



HOW TO AVOID MISSION DRIFT & STAY TRUE TO YOUR PURPOSE

FOCUS OF DISCUSSION

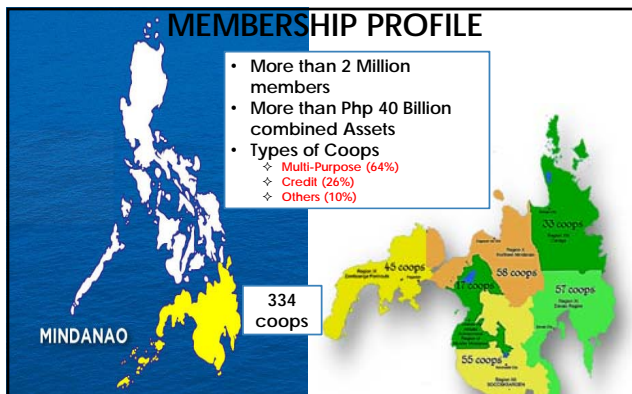
The experience of a secondary coop federation in dealing with mission drift in a coop system

1966 SPECC
Southern Philippines Educational Cooperative Center

1973 MASS
Mindanao Alliance of Self-Help Societies

1984 MASS-SPECC
COOPERATIVE DEVELOPMENT CENTER
Merged, registered as a cooperative federation







Realization ...

- Coops were growing on their own
- Federation efforts focused on growing the coop enterprise
- Members were left behind



MASSSPECC
REFLECTIONS AT 50
Perceptions of Co-operatives and MASSSPECC

Realization ...

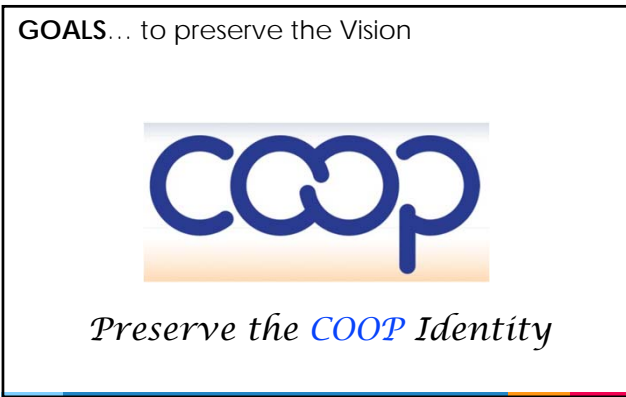
- MASS-SPECC seen as "service provider"
- Role as movement leader diminished

A NEW MOVEMENT VISION
& Securing It For the Future

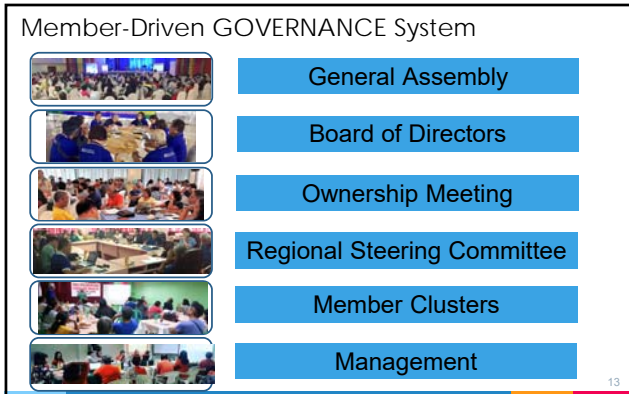
ALL MEMBERS ENJOY BETTER QUALITY OF LIFE.

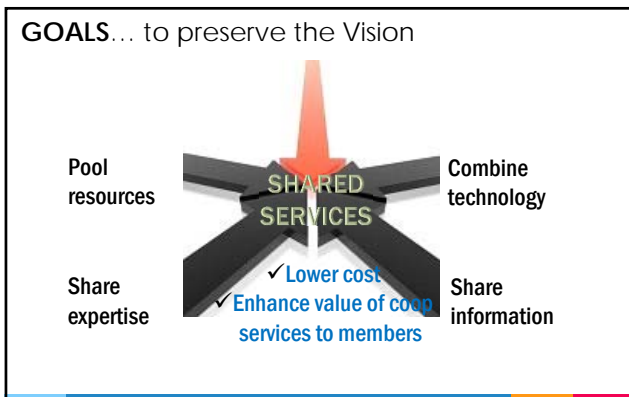
Our Movement VISION











GOALS... to preserve the Vision

Even the poorest members have access to financial services

Coop Members will have access to financial services anywhere, anytime and everywhere...

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“We must build cooperators first, then the cooperative. It takes at least two years to build cooperators and only a day to build a cooperative. This is because it is only after you have finished the task of building cooperators when you can say you are ready to build the cooperative.”

Aquillino Pimentel, Sr.
Pioneer Coop Leader, MASS SPECC
