

2022-2024 Strategic Plan

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

STRATEGY FOR SUCCESS

	Next-Level Government Relations	Next-Level Banking Talent	Next-Level Operational Effectiveness	New Ventures for Indiana Banks	Position IBA for Future Opportunities
OBJECTIVES	<ul style="list-style-type: none"> ■ 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 	<ul style="list-style-type: none"> ■ Strengthen the banking talent pipeline ■ Help Indiana bankers “win” as banking evolves ■ Connect bankers to their peers and IBA ■ Help bankers see how they build up their communities ■ Support DEI efforts of member banks 	<ul style="list-style-type: none"> ■ Members: Increase engagement and streamline IBA communications ■ Staff: Help all employees enjoy their work and be their best ■ Board: Continue to enhance effectiveness 	<ul style="list-style-type: none"> ■ Expand IBA services to meet key unmet member needs while raising non-dues revenue 	<ul style="list-style-type: none"> ■ 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
STRATEGIES	<p>Fortify connections between members and elected officials</p> <ul style="list-style-type: none"> ■ Hold congressional roundtables at member banks ■ Strengthen and streamline connections between bankers and state legislators ■ Increase IBA Washington DC trip participation <p>Broaden member engagement in government relations</p> <ul style="list-style-type: none"> ■ Catalyze in-bank presentations ■ Enhance GR communications for members ■ Streamline advocacy for members <p>Increase proactive GR influence</p> <ul style="list-style-type: none"> ■ Encourage legislators to serve as bank board members ■ Incubate banking-friendly candidates ■ Host candidate fundraisers <p>Continue to increase BANKPAC engagement</p> <ul style="list-style-type: none"> ■ Create tiered recognition of contributors 	<p>Juice the Indiana banking talent pipeline</p> <ul style="list-style-type: none"> ■ Build up internship program / link to member banks ■ Equip members to engage with high schools ■ Create a university student mentorship program ■ Establish university level banking education in southern Indiana ■ Help members attract mid-career hires <p>Enable effectiveness of existing banker talent pool</p> <ul style="list-style-type: none"> ■ Foster peer connections ■ Enhance continuing education career guidance <p>Build the “Banking as a Career” brand</p> <ul style="list-style-type: none"> ■ Broaden public outreach channels ■ Use storytelling to package and provide powerful stories to member banks to help them engage potential future bankers <p>Help members shape their Diversity, Equity and Inclusion efforts</p> <ul style="list-style-type: none"> ■ Provide roadmaps, training and support ■ Help bankers understand measures of DEI success 	<p>Improve member communications</p> <ul style="list-style-type: none"> ■ Streamline and better target IBA member communications, and integrate across IBA departments ■ Explore alternative communication methods <p>Continue to advance staff effectiveness</p> <ul style="list-style-type: none"> ■ Build staff inclusion and unity ■ Strengthen team building and increase sense of IBA ownership ■ Increase engagement of non-management team members ■ Boost staff recognition <p>Continue to advance Board effectiveness</p> <ul style="list-style-type: none"> ■ Amplify the Future Leadership Division voice on the IBA Board ■ Cultivate connections between Board and staff ■ Explore new Board portal options 	<p>Increase member participation in the IBA Group Insurance Trust</p> <ul style="list-style-type: none"> ■ Enhance visibility of IBAGIT with members <p>Help member banks leverage fintech relationships</p> <ul style="list-style-type: none"> ■ 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 <p>Develop one or more new IBA service offerings</p> <ul style="list-style-type: none"> ■ Explore options, including vendor management, compliance, HR, data analytics and marketing ■ Consider alternative solutions such as to build, buy, partner or endorse 	<p>Make the IBA/INMBA partnership a win-win</p> <ul style="list-style-type: none"> ■ 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 <p>Pursue partnerships with peer organizations in neighboring states</p> <ul style="list-style-type: none"> ■ Cultivate partnership opportunities through the Midwest CEO Forum ■ Continue to explore opportunities to partner with other states ■ Further strengthen IBA readiness for potential opportunities