

SDBA Strategic Plan - 2006

The South Dakota Bankers Association board of directors, SDBIS board of directors and staff completed a strategic planning in April. Below are the results.

Our Mission:

To enhance the ability of our members to compete effectively and profitably in the financial services industry.

Vision:

South Dakota Bankers Association (SDBA) is empowered to proactively recognize and respond to changes in the financial services marketplace. We respond by providing products and services that directly or indirectly enhance the collective abilities of our members to be the leading providers of financial services to their customers. To maintain that vision, the SDBA will focus its efforts to provide the highest quality services in several key areas.

► Government Relations/Public Policy Advocacy

Advocacy is our primary purpose. We “plead the cause” of our member banks to ensure favorable legislation. SDBA members and staff will be the primary source of input and feedback on legislative and regulatory proposals affecting the financial services (banking) industry, both at the state and national level. To be effective, we need and actively seek the involvement, accountability and proactive engagement of our member banks. On a national level, we are committed to “doing it even better.”

► Banker Education and Training

SDBA will identify needed banker education/training programs by staying abreast of current industry issues, best available course materials and alternative delivery methods. We will be a clearing house, not training developers. We intend to reinvent ourselves in this area over the next three (3) years.

► Other Bank Aligned Products and Services

South Dakota Bankers Insurance & Services, Inc. (SDBIS) constantly searches for new opportunities to broaden the definition of “core banking services” bringing new, complementary products and services to SDBA’s members. Those products and services provide bottom-line value to member banks, bank customers and to the SDBA.

► Summary

SDBA exists to serve the needs of its member banks. Its products and services are customer driven and highly responsive to changes in the marketplace for financial services. The Board of Directors and Association staff strive to add value to Association membership, recognizing opportunities to leverage its collective strength for the betterment of all bank members and the bankers who volunteer their respective careers within our member banks. The long-term viability of SDBA is directly related to the number of products and services utilized by the member banks. A comprehensive, linked database is critical. Pursuit of this vision will serve to strengthen the tie between South Dakota’s banks and this Association, both short and long term.

Strategic Priorities

- 1. Develop a new model for banker education and professional development.**
- 2. Maintain advocacy strength.**
- 3. Enhance financial strength of Association.**
- 4. Enhance teamwork among Association staff.**
- 5. Deepen member involvement and engagement.**
- 6. Utilize technology to maximize efficiency.**
- 7. Foster economic development.**



SDBA President

