

# MidUSA Credit Union, Inc.

## 2017 Business Plan – Executive Summary

MidUSA Credit Union's Strategic Business Plan is intended to drive stakeholder engagement in order to further align business practices and company goals to drive long-term sustainability and member value. This business plan shares MidUSA's guiding principles and sets broad organizational goals as well as specific annual objectives for 2017.

### Who We Are

MidUSA has been in the business of helping people for more than 80 years. When MidUSA was formed in 1934 we had a single mission – to assist member-owners with their financial needs. That same mission exists today.

**Vision Statement:** Making a difference in the lives of our members!

**Mission Statement:** MidUSA will assist member-owners in achieving a brighter financial future.

MidUSA serves approximately 16,000 members who live, work, worship, or attend school in Butler, Warren, Montgomery and Miami Counties in Ohio, as well as the employees, families, and retirees of MidUSA's Select Employee Groups.

### Where We Are

Strategically, MidUSA focuses on three key overarching goals: (a) membership, (b) profitability, and (c) growth. Centered on these ideas are six specific strategic measurements, including:

Profitable Business	Effective Regulatory Compliance
Return on Equity	Employee Vitality
Commitment to Cooperative Principles	Net Referral Score

MidUSA also derives specific annual goals and objectives from these strategic measurements that are detailed in the business plan.

### Where We're Going

MidUSA's Annual Business Plan development is a key part of the strategic planning process involving input from Board, staff and key partners. As we look forward to 2017, MidUSA will be focusing on core growth strategies designed to create a member center of influence, including:

- ❖ Opening up to the young adult (ages 18-29) market, including online and mobile delivery.
- ❖ Staying current with technology and industry advances.
- ❖ Better trained staff alongside stronger strategy and execution.
- ❖ Enhancing the effectiveness, productivity, and design of our interactions with our members.

*If you would like a full copy of the 2017 Business Plan, please contact the Corporate Office at 513-420-5850.*