

North Carolina Telecommunications Industry Association Core Purpose, Values and Strategic Objectives

Core Purpose: To promote a pro-business environment in North Carolina that will provide each member company the opportunity to meet customer expectations while achieving operational efficiency and financial success.

Core Values:

- ☎ The role our industry plays in shaping the economy of North Carolina and improving the communities we serve through the development and deployment of technology and advanced services.
- ☎ Ethical business behavior.
- ☎ Being an avenue for industry representation, cooperation and networking – e.g., respect for diversity, being inclusive.
- ☎ Diverse opinions, related to both proprietary information and non-proprietary information.

Image - NCTIA will be viewed as a credible authority/source on telecommunication issues and as a facilitator that brings parties together to dialogue on issues. Processes will be established to identify target audiences, develop capabilities, improve communications through a marketing program, engage committees in research, respect individual members' positions, and prioritize emerging issues.

Networking/ Inclusive Membership - Our customers and shareholders will benefit from the state partnerships and relationships created by networking opportunities among our member companies as well as the enhanced understanding of individual member company views on particular industry issues. Build attendance to NCTIA events by carefully planned, extensively promoted forums for dialogue and debate regarding telecom issues.

Education and Training - Enhance education and training opportunities that meet the needs of member companies. Increase education programs based on the emerging topics of interest to members. Create a process to benchmark processes and communicate to the membership. Work to enhance and promote the quality training through NC School of Telecommunications.

Organization - NCTIA will maintain its financial position and diversify its revenue sources. Decrease the association's reliance on dues, identify new sources of non-dues revenues and partner with outside sources for revenue generating programs. Match association priorities with strategic element of resource allocation.