date	Cost
	1. Location within the state of Missouri	All		
	2. Missouri Specific; MEDA Specific; Invitation Only	All		
	Standalone event When and where tbd			
Strategy	D.			
Action Items		Who	Date	Cost
	1.			
	2.			

Objective 4: Effectively Communicate the Supplier Diversity Committee Activities				
Strategy Owner:				
Strategy	A. Develop a Communication Strategy			
Action Items	Communication to MEDA Board & Corporate Stakeholders & MPSC	Who	Date	Cost
	1. List achievements throughout year	Byron, MEDA and Val		
	2. 2012 Goals	ALL		
Strategy	B. Reconfirm each corporations MEDA contact person and level of participation			
Action Items	Invite inactive utilities to appoint member and/or attend networking event	Who	Date	
	1. Continue to reach out to Empire	MEDA	9/22/11	complete
	2.			
	3.			
Strategy	C. Reconfirm each corporations contact person and level of participation			
Action Items	Capture data and supply to all utilities	Who	Date	
	1. Information captured at meeting	MEDA	2011 meetings	complete
	2.			
Strategy	D.			
Action Items		Who	Date	Cost
	1.			
	2.			

Objective 5: Provide a Forum for Effective Information Exchange				
Strategy Owner:				
Strategy	A. Develop a process for the gathering and disseminating information about members			
Action Items		Who	Date	Cost
	1. Meeting Invites	MEDA	On-going	
	2. Emails – Distribute Meeting Notes & Agenda	MEDA	On-going	
	3. Coordinate Quarterly Face to Face Meetings (research video conference/webinar)	Co-chairs & MEDA	On-going	
	4. Standing agenda item –share best practices	All	On-going	
	5. Archive committee documents and communications	MEDA	On-going	
Strategy	B. Consider Members only portal			
Action Items		Who	Date	Cost
	1.			
	2.			
Strategy	C. Develop strategy to engage advocacy partners (i.e. Councils and chambers)			
Action Items		Who	Date	Cost
	1.			
	2.			

Objective 6: Provide a framework for Conducting Committee Business				
Strategy Owner:				
Strategy	A. Adopt policies and procedures for committee governance			
Action Items		Who	Date	Cost
	1. Accountability	Rick, Todd and MEDA		
	2. Formality	Rick, Todd and MEDA		
	3. Basic Guidelines	Rick, Todd Jacobs and MEDA		
Strategy	B. Establish a calendar of meetings			
Action Items		Who	Date	
	1. Determine meeting frequency	MEDA		
	1a. monthly for now, then quarterly, will call meetings when necessary		9/22/11	complete
	2. Send out Outlook meeting invitations	MEDA	On-going	
	3.			
	4.			
Strategy	C. Establish and implement term limits for chair			
Action Items		Who	Date	
	1. Chair	Task Force	8/24/11	Complete
	2. Co-Chair	Task Force	8/24/11	Complete
Strategy	D. Establish and implement succession plan for chair			
Action Items		Who	Date	
	1. Chair and Co-chair will serve for 1 year	Task Force	8/24/11	Complete
	2. Other members will rotate in to the chair and co-chair position yearly	Task Force	8/24/11	Complete

Objective 7: Serve as a resource to the Missouri Public Service Commission on supplier diversity.				
Strategy Owner:				
Strategy	A. Periodically communicate information to the Commission on the Task Force's status and activities and respond to questions.			
Action Items		Who	Date	Cost
	Respond to request for information from Robert Boone and Commissioner Kenney.	Task Force	2/6/12	Complete
Strategy	B.			
Action Items		Who	Date	Cost
		MEDA		
Strategy	C.			
Action Items		Who	Date	Cost
Strategy	D.			
Action Items		Who	Date	Cost