

MISSION STATEMENT

Supporting our members by fostering a banking environment that strengthens our communities.



STAY IN TOUCH

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 nhbankers.com

NH Bankers ASSOCIATION

2023-2024

STRATEGIC PLAN





ADVOCATE

- ▶ **Legislator Engagement** - Proactively and intentionally explore new opportunities to engage and inform legislators about the New Hampshire banking industry.
- ▶ **Membership Communication** - Increase membership communication and engagement around legislative issues.



IMPACT

- ▶ **Public Awareness** - Increase public awareness about the banking industry, with a focus on digital narratives, through a two-year proactive marketing and public awareness campaign.
- ▶ **Workforce Development Program** - Evaluate the current approach to workforce development and adjust as necessary.



EDUCATE

- ▶ **Educational Offerings** - Evaluate current education offerings and adjust to reduce redundancy and increase participation.
- ▶ **Educational Partnerships** - Explore opportunities to partner with educational institutions, peer trade associations, and education professionals to improve the efficiency and effectiveness of NH Bankers Association educational offerings.



ENGAGE

- ▶ **Membership Engagement** - Measure the effectiveness of current engagement offerings and adjust as needed to increase member value and improve organizational efficiencies.
- ▶ **Cultivate Connections** - Develop new approaches to engage individuals at all levels at member banks and foster deeper connections with out-of-state banks.

