



Strategic Framework 2020-2021

VISION

RCAC envisions vibrant, healthy and enduring rural communities throughout the west.

MISSION

RCAC provides training, technical and financial resources and advocacy so rural communities can achieve their goals and visions.

CORE VALUES

Leadership: identifies innovative strategies to further rural community and economic development and inspires partners to achieve great outcomes.

Collaboration: achieves superior results by respectfully and inclusively identifying partners.

Commitment: works with passion and dedication to improve rural communities and the lives of their low-income residents.

Quality: produces exceptional work products to help our partners meet their goals.

Integrity: practices the highest professional standards and cultural competency in our work.

STRATEGIC DIRECTIONS

1. **Core Competencies:** Ensure rural communities have culturally-appropriate access to resources by prioritizing community-identified needs and advocating on behalf of these communities with public and private-sector partners.
2. **Increased Investment:** Strengthen the economies of rural communities through increased capital investment that supports small businesses and community development.
3. **Indigenous Communities:** Collaborate with grassroots and Indigenous-led organizations that provide infrastructure, housing, lending and other essential services in Indigenous communities.
4. **Diversity, Equity and Inclusion:** Grow inclusive practices by improving organizational awareness, positioning, and approaches, which embrace Indigenous knowledge and are mindful of historical contexts, to better serve internal stakeholders and external partners and communities.
5. **Capacity Building and Innovation:** Strengthen RCAC's operations by exploring innovative strategies, improving internal infrastructure, and promoting staff development so that RCAC can continue to build the capacity of organizations.
6. **Outcome Measurement:** Transition RCAC measurement to an outcome-based model that effectively articulates the narrative of our work, increases learning opportunities to refine our programmatic approach and expands the metrics we can share with diverse funding sources.

TARGETS - TBD