

2022-2024 Strategic Plan

The Indiana Bankers Association strives to grow stronger banks and stronger communities.

Next-Level Government Relations

BJECTIVES

■ Increase member engagement in grassroots advocacy

- Engage Indiana congressional delegation more frequently when in-state
- Grow Indiana BANKPAC and increase member engagement in the PAC

Next-Level Banking Talent

■ Strengthen the banking talent pipeline

- Help Indiana bankers "win" as banking evolves
- Connect bankers to their peers and
- Help bankers see how they build up their communities
- Support DEI efforts of member banks

Next-Level Operational Effectiveness

■ Members: Increase engagement and streamline IBA communications

- Staff: Help all employees enjoy their work and be their best
- Board: Continue to enhance effectiveness

New **Ventures** for Indiana **Banks**

■ Expand IBA services to meet key unmet member needs while raising nondues revenue

Position IBA for Future **Opportunities**

- Build a win-win partnership with the Indiana Mortgage Bankers Association to grow INMBA membership and influence while strengthening the IBA
- Cultivate partnerships with peer organizations

Fortify connections between members and elected officials

- Hold congressional roundtables at member banks
- Strengthen and streamline connections between bankers and state legislators
- Increase IBA Washington DC trip participation

Juice the Indiana banking talent pipeline

- Build up internship program / link to member banks
- Equip members to engage with high schools
- Create a university student mentorship
- Establish university level banking education in southern Indiana
- Help members attract mid-career hires

Enable effectiveness of existing

■ Enhance continuing education career

banker talent pool

guidance

success

■ Foster peer connections

and integrate across IBA departments

■ Streamline and better target

IBA member communications,

Improve member

communications

■ Explore alternative communication methods

Continue to advance staff effectiveness

- Build staff inclusion and unity
- Strengthen team building and increase sense of IBA ownership
- Increase engagement of nonmanagement team members
- Boost staff recognition

Increase member participation in the IBA **Group Insurance Trust**

■ Enhance visibility of IBAGIT with members

Help member banks leverage fintech relationships

- Explore the formation of a working advisory group
- Help Indiana banks appropriately share expertise and learning
- Establish a showcase of fintech opportunities and/or a Mega Conference fintech track

Make the IBA/INMBA partnership a win-win

- Create a robust plan for the IBA/INMBA partnership
- Execute the plan and create a process to monitor INMBA progress and implications to IBA effectiveness

Pursue partnerships with peer organizations in neighboring states

- Cultivate partnership opportunities through the Midwest CEO Forum
- Continue to explore opportunities to partner with other states
- Further strengthen IBA readiness for potential opportunities

Broaden member engagement in government relations

- Catalyze in-bank presentations
- Enhance GR communications for members
- Streamline advocacy for members

Build the "Banking as a Career" brand

- Broaden public outreach channels
- Use storytelling to package and provide powerful stories to member banks to help them engage potential future bankers

effectiveness Amplify the Future Leadership

Division voice on the IBA Board

Continue to advance Board

- Cultivate connections between Board and staff
- Explore new Board portal options

Develop one or more new **IBA** service offerings

- Explore options, including vendor management, compliance, HR, data analytics and marketing
- Consider alternative solutions such as to build, buy, partner or endorse

STRATEGIES

Encourage legislators to serve as bank board members ■ Incubate banking-friendly candidates

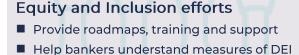
Increase proactive GR

influence

Host candidate fundraisers

Continue to increase **BANKPAC** engagement

■ Create tiered recognition of contributors



Help members shape their Diversity,



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