

## **Summary of Strategic Planning Workshop, April 12, 2012**

### **Northeast HERS Alliance Board of Directors**

**Present:** Board members: Peter Harding, Eurihea Speciale, Brian Stanfill, Lois Arena, Chris Gordon, Mike Brown, Mike Chesney Staff: Peggy MacLeod, Laurie DiDonato

#### **Summary:**

Through group discussion and brainstorming attendees reviewed the categories and needs of the organization's customers and stakeholders, threats and opportunities in the external environment, internal strengths and weaknesses, and potential new strategic initiatives.

By consensus the group short-listed several potential initiatives and divided them into two groups:

1. Major initiatives that could require significant resources to implement ("Big Wins"). Four initiatives were selected by voting as top priorities and an action plan for each was agreed on:
  - Complete the update of the Training & Reference Manual
    - Team: Brian (Leader), Technical Committee
    - Action: Develop work plan and budget for Board approval and begin fund raising
  - Create a Duct & Envelope Testing certification and training program for IECC code compliance
    - Team: Richard (Leader), Eurihea, Mike B, Peter
    - Action: Develop proposal for June Board
  - Create an H-QUITO for ENERGY STAR credentialing of HVAC contractors
    - Team: Peter (Leader), Chris, Brian, Mike C
    - Action: Develop proposal for May Board
  - Expansion/development of rater training program
    - Team: Mike B, Eurihea, Eric
    - Action: TBD by team
2. Other initiatives requiring low investments that should be pursued by the appropriate Board committees ("Small Wins"):
  - Improve brand identity, create new logo
    - Action: Eurihea to get quote from logo designer
  - Reinvigorate QAD Committee
    - Action: Glenn (QAD Committee)
  - Offer full or half day PD program before ACI New England Conference &/or NESEA Conference
    - Action: Mike B. (Professional Development Committee)
  - Create library of approved PD courses on website
    - Action: Mike C. (Communications Committee)