



Strategic Plan 2009

September 28, 2008

Events

Weaknesses

Fewer events held in 2008

Overall attendance was low and sporadic

Goals for Events

1. Increase attendance
2. Plan event calendar for all of 2009

Strategies

1. Have "Day Host" for each event -each
2. Publicize via pod-casts, You Tube (Bob Wall may have funding available)
3. Set up a consistent framework
4. Designate one chair or 'go to' person for each event
5. Increase attendance by new as well as existing members
6. Engage new members as well as existing members in events committee
7. Encourage additional corporate sponsorship of meetings
8. Plan for financial success
9. Implement evaluation or survey after each event to quantify success

Opportunities for 2009

Tours

1. Two part Yale Science Center tour (Rick Warhall)
During construction
Post occupancy or at time of completion
2. Yale Kroon Hall Environmental School
3. Yale Sculpture Building and Garden (re-schedule)
4. Royal Bank of Scotland Stamford (Todd Renz)

Educational programs

1. CT state building code review of new green building/energy law

Annual Awards program at Peabody Museum Yale

NEW OPPORTUNITY CT Greenbuild Northeast CT be the site of the first regional Greenbuild;
to include

Trade Show

Educational classes

Possibly outsource to an event management company

Education

New Model USGBC

Local chapters to be self-performing

1. Procure and negotiate fees with instructors
2. Local chapters to develop in-chapter faculty
3. Instructors must be USGBC certified
4. Current day fee for instructors \$ 1500.00

New LEED 2009 Format

1. New knowledge areas including LEED for Healthcare
2. LEED EB will be changing

Goals

1. Plan 4-6 LEED trainings per year
2. Establish annual LEED course schedule with dates and locations
3. Develop local/regional LEED instructor base

Strategies

1. Create future staff position for LEED Education Coordinator
2. Class sessions to cover entire state including Fairfield County
3. Enlist corporate sponsorship for each session

4. Enlist luncheon sponsor for each session
5. Sponsorships to reflect business sectors
 - Corporate
 - Healthcare
 - University/Schools
6. Develop a metric for measuring LEED success in CT
 - Number of LEED Accredited Professionals
 - Number of LEED Certified Buildings

Website

Goals

1. Establish on-line registration integration on up-graded site
2. Increase use of website and ability to quantify

Strategies

1. Improve website through website up-grade committee
2. Revise mission/vision statement on website to reflect status as a full USGBC Chapter
3. Invite Dan Rothenberg to attend board meeting
4. Retain **Wild Apricot** as our website management service to include; membership renewals, reminders, e-mail blasts, tracking potential new members as 'visitors', on-line sign-up for new members, compiling interest data
Use our current Excel spreadsheet based membership data

Concerns

1. Explore website performance management legality concerns
2. Contact CTGBC member in the legal field to review vendor contracts

Membership

Goals

1. Increase membership to 500 in 2009
2. Retain current membership
3. Increase membership attendance and participation at meetings and events
4. Engage membership on committees and other volunteer positions

Strategies

1. On-line/credit card member sign-up function to make joining easy
2. Develop a new member starter kit
Possible bumper sticker
3. Create new welcome letter for 2009

Marketing

Goals

1. Increase recognition for CTGBC in the green marketplace
2. Increase number of sponsorships and sponsor participation at meetings and events

Strategies

1. Invite current and potential sponsors to meetings
2. Create logo page and display sponsorship logos at all meetings
3. Attract new members to marketing committee
4. Develop special annual recognition (plaques, certificates)
5. Hold a special annual awards event to recognize sponsors as well as intriguing projects.....work with events committee
6. Continue up-dating the Products and Services Directory

Attendees Strategic Planning for 2009

Facilitator: Todd Renz

Participants:
 Bryan Garcia
 Bob Wall
 Dick Barredo
 Rick Warhall
 Kevin Drew
 Whitney Talcott
 Judy Swann

Our special thanks to Rick Warhall for arranging for a space for our strategic planning retreat.