



Strategic Plan 2019

25th February 2019

Published by the Geothermal Resources Council (GRC)
Executive Director, President, and Board of Directors

Introduction

The 2019 GRC Strategic Plan has been assembled through a comprehensive assessment of planning documents drafted by the organization since 2016.

The 2019 plan updates and replaces the previous Strategic Plan published in October 2016 and has been authorized by a Motion of the Board of Directors at the February 10, 2019, meeting, Stanford University, California, USA.

The plan provides a framework by which the staff of the GRC will execute operations, provides guidance on how the GRC will be managed, and provides a vision for the future direction of the organization.

Our Strategic Plan is a living document and will be reviewed and updated at the end of 2019. Any of our members can provide input to the direction of the organization by contacting a Board Member, the Executive Director, or a member of Staff.

We also welcome and appreciate all offers of help from volunteers. Our volunteers are the backbone of our organization and enable the GRC and our geothermal community to be a success. Please contact us.

Sincerely,

Dr. Will Pettitt
Executive Director

Dr. Andy Sabin
President of the Board

Elements of the Strategic Plan

- **Vision** = What we want for the world.
- **Mission** = How we will achieve our vision.
- **Goals** = Our general long-term aspirations for the organization.
- **Core Values** = Principles for decision-making.
- **Objectives** = How we will achieve our goals in the given time frame.
- **Tasks** = Measurable actions to accomplish our objectives

Vision

An open exchange of information to raise the recognition and acceptance of geothermal energy across society to meet the world's energy demand in a manner that is environmentally responsible.

Mission

Be a prestigious, dynamic, and diverse professional association that advances the global geothermal industry and educates through transfer of robust research, knowledge and guidance.

Goals

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

Core Values

- Financially fit and sustainable
- Member focused
- High professional and technical quality
- Faithful to Scientific Principals
- Serve as a Public Forum
- Collaborative and Cooperative

Objectives

1. ***Enhance Community Networking and Education*** – bring people together in our community, provide materials and venues for education and debate, and define our key global messages that enable growth of the geothermal industry;
2. ***Enhance Public Awareness and Education*** – improve public relations for the geothermal energy community by developing and executing a marketing and communications plan;
3. ***Introduce Policy and Regulatory Improvements*** – work with government and regulatory agencies to incentivize demand and adoption of geothermal energy;
4. ***Balance the Budget*** – to operate with a budget surplus by providing self-supporting activities;
5. ***Ensure Internal Processes*** – improve professional quality and enhance coordination and communication within the GRC.

Tasks

A detailed set of Strategic Tasks for 2019 have been assembled to help plan GRC operations that include measurable metrics for success. The full task list can be obtained upon request from Ian Crawford, Director of Communications (icrawford@geothermal.org).