



WHAT MEMBER PARTICIPATION TELLS US ABOUT OUR COOPERATIVE

As a member-owned cooperative, participation matters. Every program sign-up, meeting viewed, survey completed, and service enrollment helps guide how your co-op plans for the future. Looking at participation trends gives us insight into what members value most—and where we can continue to improve.

Engagement is evolving. Over the past several years, members have increasingly interacted with the cooperative through digital channels. Online bill pay, SmartHub use, and digital communications continue to grow, reflecting changing preferences for convenience and flexibility. These tools allow members to manage their accounts on their own schedules while staying informed about co-op programs and services.

Programs with practical benefits see the strongest response. Participation is highest in programs that offer clear, everyday value—such as energy efficiency rebates, budget billing, and payment options that help manage monthly costs. These trends reinforce an important lesson: members engage most when programs are easy to understand and directly impact their homes or businesses.

Connectivity is a growing priority. Enrollment in SEI Fiber continues to increase as members rely more on high-speed internet for work, education, healthcare, and entertainment. Participation data shows strong interest in reliable connectivity, particularly in areas where fiber access was previously limited. This growth helps inform where future investments and expansions can deliver the greatest benefit.

Community involvement remains strong. While participation methods have shifted, member interest in community-focused efforts—such as charitable projects and Operation RoundUp—remains steady. Members continue to support initiatives that give back locally and strengthen the communities we serve.

What the numbers mean going forward. Participation trends help your co-op plan responsibly. They guide decisions about program design, communication methods, and infrastructure investments, ensuring resources are used where they matter most. They also highlight opportunities to increase awareness and remove barriers so more members can take advantage of available programs.

Behind every data point is a member making a choice. By listening to those choices and tracking participation over time, your cooperative can continue adapting to meet member needs—today and in the years ahead.