

Vision: Thriving Institutions, Thriving Communities, Thriving Hoosiers
Mission: Delivering Targeted Financial Solutions to Local Challenges

Big Goal FY19: Increase qualified entities (QE) served by 50% from FY18 to FY19

Strategic Area of Focus A:
Thought Leadership

Goal 1:
Launch 2-4 New Program Offerings

Goal 2:
Pilot a Public Finance Creative Problem-Solving Forum

Strategic Area of Focus B:
Relationship Development

Goal 1:
Create & implement a comprehensive communications strategy

Goal 2:
Deploy marketing resources with defined ROI

Strategic Area of Focus C:
Operational & Financial Excellence

Goal 1:
Increase Continuing Disclosure 1st pass yield by 25%

Goal 2:
Assess existing programs for QE benefit & sustainability