# Co-op Education Video Transcript

And so to me when I think about cooperative training and the ongoing cooperative training it's really those basic principles of what is a cooperative? How do we operate? I don't think it's to the point of how do I file my income tax return and so you know it's not the nitty-gritty but it's a general operating philosophies of a cooperative business structure and I think the better handle the board has on that I think the higher the probability of success. Now I'm not going to quit there if our cooperative has membership that's significantly larger than the board. How are we educating our members on the general operating principles because if I'm joined in as cooperative and I'm asked to plunk down $5,000 as a as a member to create capital to operate the co-operative if I don't understand what I just agreed to do or how this business is going to function I could get disenchanted pretty quickly or I can go if I can get a dime or somewhere else for my product I might leave not understanding that I'm an owner and and the kind of the the guiding principles behind the co-operative philosophy.

I mean when I was doing this research most of the cooperatives I were looking at were small in size and scale so there wasn't that issue of educating the masses like a Rural Electric Cooperative might have but again I think we have to be diligent. We can't forget that that's part of the mission of the organization part of the philosophy and which we're organized and so I think that's a constant I don't want to say challenge I think it's a it's activity maybe. A constant activity of the of the leadership of a cooperative is degree continually do cooperative education.

The percentage of people in this country that fully understand a cooperative in the philosophy and the guiding principles behind the cooperative is pretty small. And so more than likely the person you're going to hire to work in this cooperative business doesn't have a good understanding of the company and so I think helping employees whether that be through employing in-service whether it be through something in their paycheck just talking about the co-operative philosophy again any way we can reach them I think would be good we even now I mean I'm backing up I'm I'm showing my age. If you talk today I mean we have so many social media campaigns we can use and so how do we connect with our with our members and our employees to help them understand the philosophy fought behind the business.