



Strategic Plan

October 2016

Completed by the GRC Board of Director Members of 2015 and 2016

Introduction

From 2015 to 2016, the Board of Directors of the Geothermal Resources Council (GRC), a 1,300 member strong organization, developed this Strategic Plan. This Plan improves the ability of the GRC Board and Staff to achieve the GRC's priorities through annual and long-term work plans and budgets.

The GRC is committed to increasing its value to its members. As we implement this Strategic Plan, there are many opportunities for members and the greater community to contribute directly to the process and impact its success. Your suggestions and support are all welcome.

The process now entails the Board working with the GRC membership in developing specific measurable action plans to achieve these goals and objectives. The next several years will be very exciting as we see these efforts yield tangible results, positively impacting the many members of the GRC. For more information about this Strategic Plan, or to volunteer to help with next steps, please contact any one of us.

Sincerely,


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Paul Brophy
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Maria Richards
GRC Board President Elect

Elements of the Strategic Plan

The Geothermal Resources Council (GRC) Board developed this Strategic Plan throughout 2015 and 2016. The elements of this plan include the following:

- *Vision* = What we want for the world.
- *Mission* = How we will make an impact.
- *Values* = Principles for decision-making.
- *Goals* = Our aspirations for the organization.
- *Objectives* = Methods to accomplish our goals.

GRC Vision Statement

An open exchange of geothermal information to meet the world's energy demand in a manner that is environmentally responsible.

GRC Mission Statement

Advance geothermal development through education, outreach, and dissemination of research.

GRC Core Values

- Financially fit and sustainable organization
- Member focused organization
- High quality organization (professionally and technically)

GRC Goals

- Build a strong membership.
- Serve as a source/venue for geothermal knowledge exchange.
- Increase the importance of geothermal resources in helping meet global energy demands.
- Produce professional quality products and services.
- Be fiscally responsible.

Objectives for Achieving Goals

GOAL - Build a strong membership

1. Grow the value of the GRC for our membership
2. Increase membership from within and beyond the industry
3. Increase member participation year round

GOAL – Serve as a source/venue for geothermal knowledge exchange

1. Connect people with existing information, resources and shared experience to promote exploration, development, and operations.
2. Provide a means/venue for collaborative innovative research to solve industry problems.
3. Ensure high quality and accuracy of current and new geothermal information.
4. Guide, mentor and train the next generation to sustain growth in the industry.

GOAL - Increase the importance of geothermal resources in helping meet global energy demands

1. Increase power purchasers (utilities) acceptance and demand for geothermal power.
2. Provide clarity to policymakers and regulators on the unique benefits of geothermal energy and needs of geothermal manufacturers, installers, and developers.
3. Increase potential thermal users' awareness of the ability to use geothermal resources for direct use applications and geothermal heat pumps.
4. Increase geothermal visibility in the energy community.
5. Promote and market geothermal use to the public.
6. Aid in local community acceptance and adoption of local geothermal development.

GOAL - Produce professional quality products and services

1. Continually strive for improvement and advancements in operations, products, services of the Geothermal Resources Council.
2. Collaborate with other geothermal organizations.

GOAL - Be fiscally responsible

1. Develop an annual balanced budget
2. Increase GRC annual income stream
3. Increase efficiencies

Action Plans to Implement Objectives

Yearly work plans are developed from these goals and objectives, highlighting the focus of the GRC. As part of this effort, we want the GRC members to participate in implementing the strategies. Please contact any member of the GRC Board or GRC Staff to get involved and help us keep improving this organization over the next 40 years!