



East Central Intergovernmental Association (ECIA)
FY2026-2028 Strategic Plan
Adopted July 16, 2025

Facilitated by the Institute for Decision Making | University of Northern Iowa

ECIA Mission

ECIA proactively enhances the well-being of our region by forging strong county and community partnerships, developing innovative solutions, and delivering essential services.

ECIA Vision

As a proactive and trusted partner in the region, ECIA is committed to enhancing professional services and equipping communities and counties with the tools and resources they need to succeed. ECIA has a strong, creative team of experts that delivers relevant, efficient and impactful services and innovative solutions.

Values

Collaboration:

ECIA engages with colleagues and community partners, combining our strengths to achieve shared goals. Open communication and teamwork enable us to support one another and solve challenges more effectively, driving collective success.

Resiliency:

ECIA demonstrates resiliency by adapting to challenges, uncertainty, and change with a forward-thinking mindset and approach that combines innovation and creativity to maintain steady progress even in the face of setbacks. Our team stays flexible and motivated, learning from obstacles to effectively adapt our strategies for new possibilities.

Expertise:

ECIA approaches work with professionalism, deep knowledge, and specialized skills, ensuring that every decision is informed by experience and best practices. Our commitment to continuous learning and improvement allows us to deliver high-quality results with confidence and precision.

Respect:

ECIA engages with others thoughtfully and listens with compassion and care, valuing diverse perspectives and experiences. By treating everyone with fairness and professionalism, we foster positive relationships.

Reliability:

ECIA demonstrates reliability by consistently meeting deadlines, delivering high-quality work, and following through on our commitments. Our team maintains clear communication and proactively addresses challenges to ensure smooth and dependable outcomes.

Integrity:

ECIA upholds integrity by consistently delivering on our promises and maintaining honesty and transparency in all our actions. Our commitment to ethical practices ensures that we build trust with our clients, partners, and colleagues.

Priority Areas, Goals, and Outcomes

Priority Area: External Communication & Outreach



Goal: To ensure that ECIA and its programs are well-known throughout the region.

Outcome 1: ECIA's brand is updated to more clearly reflect the organization's work.

Outcome 2: Community partners are aware of ECIA's services and accomplishments through the development and implementation of an effective marketing plan.

Outcome 3: ECIA's members and stakeholders are aware of and can appropriately share information about the organization and its programs.

Priority Area: Community Services



Goal: To ensure that ECIA's existing and new services fit the needs of the region.

Outcome 1: ECIA staff continuously evaluate, adapt and develop services to meet the evolving needs of members and the region.

Priority Area: Internal Workplace Culture & Collaboration



Goal: To ensure a workplace where staff are valued and intentionally work together to support ECIA's mission.

Outcome 1: ECIA is an employer of choice in Eastern Iowa.

Outcome 2: ECIA is fully staffed with informed and qualified employees.

Priority Area: A Sustainable Organization



Goal: To ensure an organization that is operationally and fiscally sound now and into the future.

Outcome 1: ECIA is operationally stable and well-funded to meet the growing needs of the region.

Outcome 2: ECIA maintains solid governance through intentional board engagement, training, and evaluation.